



Amy's Festival Tips

“Based on 30 years of producing festivals, here are tips on maximizing your festival experience.”

Amy Amdur, Amdur Productions, Inc.

Spring Festival Booth Tune Up

At a show, the way your booth looks is an important part of your ability to sell. A better presentation will assist your sales and support your pricing.

- **Plan your booth well.** Use graph paper or a computer layout program. Plan each wall, know the sizes of the work you intend to show. Hang pieces that stack on a vertical midline, and pieces that are side by side on a horizontal midline. Aim for symmetry.
- **Hang pieces** that represent a body of work together. Try to have harmonious framing so that the public's attention is on your work, not on the frames.
- Hang a **large impact piece** on the center of your back wall... it can help bring people into your booth and support the sales of your smaller pieces.
- **Jewelers and those with small pieces** should consider photo blow ups of work on the back wall and the front lower sections of your cases. If the public can easily "see" your work from a distance, they are more apt to come into your booth for a closer look.
- **3D artists** can consider multiple display levels, and use pedestals to show their work.
- **Signage is important.** Consider signage that reflects your art, not just a generic name sign. Velcro backed individual letters on fabric panels are a great to display your name as well.
- **Include a ground cover** for a finished booth. Solid color carpet remnants bought at a home supply store are inexpensive. Duct tape down all sides at the festival for safety.
- **Remember to weight down your tent** and connect the weights to the upper cross bars of your tent so that your hard work does not blow away.
- **The tent itself is important.** A heavy, commercial grade tent with a sky light is best for most artists.
- **Use a high director chair** in a color that works with your booth. Web beach chairs do not belong.
- **Consider that you are part of the booth.** Don't wear print, patterned or "worded" clothing. Solids are best. Pick a color that works with your booth. Good luck! See you on the street.

BARRINGTON ART FESTIVAL

May 25-26, 2013 | Barrington, Illinois

MILLENNIUM ART FESTIVAL

May 31, June 1-2, 2013 | Chicago, Illinois

PROMENADE OF ART

June 8-9, 2013 | Arlington Heights, Illinois

NEW BUFFALO ARTIGRAS!

June 15-16, 2013 | New Buffalo, Michigan

THE ART CENTER'S FESTIVAL OF FINE CRAFT

June 22-23, 2013 | Highland Park, Illinois

GOLD COAST ART FAIR AT GRANT PARK

June 29-30, 2013 | Chicago, Illinois

CHICAGO BOTANIC GARDEN ART FESTIVAL

July 5-7, 2013 | Glencoe, Illinois

BUFFALO GROVE ART FESTIVAL

July 13-14, 2013 | Buffalo Grove, Illinois

NORTH SHORE FESTIVAL OF ART

July 27-28, 2013 | Skokie, Illinois

GLENCOE FESTIVAL OF ART

August 3-4, 2013 | Glencoe, Illinois

ART AT THE GLEN TOWN CENTER

August 10-11, 2013 | Glenview, Illinois

LINCOLNSHIRE ART FESTIVAL

August 17-18, 2013 | Lincolnshire, Illinois

PORT CLINTON ART FESTIVAL

August 24-25, 2013 | Highland Park, Illinois

THIRD WARD ART FESTIVAL

August 31, September 1, 2013
Milwaukee, Wisconsin

DOWNTOWN DOWNERS GROVE ART FESTIVAL

September 7-8, 2013 | Downers Grove, Illinois

HIGHWOOD LAST CALL ART FAIR

September 21-22, 2013 | Highwood, Illinois

THE INSIDE SHOW

November 22-24, 2013
Highland Park, Illinois

GULFSTREAM ART FESTIVAL

December 14-15, 2013
Hallandale Beach, Florida



CELEBRATING
30 YEARS OF ART

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