



Amy's Festival Tips

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

Amy Amdur, Amdur Productions, Inc.

Maximizing Sales: Top 10 Tips

- Before the show, get the word out:
 - Mail show postcards to your contact list. Be sure to include festival info, your name and booth number. Amdur Productions provides artists with personalized postcards.
 - Follow up with an email postcard which includes festival information and images of your work. Amdur Productions has both JPEG and PDF versions of postcards available for exhibitors.
 - Display festival info on your web site. Keep your web site fresh with new work too.
- Provide festival directors information about you and your work so that they can include you in media opportunities that arise for the festival.
- At the show, draw the crowd into your booth by demonstrating your art at the festival. If you can't demonstrate, have some raw materials or a piece of your equipment and explain your process.
- Have a sign-in book in your booth to build your contact list—get home and email addresses. Have a sign-in area on your website too.
- Make sure your booth is visually appealing and price art fairly. Show work at multiple price points with nice price tags.
- Have business cards which include an image of your art, your phone number and your web address. Distribute them in your booth and leave a stack for people to take when you are busy.
- Interact with the public. Explain your art, tell your story. Offer to bring other pieces to a person's home after the fest if they are not sure the piece will fit.
- Handle your art. Take art off the walls or pedestals or out from a case to show to a potential customer.
- Offer to create a piece on commission for interested parties. Let them know you are willing and able to create a custom piece to their specifications.
- After the show, follow up with leads and deliver on promises. Make new work; keep it fresh and appealing for new and repeat buyers.

★ Bonus Tip

Take credit cards! People spend more easily and buy more with plastic.

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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