

Art Fair Panel Discussion

So You Want to do an Art Fair

- Cost...equipment (tent, walls, tables, cases, budget friendly ideas), fees, etc.
- Travel, hotels, etc.
- Weather
- Indoor/outdoor
- Research - will your work be a fit. Style, price point...
- Are art fairs worth it?

Getting Ready

- Decide on and purchase your display (indoor/outdoor)
 - Walls - Flourish mesh, Pro Panels, grid
 - Tent - Ez-Up, Trimline by Flourish, Light Dome **practice set up before show
 - Tables, cases, hanging method, print bin
 - Weights for the tent!! At least 40lbs per leg.
 - Will you need lights? Extension cord, battery (Jackery)
 - Chair - tall chair recommended
 - Cart if you have to cart in (Rock n' Roller)
- Research
 - Visit the art fairs if you can
 - Check reviews, will your work be a 'fit,' what are the price points, do they prints
- Pricing - research are your price points are a fit for the show (do not change your price points for different shows! Your price is your price...find shows that fit).
- Have a solid body of work
- Booth shot
- Good photos of your work (formatted to size)
- Business cards, artist statement or bio, book to collect emails
- Square or method to take payment, sales receipts
- Sales ID number
- Wrapping materials

Applying to Shows

- Photos of work and Booth shot -sized appropriately with no identifying information (name, banners, etc.)
- Have a consistent body of work in your application
- Indoor booth shot for outdoor shows? (contact event)

- Application method.....Zapplication, other. Read the application and show rules very carefully! Originals only? Do they accept prints? Limited edition prints only? Can I sell greeting cards? Etc.
- Pay attention to deadlines and notification dates

The Show

- What to bring.....see list
- Present a Professional display! Do not over crowd - have work in back to replenish inventory in booth. Framing or not (2D work).
- Draw people into your booth....don't underestimate the power of a friendly smile and a clean, uncluttered booth presentation.
- Be prepared for a variety got weather conditions if outdoors
- Payment types. It's up to you but a must is the ability to accept cc's (Square) Depending on your price points its good to have cash on hand.
- Engage with potential customers!
- Accepting commissions at a show.
- The most important thing to remember at a show is to **Be Present!**