

MAG Panel Discussion

SO YOU THINK YOU WANT TO BE IN AN ART FAIR?

DECEMBER 5, 2023



The Panel:

Christine Echtner- Acrylic/ Mixed Media Paintings

Aileen Musa- Mixed Media

Kerri Shannon- Jewelry

Karen Watson-Newlin- Acrylic Painting

Moderator- Theresa Drinka

- Costs of doing a show
- Inventory of Work
- Type of Vehicle/ Trailer

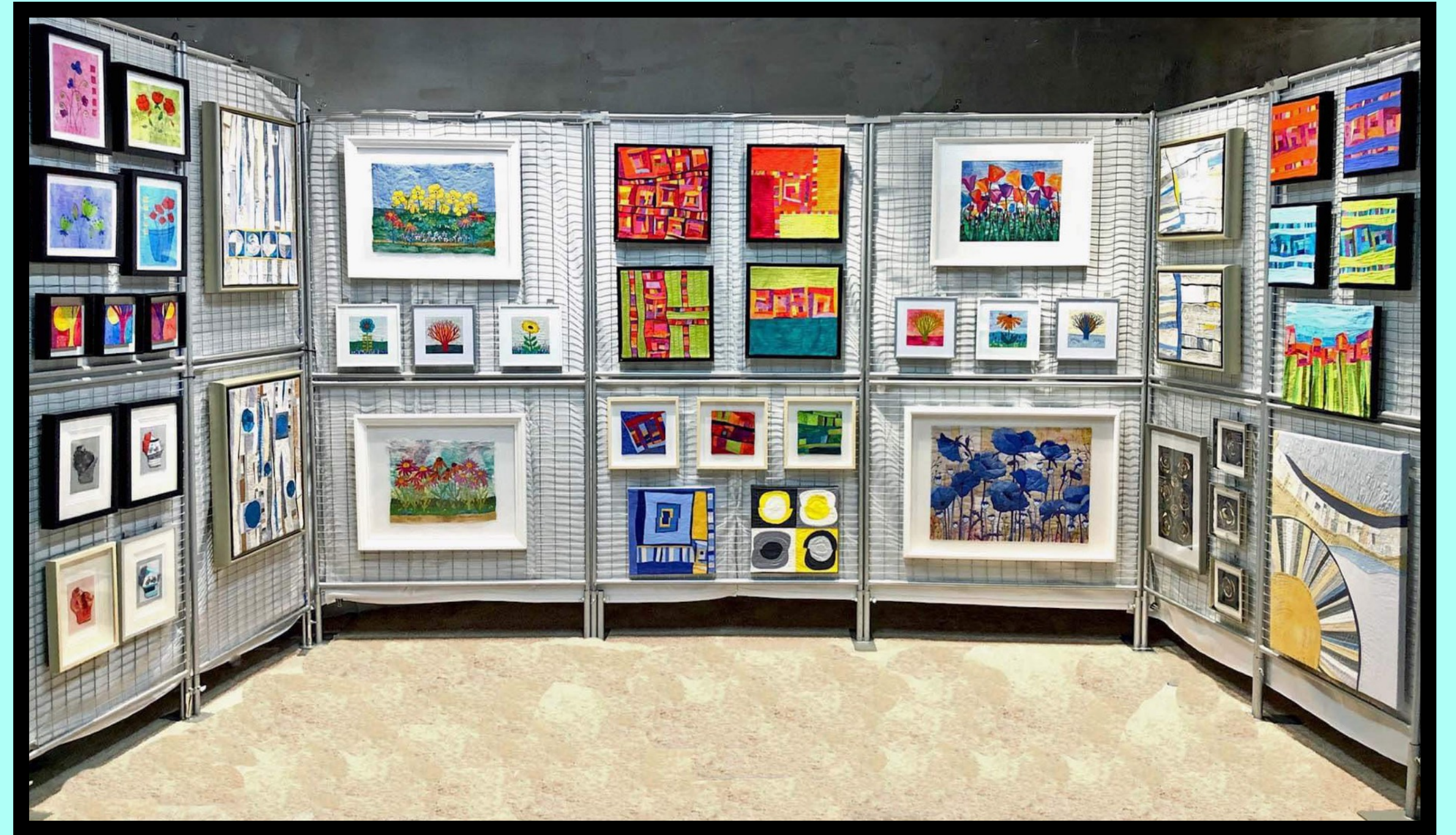
Getting Ready - Deciding if this venue is for you



Indoor or Outdoor?



Karen at Monona Terrace



Jane Foos Booth Setup

Indoor Setups

A WHITE TENT is required.

TYPES of TENTS:

- **EZ Up**
- **Light Dome**
- **Flourish Trimline**
- How many people required to set-up?

DISPLAY- How to show your work?

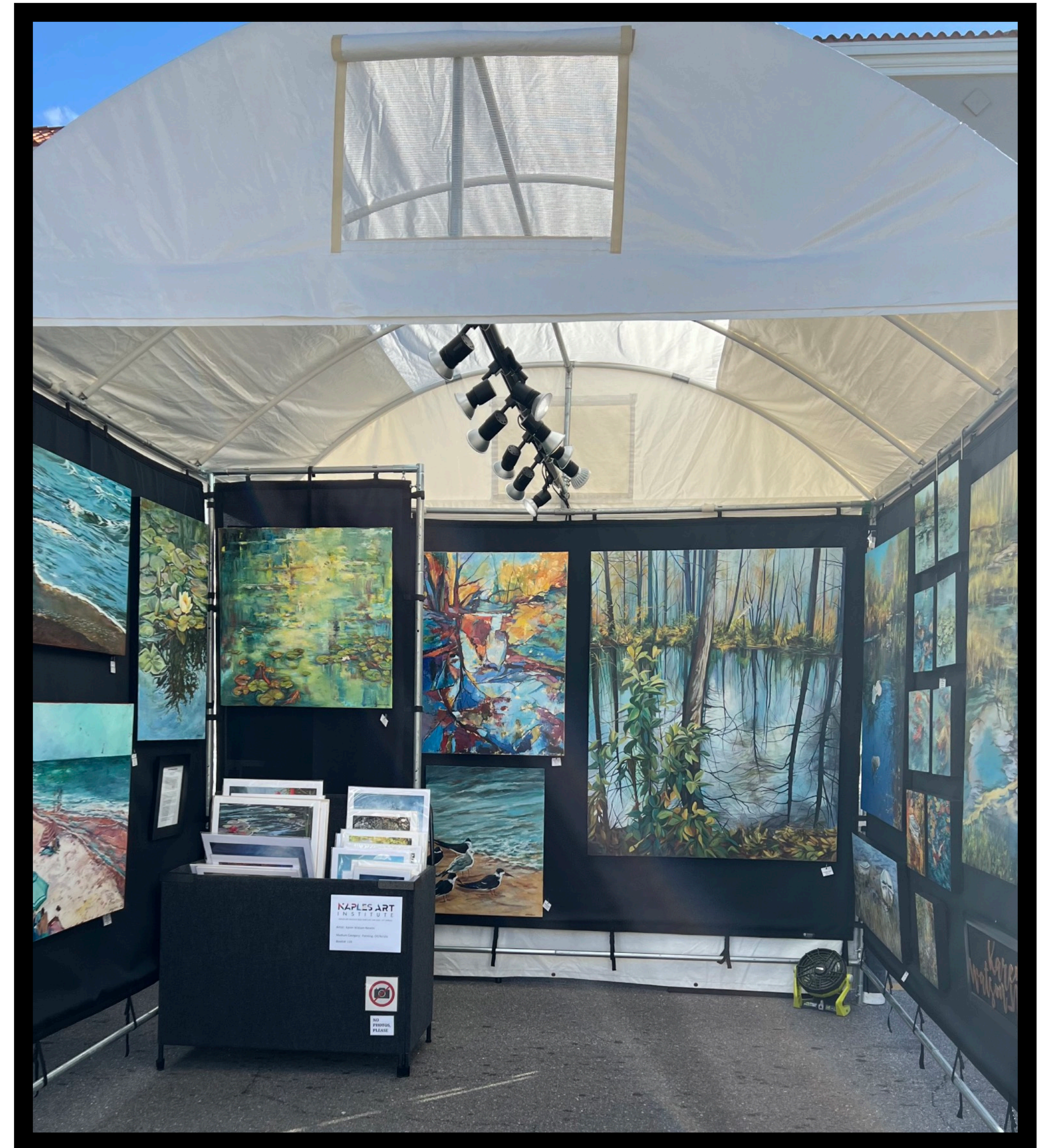
COSTS- INVESTMENT OF DIFFERENT VALUES



Display Options

- Pro Panels
- Soft Walls with Mesh
- Wire Grid

Other Items: Desk, Chair, Print Bin, Tables



- **Visit Shows-** Select shows best for your work. Should sell 10x booth fee.
- **Seller's TAX ID-** Each state requires one. Also, a Federal FEIN Number
- **How many days?-** Include Travel
- **Inside/ Outside-** Weather and Booth location are factors
- **Travel Expenses-** Travel, Gas, Lodging, Food, Parking
- **Range of Sales-** Pricing should match your website
- **Create a Spreadsheet of Inventory and Clients**

Ok, you want to do this.

- Applications- Zapplications, Online Applications
- Art Tours
- Join Groups

Applying to Shows

Professional Photos are needed

PHOTOGRAPH WORK

- Professionally- certain look, certain size
- Name cannot be visible on the tent or the artwork
- Outdoor Booth Shot may be used for Indoor Shows
- Two Different Styles Work = Two Applications

Applying to Shows

BOOTH SHOTS FOR APPLICATIONS



Karen's Jury Booth Image



Actual Booth at a Show

BOOTH SHOTS FOR APPLICATIONS



Christine's Booth Image for Jury



Actual Booth at a Show

BOOTH SHOTS FOR APPLICATIONS



Aileen's Jury Booth Image



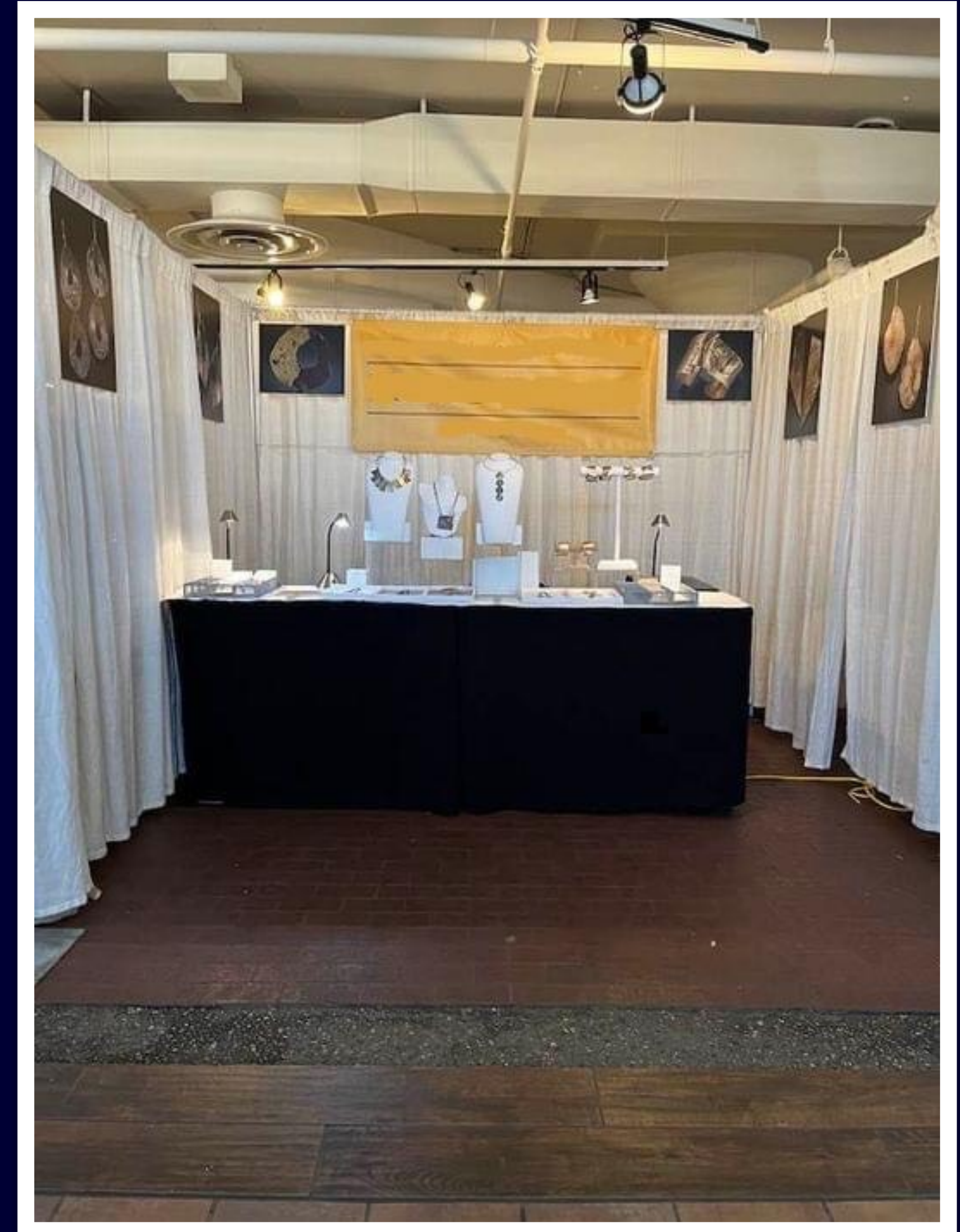
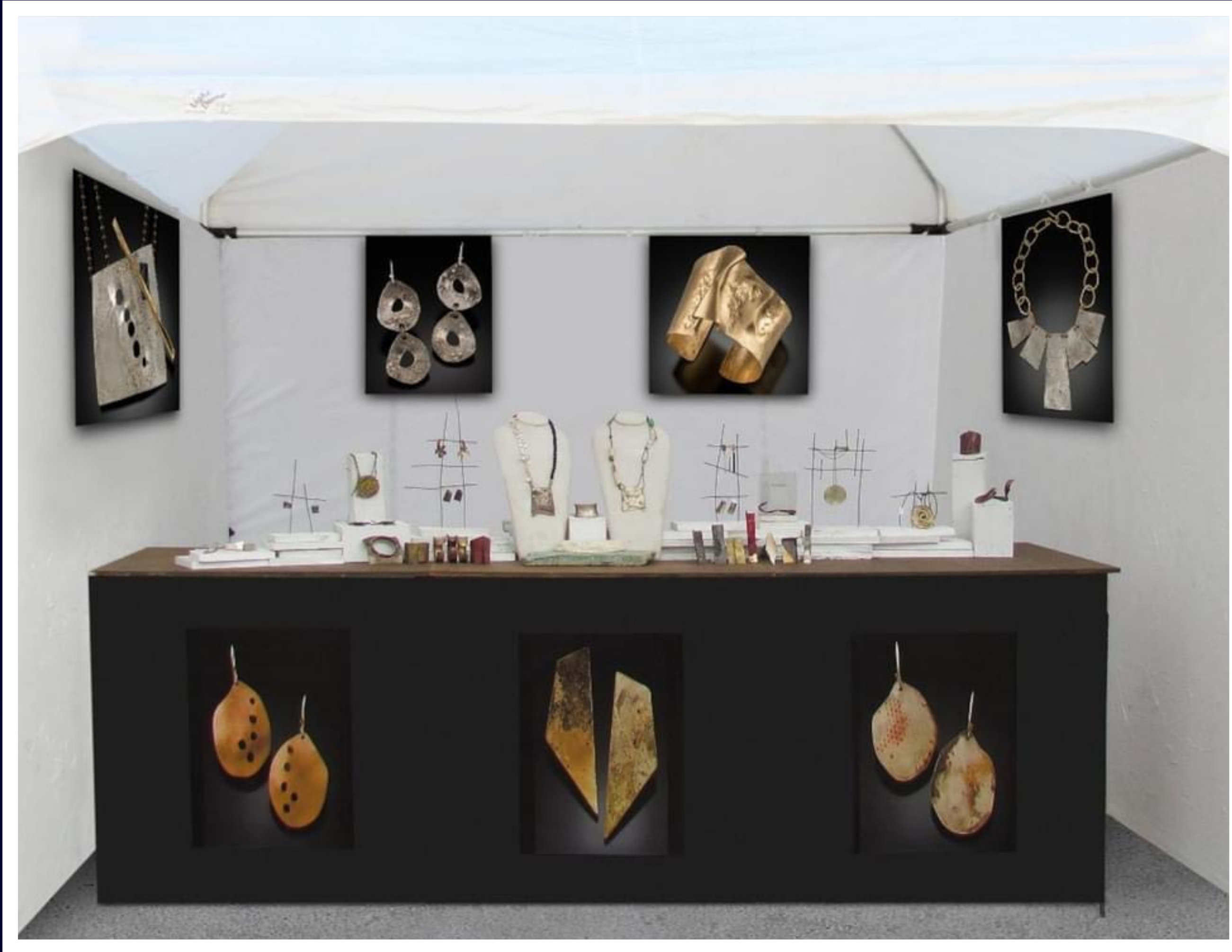
At Agora Art Fair sharing a booth with Colette Girard

BOOTH SHOT FOR APPLICATIONS



Kerri's Booth Image
is the same for
Indoor
and
Outdoor
Shows.

Another Jeweler's Booth Image for St. Louis and their actual Indoor Set-up



St. Louis- NO Photoshop Booth Images

- Research the Shows you are thinking about applying to. Check price points.
- Facebook- Art Fair Reviews Group
- Jury Fees are non-refundable
- Apply to 5- 10 more shows than you think you will get in
- Most summer/ fall show applications close between January & March
- Read the Rules for each show. Some shows are originals only.
- Beware of Buy/ Sell and Craft Shows

Applying to Shows

Some of the Top Shows in the US

- [St. Louis Art Fair, Clayton, MO](#)
- [Old Town Art Fair, Chicago, IL](#)
- [Ann Arbor Street Art Fair](#)- Largest in the US, over 1000 artists, 4 shows
- [Cherry Creek Arts Festival, CO](#)
- [Art Fair on the Square, Madison, WI](#)
- [Des Moines Arts Festival](#)
- 57th Street Art Fair, Chicago, IL
- St. James Court Art Show, Louisville, KY
- Winter Park Sidewalk Art Festival, Winter Park, FL
- Plaza Art Fair, Kansas City, MO
- Main Street Arts Festival, Fort Worth, TX
- [Artisphere, Greenville, SC](#)
- [Coconut Grove, Miami, FL](#)

- Art Work for Applications**- 3 to 6 images of work and a booth shot
- Artist's Statements**- Include your techniques/ process and reinforce what the jurors are seeing in the images.

Chris's Zapp Statement which often must be under 200 characters:

“I develop my narratives using acrylic, charcoal and images collected from catalogs and magazines. With inspiration, often from my collected images, I place my characters into the emerging story.”

Applying to Shows

Aileen's Statement for a Group Show Entry:

“Coloring photographs by hand allows me to reinterpret an image in a way that color film cannot. It allows me to communicate a feeling as well as a sense of nostalgia.

Many images begin with a black and white photograph which is hand painted using photo oils, watercolors or pan pastels achieving a subtle, nostalgic effect.

Some newer images start with a digital painting made from a photograph. The images are printed in color and hand embellished, using acrylics and pan pastels. The color on these images are deeper and richer. The distressed effects add interest as well.”

Applying to Shows

- **Photographers:**

- Larry Sanders-Sanders Visual Images, Milwaukee, WI

- James Arbaje - jamesarbaje@gmail.com

- Larry Berman-Larry@bermanart.com, Russellton, PA

- Art Fair Reviews Facebook

- Art Fair Lounge Facebook- Mock Jury opportunities, too.

- Artists Garage Sale Facebook

- AFSB Weekly- Sunshine

Resources

- Technical Competence
- Design
- Impact
- Image Quality
- Written Description
- Level of Excellence and execution of the work
- Originality of Work
- Professional Appearance of the Booth

WAAC Jury Criteria

Art Fair Off the Square and the Winter Holiday Art Fair Off the Square

THE SHOW

- Set-up Rules and Times
- Every show you set up is different.
- Some shows are originals only- no reproduction prints.





MultiCart RocknRoller R12RT 8-in-1 All-Terrain Equipment Cart
BH #MUR12RT • MFR #R12RT

\$305-\$329

Some shows you have to haul in.
This is the best cart!

Adjustable length and folds up.



ROCKNROLLER
MULTI-CART



Earth Products Store - Executive VIP Tall Directors Chair w/Folding Side Table and Zippered Carry Bag - 31" Seat Height - Lightweight - 375LBS (MAX Load)- \$159.00 /Amazon

THE SHOW

- Do not overcrowd your booth
- Plan for a storage area



Some shows have storage behind your booth.

Some shows everything must be in your 10' x 10' space



Chris built a room with a swing-out door for Lakefront.

THE SHOW- Other things to consider

- Must have Weights- 25# per leg/ 100# per tent is the minimum
- Lights are often needed
- A Desk



Some Shows Require Proof of Insurance

Weights

THE SHOW- Other Things to Consider

- Business Cards
- Title Cards
- Prices- Have a variety of prices
- Credit Card Reader- (Square reader).
- Be prepared for no internet connection.
- Cash
- Sales Taxes
- Have your name visible in the booth
- Some shows require a fire extinguisher



THE SHOW- Other Things to Consider

- Show Security- Motion Detector Alarm
- Visible Artist's Statement
- Send out a postcard of season shows to clients.
- Collect emails at shows.
- Send Thank You notes.
- A Supply Checklist
- Sometimes, you have to deliver work



Karen Watson-Newlin
2023 Show Schedule

Karen Watson-Newlin
34 Hawks Landing Cr
Verona, WI 53593

2023 Show Schedule

May 20	Middleton Art Walk • Middleton, WI
June 16-25	MABA Parade of Homes, Midwest Homes, Inc. • Verona, WI
June 24-25	Spring Green Arts & Craft Fair • Spring Green, WI
July 8-9	Art Fair on the Square • Madison, WI
July 15-16	Kohler Midsummer Festival of the Arts • Sheboygan, WI
July 22-23	Art at the Park • Appleton, WI
August 19	Agora Art Fair • Fitchburg, WI
Sept./Oct.	Capitol Lakes Art Galleries • Madison, WI
Sept. 9-10	Wausau Festival of the Arts • Wausau, WI
Nov. 11-12	Winter Art Fair Off the Square • Monona Terrace, Madison, WI

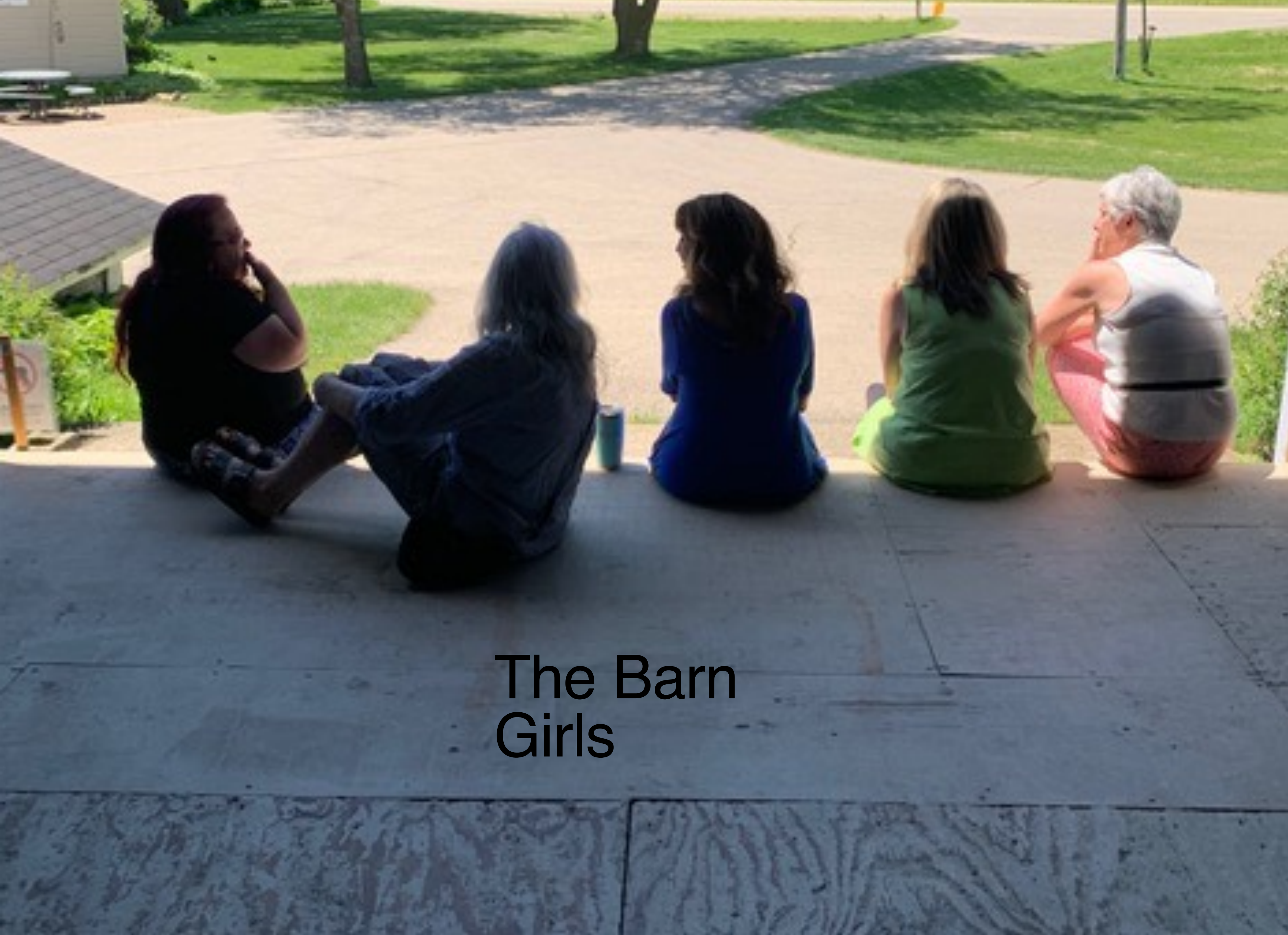
Karen Watson-Newlin
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Website: www.karenwatsonnewlin.com

Karen's Shows in 2023 Ranked by Sales

			BOOTH FEE
1.	Art Fair On The Square, Madison	July	\$650
2.	Agora Art Fair, Fitchburg	August	\$160
3.	Winter Art Fair Off The Square, Madison	November	\$440
4.	Mount Dora Art Fair, Florida	February	\$425
5.	Middleton Art Walk, Middleton	May	\$150
6.	Capitol Lakes Exhibit, Madison	September-October	\$-0-
7.	Kohler Midsummer Art Festival, Sheboygan	July	\$225
8.	Naples Downtown Art Fair, Florida	March	\$650
9.	Sarasota Hotworks Art Fair, Florida	April	\$510
10.	Wausau Festival of the Arts, Wausau	September	\$210
11.	Naples New Year's Art Show, Florida	January	\$650
12.	Spring Green Art Fair, Spring Green	June <i>(debating on this one)</i>	\$160
13.	Art in the Park, Appleton	August <i>(not doing again; covered expenses)</i>	\$250
14.	Bonita Springs National #3, Florida	March <i>(not doing again; lost money)</i>	\$426

Chris's Shows in 2023 Ranked by Sales

			BOOTH FEE
1.	Cherry Creek, Colorado	July	\$1000
2.	Old Town, Chicago	June	\$750
3.	Art Fair On The Square	July	\$675
4.	Rittenhouse Square, Philadelphia	June	\$550



The Barn
Girls

Sometimes
there is
down time.

Be ready
for the
unexpected
and
SMILE.