

## **Annual Marketing Seminar: Retail Shows**

Red Flags: Be cautious

- 1) Shows that need to recruit.
- 2) New shows, with no introductory rate.
- 3) Shows where crafts are not the main focus, such as music or wine festivals.
- 4) Shows that allow imported goods.
- 5) Side shows that are tacked-on to bigger venues.

Finding good shows:

- 1) Talk to friends who sell work similar to yours. Ask for recommendations.
- 2) Get onto mailing lists for applications. Read them.
- 3) Long-running shows with lots of publicity.
- 4) Read Art Fair Source Book for new ideas.

Important Marketing Tools:

- 1) Professional images of your work, slides &/or digital.
- 2) Succinct 10-15 word description of your work.
- 3) Resume.
- 4) Artist Statement.
- 5) Business cards &/or color post cards

Some unrelated (and ridiculous) suggestions that will make your Retail Show experience easier:

- 1) Always bring a roll of duct tape with you to shows.
- 2) Reserve a hotel room for out-of-town shows as soon as you apply. You can always cancel the reservation if you do not get accepted to the show, you can not always get a room at the last minute.
- 3) For indoor shows, bring more extension cords and light bulbs than you plan to use.
- 4) For hot, outdoor summer shows, pack ice, drinks, salty snacks, and a wash cloth. You can't always get away from your booth.
- 5) Write a check-list, it can relieve lots of stress. You don't only bring your booth and your work... itemize all parts of your display set up (shelving, pedestals, etc.) lighting, tarps & table covers, signage, change box & Visa equipment, bags and wrapping supplies, display accessories (flowers, risers, plate stands, etc.)
- 6) If it might rain, bring an extra tarp.
- 7) Always request a booth space on the "main drag" of a show. You'll have better visibility (translate: sales) and the worst they can do is turn you down.
- 8) If you want to do the show again, shmooze the promoter. Thank her for putting on such a great show. She'll remember you.
- 9) Get a dolly. Sometimes load-in can be difficult.