

AMY'S Artist TIPS

Maximizing Sales



Top 10 Tips

- 1 Before the show, get the word out:
 - Mail show postcards to your list. Include festival info, your name and booth number. **Amdur Productions** provides artists with personalized postcards featuring their art!
 - 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 website and social media. Keep your website fresh with new work too.
- 2 Provide festival directors information about you and your work so that they can include you in media opportunities that arise for the festival.
- 3 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.
- 4 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.
- 5 Make sure your booth is visually appealing and price art fairly. Show work at multiple price points with nice price tags.
- 6 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.
- 7 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 a piece will fit.
- 8 Handle your art. Take art off the walls or pedestals or out from a case to show to a potential customer.
- 9 During the fest, tweet, post, and pin on social media platforms.
- 10 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!



Amy Amdur

2014 Festival Season

SPRING FESTIVAL OF THE ARTS AT OAKBROOK CENTER

May 17-18, 2014 | Oak Brook, Illinois

BARRINGTON ART FESTIVAL

May 24-25, 2014 | Barrington, Illinois

MILLENNIUM ART FESTIVAL

May 30-June 1, 2014 | Chicago, Illinois

PROMENADE OF ART

June 7-8, 2014 | Arlington Heights, Illinois

GOLD COAST ART FAIR AT GRANT PARK

June 21-22, 2014 | Chicago, Illinois

THE ART CENTER'S FESTIVAL OF FINE CRAFT

June 28-29, 2014 | Highland Park, Illinois

CHICAGO BOTANIC GARDEN ART FESTIVAL

July 5-6, 2014 | Glencoe, Illinois

BUFFALO GROVE ART FESTIVAL

July 12-13, 2014 | Buffalo Grove, Illinois

SUMMER ON SOUTHPORT

July 12-13, 2014 | Chicago, Illinois

GREAT MIDWEST ARTFEST

July 25-27, 2014 | Prior Lake, Minnesota

NORTH SHORE FESTIVAL OF ART

July 26-27, 2014 | Skokie, Illinois

GLENCOE FESTIVAL OF ART

August 2-3, 2014 | Glencoe, Illinois

ART AT THE GLEN TOWN CENTER

August 9-10, 2014 | Glenview, Illinois

LINCOLNSHIRE ART FESTIVAL

August 16-17, 2014 | Lincolnshire, Illinois

PORT CLINTON ART FESTIVAL

August 23-24, 2014 | Highland Park, Illinois

THIRD WARD ART FESTIVAL

August 30-31, 2014 | Milwaukee, Wisconsin

FALL FESTIVAL OF THE ARTS

AT OAKBROOK CENTER

September 6-7, 2014 | Oak Brook, Illinois

DOWNTOWN DOWNERS GROVE ART FESTIVAL

September 6-7, 2014 | Downers Grove, Illinois

EVANSTON ART & BIG FORK FESTIVAL

September 27-28, 2014 | Evanston, Illinois

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