

SHOP VISIT PROPOSAL

A shop visit will normally consist of 2-3 days, to be determined on a case-by-case basis. Remember, you don't have to host an event for TIP (a meet and greet or presentation) in order to be a part of this project. If you'd just like a visit, and you want to hang out and print, that's great too.

What does TIP need from you?

Not very much, actually. People are at the heart of the TIP project, and with that in mind, the last thing TIP wants to do is get in the way! In order to have a successful visit, all that TIP really needs is access to:

- >>A letterpress (or multiple presses) of virtually any design.
- >>Ink.
- >>A paper cutter for trimming and finishing.
- >>Your collection of wood type, metal type, cuts, ornaments, polymer plates, or anything that you're willing to offer up for printing (the more unusual the better).
- >>Beer or whiskey (if that has to wait until after printing, that's ok).
- >>An audience! Whether or not TIP is doing an official presentation, small scale or large scale, it's about meeting people and sharing stories, work, advice, and tricks of the trade. Cull an audience and fill an auditorium, or just invite all your friends over - arrange a pot luck or TIP will buy a pizza, and let's hang out.

What do you get from TIP?

This project is about featuring the places and people along the way - so your shop or institution will be featured on all major social media platforms: Facebook, Instagram, tumblr, and Twitter, as well as the blog on the www.itinerantprinter.com website. In addition, when the trip concludes, every shop will have a one page feature in TIP coffee table book, along with photos. That's not all, however. **For shops that want to take TIP up on it, you can request a goodwill-building Service Day**, where you can use an extra set of hands to get some things done around the shop: redistributing, setting type, printing a job, cutting paper, moving something heavy - whatever the case may be! This is more in line with the history of tramp printing, when itinerant printers would move across the landscape, settling down occasionally to work for the shops they visited.

Keep in mind, TIP is willing to lend advice on mechanical issues, logistical issues, organizational issues, workflow issues, image/branding/design issues, or most anything you can think of - after almost a decade of experience letterpress printing, community building, and event organization - most any subject is fertile ground for sharing things we've learned along the way. TIP definitely isn't in the business of giving unsolicited advice, however.

How will TIP events be promoted?

A shop visit to print is cool, but what can really round out TIP's time in a city is an informal/formal Meet and Greet event, or a presentation. Letting people know about this is going to be a group effort! TIP will cover all aspects of social media on its end, but there's more to be done. You can help by promoting via social media, word-of-mouth, and real analog posters and handbills. Included in the Press Kit for TIP, you'll find images that can be used, as well as a PDF of a poster, handbill, and other goodies. TIP will even mail along some real hand-letterpressed handbills as the event draws near. TIP hopes that you'll consider this a great opportunity to show off your shop and also to share in the collaborative nature of the project.

How do presentations work?

Every TIP Meet and Greet event is completely free, and can be as formal or informal as seems appropriate. Every TIP presentation does carry a modest fee, and those can be arranged via email. Check out the list of presentations on the website: www.itinerantprinter.com/presentations

Questions or concerns?

TIP can answer any questions you have! Contact Chris Fritton via email or by phone/text!
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