



MARKETS 101, Y'ALL

WHO ARE WE?

FUTURE FRONT

Homegrown in Austin, **Future Front** is a community space and exhibition series—with women and LGBTQ+ creatives at the front. As a 501c3 arts and culture nonprofit, we're mother to The Front Market, The Front Festival and the Work Conference. Beyond those flagship exhibitions, we host year-round shows, gatherings and workshops at our creative community space in Downtown East Austin, welcoming 20,000+ visitors per year. 🌍 futurefronttexas.org

THE FRONT MARKET

Curated and presented by Future Front, **The Front Market** is an independent marketplace and fair. ☆☆☆ We showcase women and LGBTQ+ creatives, designers, makers, craftspeople, small business owners and artists from Texas. Annually, we welcome 10,000+ guests across two seasons in Austin—and our showcases have been featured in Airbnb Magazine, Thrillist, The Nudge and more. 🌍 thefrontmarket.com

WHY DO WE HOST THE FRONT MARKET?

The Front Market exists to make space for creatives like ourselves. Space to share our work, build our creative businesses, connect community and nurture our own inspiration.

Popping up twice a year, we build this space alongside people like you to invite the public into your work. We hope you use this market as a launch pad to support your creative practice / business year-round.

ABOUT MONIQUE PARKER

Monique Parker (she/her) is the Owner and CEO of Blow Candle Co., a candle and home fragrance company, as well as Little Bit of Good, initiative that supports Black-led nonprofits.



ABOUT JANE HERVEY

Jane Hervey (she/her) is a creative director, recording artist and accidental nonprofit founder, living and working in Austin, Texas. Originally from the border in South Texas, she currently spends her time running Future Front, a creative space she started in 2015, as well as own design house, group work.



LET'S TALK MARKETS.

If you're a maker, artist, designer, creative small business, chef or independent creative of any kind—you name it—you may find yourself navigating the world of markets, fairs and trade shows. There are different kinds of markets to participate in.

Every market is different. Some are for certain types of creative work. Some are for exhibition. Some are for sales. Some are for marketing opportunities. Some are for community and connection. They operate at different sizes and scales, too.

- COMMUNITY-LED MARKETS, FAIRS & POP-UPS
- NONPROFIT-LED MARKETS, FAIRS & POP-UPS
- COMMERCIAL MARKETS, FAIRS & POP-UPS



**WHAT
MARKETS
DO YOU
KNOW?**

WHAT MARKETS SHOULD YOU APPLY TO?

Pick markets based on your own personal and professional resources and goals. Consider the market's audience, track record, viability, location, booth options and amenities before making your decision.

WHAT IS IMPORTANT TO INCLUDE IN YOUR APPLICATION?

Read applications carefully. Maintain a social media and web presence for your products year-round so it's easier to apply, explain what you do and so the links you submit don't go inactive. Request the curatorial rubric from the market you apply to, too—reaching out for help is always an option!

A collection of various perfume bottles and containers arranged on a dark wooden surface. The items include several clear glass bottles with gold-colored caps, some with yellow or green labels. There are also white cylindrical containers, a green ceramic jar with a white lid, and a small gold-colored bowl containing dark granules. The background is slightly blurred, focusing attention on the products and the overlaid text.

BOOTH TIPS & TRICKS

Booth examples:



Booth examples:



Booth examples:



Booth examples:



Booth examples:



BOOTH MUST-HAVES

- **Bring enough inventory for the expected crowd.** You know your market and sales trends best. Prepare what you can—your capacity comes first.
- **Map out your booth for your booth space.**
- **Think of your booth design as a handshake.** What do you want someone interested in your work to see first? How are you making people interested in your booth and how are your conversations letting them know how to support you?
- **Keep your social media active.** You don't need to be online all day or constantly checking social media—just ensure there's been a recent post and that you let your friend and fans know that they can come visit you at the market.

BOOTH MUST-HAVES

- **Bring business cards that attendees can take with them or QR codes to scan.** Many times people who you meet at the market won't purchase from your store until months later. This is a great time to try out an email list or let people know where to find you online!
- **Use the market to support your creative work year-round.** Wholesalers might stop by. Visitors may want to visit your e-comm site. New fans might be curious about touring your studio. However you pop up, set up your booth to signal toward the vital ways your creative business operates the other 364 days of the year.
- **Do not under-price your work.** Not sure what to charge for your work? That's OK—it's a struggle for us all. The best way to determine your pricing is to lay out your goals, including your financial one. How much do things need to cost for you to at least break even? And so on.

***SAMPLE CHECKLIST**

- Extension Cord
- Surge Protector
- Pen and Paper
- Tape and Scissors
- Pricing stickers
- Additional lighting if needed
- Signage
- Cash & Digital Payment methods (Square, Shopify POS, venmo)
- Change (cash)
- Decorations for your area
- Business cards
- Shopping bags / gift wrap



***FREE MARKET RESOURCE GUIDE**



Questions?

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