



Amy's Festival Tips

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

Amy Amdur, Amdur Productions, Inc.

End of Summer Festival IQ Test

It's that time again - the end of the season. After a summer of festivals take a moment and review how the season went for you to find out your current festival IQ. Circle the best match to your summer:

Tents

- A. I used a heavy duty tent all summer.
- B. After my tent collapsed due to a bad storm, I bought a heavy tent.
- C. I'm still using my light weight tent..it hasn't gone down yet!

Weights

- A. I weighted down my tent with at least 40 pounds of weight per pole every time I set up, as soon as the tent went up.
- B. I used some old cinder blocks (left them at the festival too..they are cheap) when it looked like a storm was coming.
- C. I just held onto my tent when it got windy... great upper body workout!

Marketing

- A. I sent out festival postcards, made phone calls to customers before festivals, eblasted my list before every show and used social media.
- B. I put out festival postcards at shows in which I was participating.
- C. I told my mother I was doing the show.

At The Fest

- A. I set up my booth well per a plan I had drawn, had business cards, a guest book, clear pricing and interacted with the public at all festival. Sales were great!
- B. I got to the show, set up, and managed to read War and Peace behind my booth. I had a few sales.
- C. I showed up, told my neighbor we had the worst spots in the show, leaned my work against the tents sides, took lots of breaks, and blamed my low sales on the show, the town and the economy.

Add up your score. A's = 3 points each, B's = 2, and C's = 1.

Fest IQ:

- 12: You are an art fest pro. Keep it up!
- 6-11: On your way. A little more planning and you'll be great!
- 4-6: If you want to keep doing shows, it is time to make some changes. For more tips, go to 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

AMDUR
PRODUCTIONS
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Amdur Productions 847-926-4300

AmdurProductions.com