

The Williamsburg Indie Designer Soiree

The Arsenal presents....

The Williamsburg Indie Designer Soiree, open to the public and located in the heart of Williamsburg. The weekend is a lucrative opportunity for designers to sell, mix and mingle and to provide their brand with a Brooklyn presence.

Designer Package

Date: September 26, 2009

Time: 9:30am-7pm

Booth includes: 2 chair, 1 6 ft table

Price: \$150.00

Rolling Racks: \$25 additional or bring your own!

All packages include online & print advertising promotion and advertising from the Williamsburg Indie Designer Soiree.

Designer space is limited each day to 12 vendors

Deadline for submission is September 18, 2009.

For more information on The Arsenal and the Williamsburg Indie Designer Soiree or to request a submission package contact:

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The Arsenal

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The Williamsburg Indie Designer Soiree

Frequently Asked Questions

Q: How many visitors are expected to attend the event?

A: We expect approximately 300 guests each day.

Q: Where exactly is the event located?

A: The Williamsburg Indie Designer Soiree will take place at The Arsenal, an event space/photo studio/showroom located at 153 Roebling Street in suite 4B. This location is in the heart of Williamsburg and easily accessed just 4 blocks from the Bedford L train.

Q: Is there a selection process for designer to participate in the event?

A: Yes! Designers selected to participate in this event must be independent designers with a unique, quality product in the categories of apparel, accessories or jewelry.

Q: What are the price points of other vendors?

A: Price points of vendors vary based on the complexity and cost of their items. There is no minimum or maximum price point to participate, though we recommend offering some affordable (less than \$50) items to boost your sales.

Q: Can I reserve a specific booth space?

A: Returning vendors have first option of reserving a booth space, though all booth spaces are of similar quality and receive the same amount of traffic. Any unclaimed booth spaces are first-come, first-serve the day of the event.

Q: What kind of advertising does the event participate in?

A: The Williamsburg Indie Designer Soiree advertises this event in print based on editorial requests from our media partners. We have previously been listed in Time Out NY, NY Mag and the Brooklyn Courier publications. WIDS will also advertise online through all The Arsenal's social media outlets, The Brooklyn Paper, Brooklyn Based, and submitted to Daily Candy. The day of the event WIDS will also have a street team to distribute postcards.

Q: Will I receive any promotional material?

A: Yes! WIDS will provide each vendor in advance with a flier, press release and going.com link, as well as 50 print postcards for distribution. The postcards will be available for pickup at The Arsenal the week of the event.

Q: When is payment due for participating vendors?

A: Once you have been approved to participate in this event, payment will be due immediately to secure your entrance.

Q: What kind of payment can I use?

A: WIDS accepts Paypal and Credit Cards through our website, and cash delivered to The Arsenal.