

Rock Island Cheat Codes

Important dates:

- Tell us whether you're opting into Rock Island by **November 30, 2024**
- Fill out Rock Island inventory list in Uber by **December 31, 2024**
- Receive payment via check or electronic transfer by **February 28, 2025**

What are the hours Rock Island is open to the public?

Thurs: 6pm-3am (next day)
Fri, Sat: 12pm-3am (next day)
Sun: Trolley only

Check-in/Merch drop-off:

- Performers may drop off their merch between the following hours:
 - Weds (22 Jan): noon-10pm
 - Thurs (23 Jan): 9am-9pm
- All merchandise should arrive at Rock Island **no later than Thursday 9pm** (unless worked out with us beforehand)

****If you don't let us know you need an exception, we will expect you by Thursday 9pm!****

Inventory Info:

- All t-shirts must be individually rolled or wrapped with the type and size clearly labeled for easy handling

Important Shipping Info:

- If shipping your merch, your items must be received at the warehouse **ABSOLUTELY NO LATER** than January 15th, 2025 --please take care to account for holiday delays in shipping!
- Please note that any fees that MAGFest incurs to receive your merch or to ship it back to you will be deducted from your total sales.

Rock Island - Performer Merch FAQ

What are the deadlines?

Tell us whether you're opting into Rock Island: **November 30, 2024**

Fill out Rock Island inventory list in Uber: **December 31, 2024**

(All bands/guests who opt-in to Rock Island will be assigned an inventory checklist to be completed in Uber)

What is MAGFest's Rock Island?

Rock Island is a service offered to performers by MAGFest to sell their band merchandise for them in a high-traffic area. Instead of having to maintain a booth themselves, our performers have the option to give us their merch to sell. We also have listening stations where attendees have the chance to listen to your music before purchasing, which we have found boosts sales considerably. Performers can also do a meet-and-greet or signing at Rock Island after their set (or at another time upon discussion). Rock Island can also sell merchandise during autograph sessions, panels, side stage performances, and more!

Why has MAGFest decided to do this?

So that the performers get to enjoy the event and aren't chained to their promo table while the attendees get a centralized, easy experience to find a particular band's merchandise. With the number of acts performing at MAGFest, there isn't enough space for all of them to have tables of their own, so Rock Island provides that space and sells your merch on your behalf.

What are the hours Rock Island is open to the public?

Thurs: 6pm-3am (next day)
Fri, Sat: 12pm-3am (next day)
Sun: Trolley only

Where is it located?

Rock Island is located in an airwalled section of the concert hall (the corner closest to Chipspace), giving immediate access post-set for both fans and performers, as well as being open for normal sales hours. There will be plenty of signage both inside and outside the concert hall, and the location provides both enhanced security and an intimate, relaxed shopping experience.

How safe is our stuff? Are you going to lock it up when Rock Island is closed?

Yes! Because it is located in the concert hall, there is minimal key access granted to this location, so it will either be under staff supervision or locked up at all times.

Do you have an idea of what the room will look like?

Pictures from past years:



MAGFest 2020

MAGFest 2023



How are inventory and sales handled?

We use Square for all purchases, cash and credit, and to track inventory. Sales are entered and credit card payments processed using iPads running the Square app. Square keeps a percentage of credit card sales (please be sure to see their pricing page for more information:

<https://squareup.com/pricing>). Maryland sales tax rate of 6% will also be properly handled for you. In accordance with MAGFest's Cash Handling Procedures, only trusted Staff (Managers) will be able to handle money, while Rock Island Assistants gather the merch as they're being sold.

Is there a charge for this service? How do we get our money?

MAGFest will **not** be taking any cut of your sales! This service is provided at no cost to you by MAGFest, as we feel it's an important service we want to offer performers in order to support the music community. The only fees we will be taking are Maryland sales tax (6%) and Square fees, which will be deducted from gross sales. **Your net proceeds will be sent to you no later than February 28, 2024, either by mailed check or by electronic transfer (PayPal payment), based on the information you provide in your performer checklist.**

How do we get our merch to Rock Island?

Most acts bring their merch with them when they arrive, which is the method we recommend. If you are bringing your merch with you, we will have volunteers available to assist, if needed (the earlier you get there, the quicker it will be!). Performers may drop off their merch between the following hours:

Weds (22 Jan): noon-10pm

Thurs (23 Jan): 9am-9pm

All merchandise should arrive at Rock Island **no later than Thursday 9pm**. This is to ensure that we have enough time to properly account for all merchandise before the event so inventory is accurate and nothing gets lost. Please note, we will gladly make exceptions for those who need it (if you don't arrive until Friday, just let us know so we can expect you!), but know that we won't have as much time to sell your wares to your adoring fans ;)

****If you don't let us know you need an exception, we will expect you by Thursday 9pm!****
If you are performing Thursday, your merch must be at Rock Island at least 1 hour before your show.

What will check-in be like?

There will be a designated table area for check-ins by a dedicated Rock Island Department Head or Shift Lead. All inventory will be counted and entered into Square. This will make it easy for us to tell you how sales are going if at any time during the event you want to stop by. We suggest that you plan check-in to take about 30 minutes. **All t-shirts must be individually rolled or wrapped with the size and style clearly labeled for easy handling.** Stickers should come in a closed container/bag as well. It's best if we know about all merch ahead of time to make the check-in process smooth and quick, as there will be many bands coming in during the early times of the event. In addition, if we know what you'll be bringing, we can be better prepared to display and advertise your items. Your item names, prices, and photos can all be uploaded through your performer checklist.

I'm coming from far away, is there an option to ship my merch to you?

Yes! You may ship merch to our warehouse; however, we don't cover any shipping costs. Your items must be received at the warehouse **ABSOLUTELY NO LATER** than January 15, 2025.

****Please take care to account for holiday delays in shipping! We cannot guarantee timely arrival to the Gaylord of anything received after January 15th, since after that point our warehouse and logistics staff will be headed to the Gaylord for the duration of the event. Sooner is better, as there will be no exceptions to this rule and delivery could still be impacted due to holiday traffic.****

Warehouse address (preferred, **NO LATER THAN JANUARY 15TH**):

Rock Island c/o Matthew Beale

10820 C Hanna St.

Beltsville, MD 20705

Please let your artist liaison and Rock Island staff (rockisland-heads@magfest.org) know if you choose this option so we know to look for your merch. Any fees incurred relating to the shipping will be deducted from your total sales.

Can I ship my merch directly to the convention center?

If you are unable to ship your merch to the warehouse before the deadline and are unable to bring it yourself, you can ship it to National Harbor and pick it up when you arrive. The cheapest option we've found is the UPS Store, which charges a \$15 acceptance fee in addition to the shipping costs. Shipping directly to the Gaylord (via FedEx) is very expensive and not recommended. **Please note that you are responsible for arranging pickup of any packages not shipped to the MAGFest warehouse.** MAGFest is not responsible for merch sent outside of the warehouse, nor the fees incurred with sending it elsewhere.

Please contact the UPS Store for information on their package acceptance policy:

<https://locations.theupsstore.com/md/national-harbor/145-fleet-st>

If you ship to this location, you are responsible for picking up your package(s) and paying any applicable fees:

UPS Store

145 Fleet St

Oxon Hill, MD 20745

Please let your artist liaison know if you anticipate needing any assistance with this process.

And how do I pick it up after MAGFest is over?

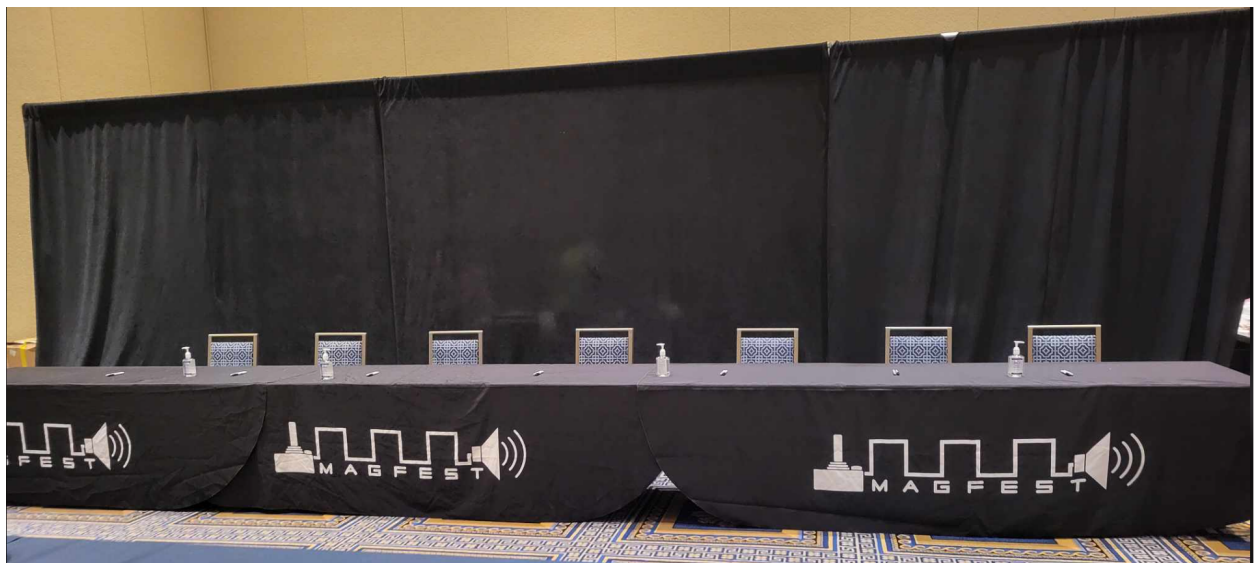
We will be at Rock Island on Sunday between 9am-2pm for merch check-out. Please don't wait until the last minute for pick up, since check-out could take 30+ minutes. Everyone is typically trying to leave at the same time, so it can become chaotic if everyone's in a hurry and doesn't make the time. If you can schedule your pick-up time in advance, all the better. But fingers crossed, there won't be any merch left! Please let us know if you need to leave earlier than Sunday so we can have everything prepared in advance. If you do not pick up your merch by the time Rock Island closes, our office staff can ship it back to you--but this is a lot of time and work for them, so please do your best to pick it up on time! **Please note that any fees that MAGFest incurs to receive your merch or to ship it back to you will be deducted from your total sales.**

Do we get a merch table during our show?

So glad you asked! For performances and events at side stages or in non-mainstage event spaces, Rock Island deploys (by request) merch stations straight to your performance to be sold by Rock Island staff right on-the-spot! This way, fans won't have to meander to Rock Island after your show (unless we sell out!), but can instead just buy your merch right after your music inspires them to do so! This is just another service we are super excited about being able to offer. If you want your merch at a signing, panel, or show that you are a part of, let us know ahead of time through the performer checklist and confirm the schedule when dropping off your merch.

We like to talk to our fans and would normally get our own table. Does Rock Island have a way we could still do that?

******Absolutely!****** We'll have a **Meet & Greet** set-up specifically for signing and meeting your fans anytime you'd like to come down. We will have a schedule for all bands to sign up when they'd like to use this space and we will advertise via our social media to let everyone at MAGFest know you're there. Most acts choose to do a meet & greet directly after their show, but we encourage bands to visit Rock Island throughout the event to boost your facetime with fans as well as increase sales. Show our staff how it's done!



MAGFest 2023

Beyond basic customer service skills, how will Rock Island communicate with our fans?

We'll be playing our performers' music through speakers at the booth. If any person wants to hear a particular artist we can pull up an album to play either through the speakers or through our listening station. We will have two listening stations for attendees to listen to any of the songs we get from you, so keep that in mind when you choose your songs for submission! Our staff enjoys VGM and likes to spread the mantra of the metal horns.

How much merch should I bring / what kind of items sell best?

It depends! With MAGFest being a music-centered event, CDs are always an excellent choice and tend to sell very well. Vinyl and cassettes appeal to a certain kind of collector, but are, broadly speaking, less popular. Digital download codes don't tend to sell very well (but are inexpensive for you to pack/ship, so go for it). Prints/posters are more difficult to transport the larger they are (we recommend supplying plastic sleeves!) but are an especially good choice for guests offering autograph sessions. Small and inexpensive items make great impulse purchases - especially stickers, pins, and patches. If you have items that are higher-tier (more expensive) or bulky, we recommend bringing a limited number. T-shirts (or hoodies, long-sleeves, tanks, etc) are a very popular option, but please consider limiting the total inventory you bring, particularly if you are not performing at Mainstage. A small number of larger and smaller sizes are appreciated (particularly plus sizes), but most shirts sold are Medium, Large, or Extra-Large. **We request that you provide a maximum of 3 different shirt designs or 100 shirts total** unless you are certain of your merch's popularity from prior experience! Please remember that Rock Island has a limited amount of storage for a growing number of acts (we hosted 46 performers/guests in 2024!)

If you're still not sure, please feel free to reach out to the Rock Island heads or your artist liaison for a more personalized recommendation based on our experience.

One of our band members has a solo project or another band, can we sell merch for them too?

Absolutely! All inventory you provide will be entered under a single contact person as a representative for the group, so you'll have to work out any profit splits amongst yourselves afterwards, but we're happy to sell anything you want us to put on display (within reason). We will provide a detailed breakdown of which items sold so you can calculate any splits.

Wow, this all sounds great, but WHAT'S THE CATCH?

The CATCH is that we need all of your info by the deadline: **December 31, 2024**. That's descriptions, pricing, inventory numbers, item image (album cover, t-shirt design, etc), and make available your choice of sound selections for our music player. We can't take any inventory at the event from any band who hasn't already given us this info. ******Unfortunately we can't make exceptions to this rule, as it causes too much confusion and everyone's experience suffers.****** So make sure you let us know!

I have more questions.

Cool! Send us an email at rockisland-heads@magfest.org and we're happy to chat!

We're very excited to offer this service to our MAGFest performers! Rock on! \m/