

Happy Artists are Returning Artists!

This list was compiled from suggestions directly from artists.

1. Four key elements to consider in order to have a successful show:
 - Timing
 - Location
 - Advertising
 - Signs (surrounding venue on the day of the show, in particular)
2. Offer applications as early in the year as possible. Artists start planning their year in January. Applications offered less than 3 months before the show indicate a hastily arranged show and less time for advertising.
3. Make contact name, email and phone available. Respond quickly to correspondence. Acknowledge receipt of applications if possible – a form email is fine.
4. If the show is juried, state if the jury will make their decisions after the deadline and all applications have been received. If it's juried on a "first come, first served" basis, let the applicants know that.
5. Make known to applicants how many years the show has been running and any other available statistics on previous shows. Will there be other activities during the event such as a car show, food festival or live music? Provide photos of previous shows if possible (on your website, Facebook page and Facebook event page).
6. Make known to applicants, a description of the venue (how many floors? ramps or elevators available for load-in and load-out? one large room or several smaller rooms? how many spaces available? handicap accessible? wi-fi available?).
7. Make known to applicants the dimensions of the space specifically. Not 8' x 6', but 8' wide x 6' deep. It helps artists plan their set-up in advance and bring the proper display pieces.
8. There's no such thing as too much advertising. Getting customers to the show is in the best interest of all concerned – good sales for artists means they will want to return, a good customer experience means *they* will want to return, both of which are important to the organizer.

Rochester Artisans

www.rochesterartisans.com



9. Make heavy use of social media. Artists are good self-promoters & sharers so provide content and graphics to share. Take advantage of the promotion suggestions provided on the Rochester Artisans Biz page: <http://rochesterartisans.com/biz/>
10. In advance of the show, send each artist a map of the venue so they can go right to their spot and start setting up, rather than having to wander around trying to locate the organizer with the only map. Clearly marked spaces are helpful.
11. Allow 2 hours set-up time if possible. Offer set-up the night before if possible.
12. Say hello and introduce yourself to each artist during the show.
13. Provide *Vendor Welcome Packet*, which could include the following.
 - A. Where vendor parking is located, to be used after load-in, leaving the best parking for customers.
 - B. Information about the availability of food. Artists are willing to pay for food; examples include fundraising food stands, food trucks on location, menu to local restaurant who will deliver to show.
 - C. Proof of advertising (copies of print ads, list of online resources used, etc.)
 - D. Vendor survey to be completed & turned in after the show.
 - E. Save the date information for next year. Some shows allow sign-up and payment for next year's show at the end of this year's show.
14. Make sure the group represented (for a fundraiser show) is interested. For example, for a school fundraiser, if the parents don't show up to support the show, maybe an art & craft show isn't the right fundraising opportunity.

Nice to Haves:

Booth sitters for solo artists to take a quick break.

Help for artists during load-in and out. (For examples, teenagers at the school, church or institution.)