



# Amy's Festival Tips

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

Amy Amdur, Amdur Productions, Inc.

## Mid-Summer Festival Check-up

At summer's mid-point, this is a good time for a checkup. The score will indicate your Festival IQ.

### Check and ADD 10 points for every “yes”:

- Do you keep a guest book for visitors and customers in your booth? Have you entered the names into a data base on your computer?
- Do you mail postcards to your data base OR do you email festival announcements to your email lists before festivals?
- Do you keep your web site up to date with new work and your show schedule?
- Do you wear solid colors only while in your booth during festivals?
- If you wear sunglasses, do you remove them when talking to potential customers in your booth?
- Do you tell your “art story” to people in your booth?
- Do you keep a positive attitude throughout the entire show?
- Do you make house calls to prospective customers following festivals if needed?
- Do you take credit cards?
- Do you follow up with all people you said you would follow up with?

### Check and SUBTRACT 20 points for every “yes”:

- Do you read a book in your booth at a festival?
- Do you sit behind your booth and wait for people/ customers to find you?
- Do you complain to neighboring artists about how bad or slow the show is during the show?
- Do you show paintings on easels or on the ground?
- Did you forget to take an updated booth shot this summer?

### Your Festival IQ

90-100 Bravo! You are a pro.

80-90 Great job.

60-80 More attention to detail should help sales grow.

40-60 If sales were not great, look to see how you can improve.

0-40 Art does not sell itself. Art Festivals are complex and require planning and execution. More helpful tips are available at [AmdurProductions.com](http://AmdurProductions.com).

See you on the street!

Call for booth space availability  
**847-926-4300**

#### 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 STARVING ARTISTS FESTIVAL

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



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