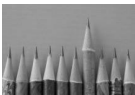


Today's Schedule

- ▣ Overview
- ▣ Finding Out About Art Festivals
- ▣ Applications 101
- ▣ You are In - Now What?
- ▣ Images - The Basics
- ▣ Top Ten Image Tips (handout)
- ▣ Travel Logistics
- ▣ To Giclee or Not to Giclee
- ▣ Mailings and the Web
- ▣ Your Booth
- ▣ The Art of Selling
- ▣ Taking Care of Yourself at the Festival
- ▣ Security
- ▣ Economics 101
- ▣ After the Show
- ▣ Q and A

Top Ten Image Tips... (handout)



1. Clear sharply focused images are best,
2. Represent a coherent body of work
3. Show the work fully
4. Do not show the frame
5. Show one piece of work per image

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Image Tips

6. Bold color projects better than pastels, whites, grays, or blacks.
7. Even exposure in 4 images is crucial
8. Indicate scale if needed
9. Crop empty space
10. Let the background be the background, no patterns, etc.

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Top 10 Booth Shot Tips



1. Bright but without harsh shadows
2. Shoot the booth only
3. Show the booth filled with current work
4. Keep frames, cases and bases consistent
5. Do not include people in the booth shot
6. Shoot your booth with a floor covering
7. Go for level, not slanted frames
8. No leaning art
9. No chairs
10. Don't over strip the booth

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IMAGE HINT

Have a professional photographer take your images



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Pre-Show Timeline



2-3 months out, post your show schedule on your web site

One month before a show, do a mailing or e-blast

Three-four weeks out: Replenish your business cards (use a printer or make your own)

One week out: Have show clothes cleaned

One week out: Finish your pieces, mat, frame, price. Photo document your new best pieces before you sell them

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Timeline



Week before: Check your car/truck, tires to fluids. Avoid problems on the road.

Week before: Do another e-blast and/or make calls to special clients.

Days before: Get a hair cut/salon visit

Days before: Make a list and pack carefully

Day before: Review map of route to festival.

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The Basic Take to the Show List (Handout)

<ul style="list-style-type: none"> <input type="checkbox"/> First Aid Kit <input type="checkbox"/> Water and Sports Drinks <input type="checkbox"/> Sunscreen, high spf <input type="checkbox"/> Warm clothes <input type="checkbox"/> Rain Gear, umbrella <input type="checkbox"/> Dolly with your name on it <input type="checkbox"/> Ladder w your name on it <input type="checkbox"/> Sun hat <input type="checkbox"/> Guy straps and screw anchors <input type="checkbox"/> Cell phone, charger/battery <input type="checkbox"/> Lap top <input type="checkbox"/> Plexi cleaner, wipes <input type="checkbox"/> Touch up paint/marker 	<ul style="list-style-type: none"> <input type="checkbox"/> Flash light/lantern <input type="checkbox"/> 5 lb. sledge hammer <input type="checkbox"/> Rope and weights <input type="checkbox"/> Zip ties (white, black) <input type="checkbox"/> Broom/dust pan <input type="checkbox"/> Trash bags <input type="checkbox"/> Tool kit/box <input type="checkbox"/> Guest book <input type="checkbox"/> Big Level (bigger is better) <input type="checkbox"/> Credit Card machine or Square <input type="checkbox"/> Gloves (tent)
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Booths 12 to Consider



1. Before the show: Review every element of your booth. Invest in your booth.
2. At the show: Use a floor covering.
3. Hang your work level and adjust often. Bring plexi cleaner, glass cleaner, and a black marker for touch ups.
4. At the show: Don't overfill your booth. More is not better.

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Booths — 12 to Consider

5. At the show: 3d artists..think about multiple levels.
6. Before the show and at the show: have nice price tags.
7. At the show: Have plenty of biz cards.
8. At the show: Keep a guest book, take email addresses and house addresses
9. At the show: Photograph your booth for later review.


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Booths — 12 to Consider

10. At the show: Keep your booth tidy so that it looks as good Sunday at 4 as it did Saturday at 10.
11. At the show: Maximize your experience. Study booth design of other artists at the show.
12. Do wear your name tag in your booth let people know who you are right away.

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 **Nine to Know..
How to Really Sell....**

1. Be present in the booth area (not in back), on a high director chair is best.
2. Look good
3. Tell your story to people when they enter your booth (more on this in a second)
4. Explain your inspiration
5. Explain your technique
6. Take a piece off the wall, take it out of the booth
7. Talk specifically about that piece and why you love it and why it is special
8. If they ask the price, tell them
9. If they buy, great, if not, give them a card, ask if they would like to be on your mailing list and tell them where you will be next in the area.

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Your Work — 5 to Ponder



1. Have work at various price points
2. Have work of various sizes. 2d..think about long horizontals and verticals too.
3. Show your body of work.
4. Frame your work well.
5. Be true to yourself.

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