

BARCODE PRODUCTION

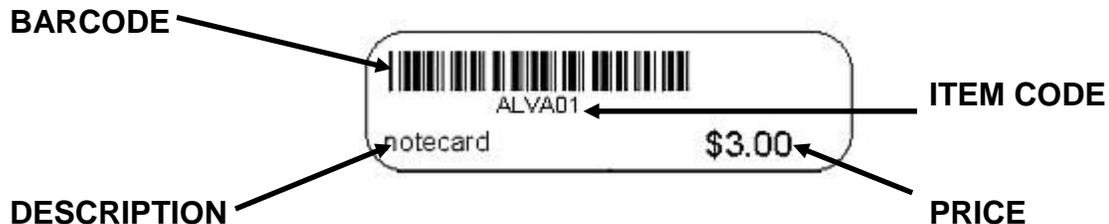
Laguna Art-A-Fair (LAAF) uses a system of pricing labels that contain all the information necessary to ensure each artist is properly paid for each piece of their artwork that is sold. The label with the barcode also contains a shorthand version of the artist's name, an item description, and the price. Each piece of art must have a barcoded label attached. Items without a barcoded label may not be able to be sold.

When a customer brings an item to the sales booth for purchase, the cashier scans the barcode on the label. All of the item's information is retrieved from the computer. An invoice is printed out for our records and for the customer. It is from this information that you, the artist, are paid. Obviously then, it is very important that your information is accurate. The best way to be sure you are properly paid for your art is to make certain each item has the correct pricing label attached to it.

WHAT IS A PRICING LABEL?

Below is a sample label.

These are very small labels (1³/₄" x 1¹/₂") that come 80 to a page.



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|--------------------|--|
| BARCODE | This is what the scanner reads to retrieve your price and description information from the computer. |
| DESCRIPTION | This is the description for the item that you provide. It must be less than 21 characters (letters or numbers only, no commas, exclamation points, slashes, etc.) (Dashes and ampersands are allowed.) |
| ITEM CODE | This is a code that is created for each type of item that you are selling. It is made up of a "nickname" assigned to you by LAAF and a randomly assigned number. |
| PRICE | This is the price for which you are selling the item. Note that LAAF's commission will be deducted from this value before you are paid. |

SAMPLE PRICING LABELS

Below are samples of effective pricing labels plus explanations as to what is right about them. Use these as a guide for the descriptions to be used in your own labels.

  sm glass lamp \$300	This description is concise and accurate, and differentiates between the 3 sizes this artist has to offer.
  med prt matd \$210	This description gives not only the size but also that it is a matted reproduction. Again, concise and accurate.
  med photo frmd \$200	This description shows that this item is a photograph, is framed and gives the approximate size.
  giclee frmd \$350	This description tells you it is a reproduction and that it is framed.
  orig pncl frmd \$350	This description tells us this is an original work of pencil and that it is framed.

Below are samples ineffective pricing labels and explains why they are troublesome.

 CHAT113 Nutt 2up \$250.00	These labels have descriptions that mean nothing to anyone except the artist. To serve you well, the descriptions MUST be cashier- and customer-friendly. Remember that these descriptions can assist others in answering questions about your work when you are not available.
 WSMN20 dp011cu \$39.00	
 PAGE51 \$75	No description and a handwritten price! This barcode will scan but list no item or price. If not properly caught by the cashier, this item goes home for free.
 EDR28 w/c or acryl sm paintir \$198.00	The description lists 2 mediums, uses a "slash" mark, and has too many characters to fit in the space provided. Use 21 characters or less (no slashes, commas or exclamation points).

FREQUENTLY ASKED QUESTIONS

What are barcoded pricing labels and why do I need them?

All sales go through the central sales booth on the grounds. We use a computerized system of keeping track of all sales. The way we know what was sold and who sold it is through the use of barcodes. Each piece of art needs to be labeled with a barcoded pricing label, which will include the name of the artist, a description of the work, and the price. This information is later used to create your artist checks.

May I use tags and labels from other shows?

No. Please do not place price stickers or tags from other shows on your art. This creates confusion for the customer and for the cashier. It may result in the loss of a sale. There are over 120 artists and thousands of pieces of art for sale. The only way to accurately keep track of each artist's sales is through the barcode system. You may use hang tags or cards that are more descriptive of the work, but you must also put a barcode label either on the art itself or on the hang tag.

I haven't decided on my prices yet. Can I just order every price, like \$5, \$10, \$15, \$20, etc.?

Yes and no. The barcoded labels are specific to each type of item sold (original vs. reproduction, oil vs. acrylic, etc), so determine your price structure as best you can by the due date. You may request a range of prices for a specific medium, anticipating a later need, but try to separate your price points a bit, like \$345, \$395, \$445, etc., or \$1200, \$1400 and \$1600, etc. It will be possible to make changes later on as you get more feedback on your prices.

What if I don't know every piece I'm going to have in the show?

You don't need to know every piece, but you should have some idea of your price ranges and which prices you tend to use most often. Order your labels accordingly.

What can I do about display items that are Not For Sale?

If you have items used for display in your booth that are not for sale (easels, business card holders, flower vases, etc.), please mark them "Not For Sale" and put your name or booth number on them. This allows the cashier to know your intentions and explain them to the customer, as well as return the display item to your booth should a customer mistakenly bring it to the sales booth. This can be a self-printed label.

Am I allowed to use prior year's labels?

Yes, as long as the item code is in the LAAF computer system and the information is still valid. When you receive your label order, you will also be given a list of your valid item codes and prices. Please check this list carefully against each label placed on your work. Please use great caution when putting new pricing labels on old artwork. Be sure to remove any existing labels or place the new label directly over the old label.

How does LAAF handle a discrepancy between multiple labels or the price on the label and the price on the information tag on the wall?

Please make sure the price on the barcoded label on the artwork matches the price on the information tag on the wall. If a customer sees only one or the other, they expect to pay the lower of the two conflicting prices. More importantly, LAAF is legally bound by state law to oblige. The same is true for multiple conflicting labels appearing on your work.

What if I run out of labels during the show?

Don't worry. Barcode request envelopes will be located in the entry area of the sales building. When you are running low, fill out the form, include the appropriate fee (\$2.00 per sheet), and place the form in the labeled slot. If you receive a barcode credit slip, please include this with your next order.

During the show, we cannot guarantee timely production of e-mailed requests for pricing labels. If the form is not properly filled out or payment (check or cash) has not been included, we will return your request to you to be properly paid and/or completed.

Am I allowed to make copies of labels?

Theoretically, yes, although barcoded labels may be copied **ONLY** on a laser copier. Common copiers do not create a scanable barcode and thus will not ensure your sale. If you use a laser copier to make your own copies, PLEASE check them with the Sales Manager to ensure they scan correctly BEFORE placing them on your work.

How many labels may I order?

You may order as many as you need, however, be reasonable. Most exhibitors require a maximum of 5-6 sheets. If you order more than 10 pages of labels, we will call you up and ask you why.

You will receive the first 10 sheets of pricing labels (that's 800 total labels!) free of charge **IF** you turn in your request form by the April deadline. Additional sheets are \$2.00 each. If you turn in your request by the April deadline and do not request all 10 sheets, you will receive a credit that is good through the summer (credits from previous years do not apply).

Late label requests (those received after the April deadline) will be charged at the standard rate of \$2.00 per sheet of 80 labels. In other words, no free sheets when you miss the deadline.

When will I get my labels?

If you turn in your barcode request by the April deadline, you will receive your labels at the May mandatory meeting.

If you turn in your barcode request after the April deadline, we will produce them as fast as we can, but we cannot guarantee that you will receive your labels before the show opens. The sooner you turn in your request, the sooner you will get them.

Can't I just make my own price tags by hand?

No. We have a computerized system at LAAF. All sales must go through the computer and artists are paid based on the information entered at the time of sale. Hand-made stickers have no computer-recognizable data, and require the office to create useable data on the fly, facilitating a host of potential errors. Using the barcodes issued by LAAF will ensure the right price is charged and you are paid properly. In addition, items bearing improper labels may be removed from your booth until you can provide proper labels, potentially losing you valuable sales time.

What if I need a price tag in a hurry?

In case you run out of printed pricing labels, or need one for a piece you have just finished, **we will provide you with a limited number of pre-printed labels** that have your artist nickname followed by XXX; for example, **EHRLXXX**. Just write in a description and a price. These labels will be brightly colored and the **only type of handwritten labels allowed**.

Please use the XXX labels **ONLY when absolutely necessary**. Not only do they slow down the cashier process, they also increase the probability of errors and discrepancies when it comes to accurately producing your artist checks.

My art is unique, all pieces one-of-a-kind. I cannot possibly fit my inventory into a list limited to 25 items. What do I do?

Your art may be one-of-a-kind but your prices are not. Follow the step-by-step instructions found further in this section to develop a pricing list based first on PRICE and second on MEDIUM. Keep descriptions simple and generic.

See the next page for ordering instructions.