

# DOUGHERTYARTSCENTER ARTISTRESOURCECENTER

## PROFESSIONAL DEVELOPMENT WORKSHOPS



## ART FAIR BOOTCAMP

JANUARY 7, 2020, 6:30-8PM

# SO YOU THINK YOU WANT TO TRY ART FAIRS?

Art fairs are a great way to show and sell your work to a large group of people. They are a great place for artists to start selling their work and to be seen by gallery and shop owners looking for new artists to represent.

There are a variety of levels of art fairs:

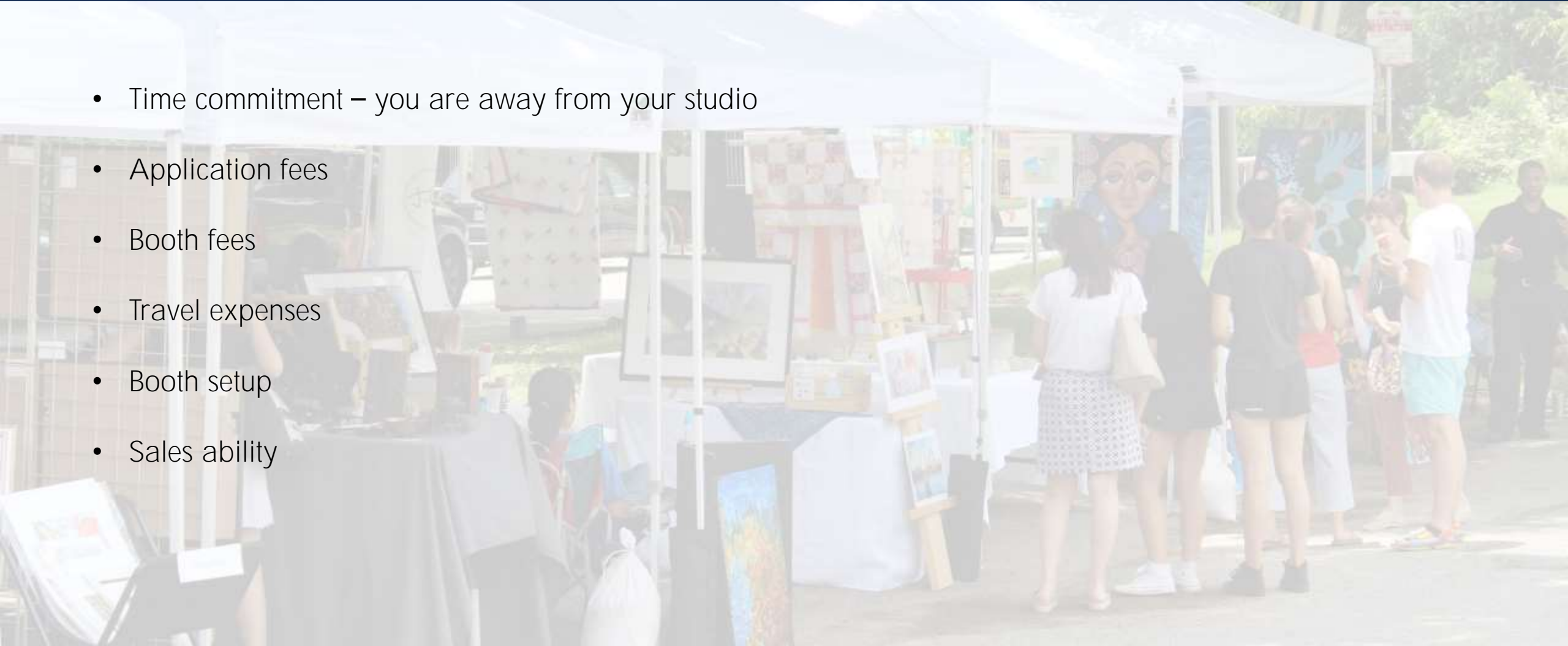
- Pop Ups
- Farmers Markets
- Makers Markets
- Studio Tours
- Small One-Day Fairs
- Large Scale Festivals

Determining which kind is right for you means considering multiple factors.



# THINGS TO CONSIDER...

- Time commitment – you are away from your studio
- Application fees
- Booth fees
- Travel expenses
- Booth setup
- Sales ability





# SMALL VS. BIG

## SMALL

Small shows, such as pop-ups, are a great place to get your feet wet. They are usually affordable to do, less of a time commitment, and are generally local.

## BIG

Big shows can bring big money, but usually involve multiple days away from your studio and can have higher fees and travel costs.



# LOCAL VS. NATIONAL

## LOCAL

Local shows are very accessible to artists just entering the art fair game. They sometimes have an application or booth fee, but it will generally be low. They are a good place to get started and are useful in trying out different setups and seeing what artwork is a hit.

## NATIONAL

National shows are a good fit for artists who also like to travel. They may also be larger shows with larger returns, but also with higher expenses. Traveling to shows where you can stay with friends or family helps to cut down on expenses. Traveling to shows and selling your work helps to bring it to a wider audience and expand your buyer and collector base.

# HOW DO I FIND SHOWS?

- Local Event Listings
- Social Media
- Call for Entry websites
  - [zapplication.org](http://zapplication.org)
  - [callforentry.org](http://callforentry.org)
  - [callforentries.com](http://callforentries.com)



ZAPP<sup>®</sup>

The ZAPP logo features the letters 'Z', 'a', 'P', and 'P' in a stylized, rounded font. The 'Z' is green, 'a' is blue, the first 'P' is grey, and the second 'P' is orange. A registered trademark symbol (®) is located at the top right of the second 'P'.

CaFÉ<sup>™</sup>  
CallForEntry.org

The CaFÉ logo consists of the word 'CaFÉ' in a white, sans-serif font. The 'Ca' is on a green background, and 'FÉ' is on an orange background. A trademark symbol (™) is at the top right of the 'É'. Below this, the text 'CallForEntry.org' is written in a smaller, white, sans-serif font on a dark grey background.

C4E<sup>®</sup>

The C4E logo features the letters 'C', '4', and 'E' in a large, black, serif font. A registered trademark symbol (®) is at the top right of the 'E'.



# HOW DO I DECIDE WHICH SHOW IS RIGHT FOR ME?

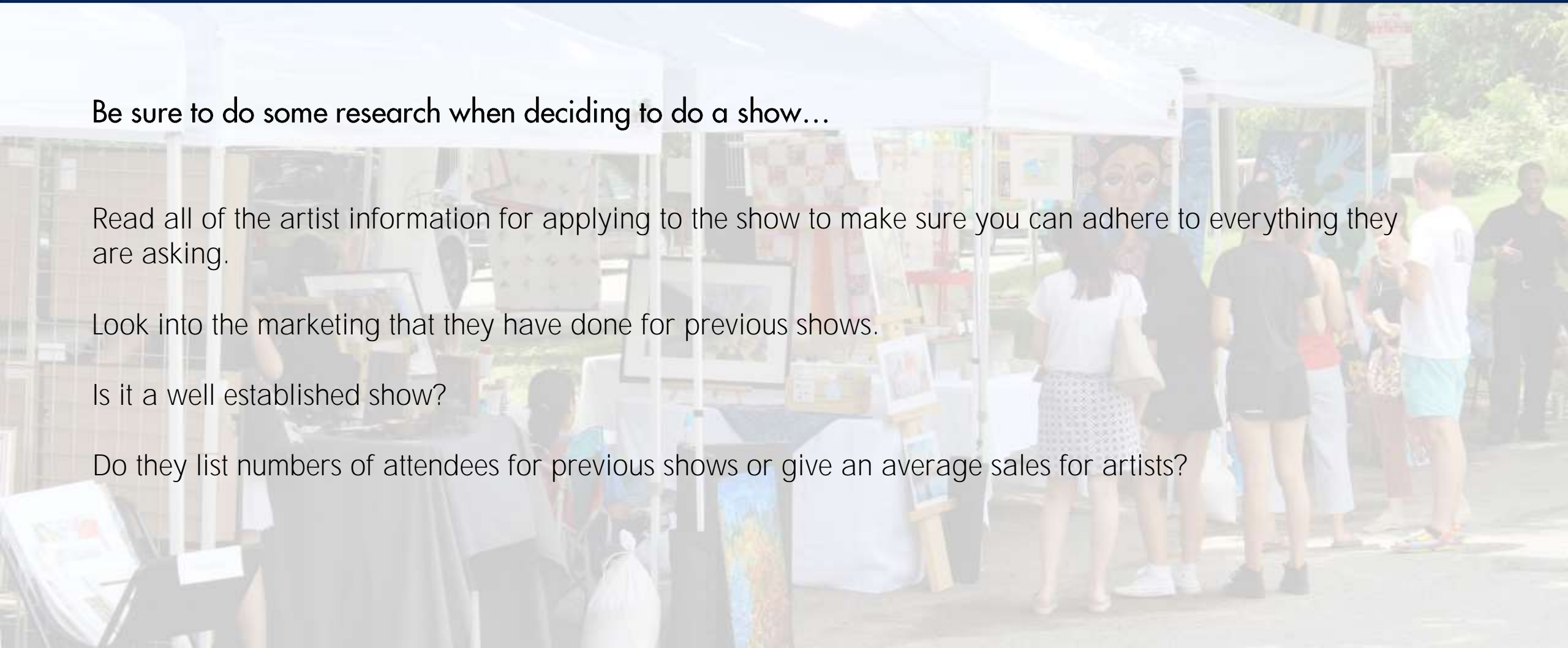
Be sure to do some research when deciding to do a show...

Read all of the artist information for applying to the show to make sure you can adhere to everything they are asking.

Look into the marketing that they have done for previous shows.

Is it a well established show?

Do they list numbers of attendees for previous shows or give an average sales for artists?



# HOW DO I APPLY FOR SHOWS?

Smaller shows, like Pop Ups, often just require contacting them with your interest to participate.

Other shows require you to submit an application and go through a jurying process. They may also require an application fee to apply.

Much of the application process is now done online through various methods including submission websites, by email, or uploads to online file storage.

Whichever method is used for applications, be sure you read all of the requirements ahead of time so that **you know what materials you will need to apply and you won't have to repeat work.**



# IMAGES

Most applications will require you to submit images of your work. They may also require an image of your booth or setup.

Be sure your images are clean with no pixilation, and with nothing distracting in the background.

The images usually do not have to be the exact pieces you will be bringing to sell, but should be representative of the work you will have available.

If you do not have a booth or setup image, you will need to mock one up in your home or backyard.

Be sure to look at the image requirements for the application. They may often have a size or format requirement. This is often because, if accepted, they may use your images in promotional materials for the show.

# I GOT ACCEPTED, NOW WHAT?

Shows will generally give a date that they will be notifying artists of acceptance.

**If you weren't accepted, keep trying. Ask friends and colleagues for feedback. Look at applying to other festivals.** Shows try to have a balance in mediums and there may have been many applicants.

If you are accepted, be sure to read all of the materials you are sent and make note of deadlines, fees, setup requirements, and any other details.

If you do not meet deadlines or pay fees on time, you may be disqualified from participating.

Shows often have waitlist artists that they will move on to if accepted artists do not complete required tasks.

# SALES TAX PERMIT

If you are selling your work, you have to collect and remit sales tax.

It is very easy to obtain a sales tax permit, and it can usually be done through the state Comptroller's Office website.

If you travel to another state to participate in a show, you will need to obtain a sales tax permit from that state. Many states have temporary permits for one-time shows so that you don't have to maintain a full permit (Texas does not offer this).

Shows will let you know how much the local sales tax amount is and you will need to charge that with each sale. You will need to remit the tax on the schedule the state sets for you.



# BOOTH FEES

When you apply to a show, they will often ask you what type of booth you want based on what is **available**. You will often be notified of your booth space and it's corresponding fee along with your acceptance.

Generally your booth is just a physical space and you must provide the display. Occasionally you may be able to rent things from the show such as a tent, tables, and chairs, but often at an additional fee.

Your selected space and any additional rentals will determine your booth fee. Make sure you note the date that the fee is due when you are accepted and what form of payment they require.

**Remember...you have to sell enough work to cover the application and booth fee (plus any travel expenses) before you begin to make a profit on the show.**

# BOOTH DESIGN

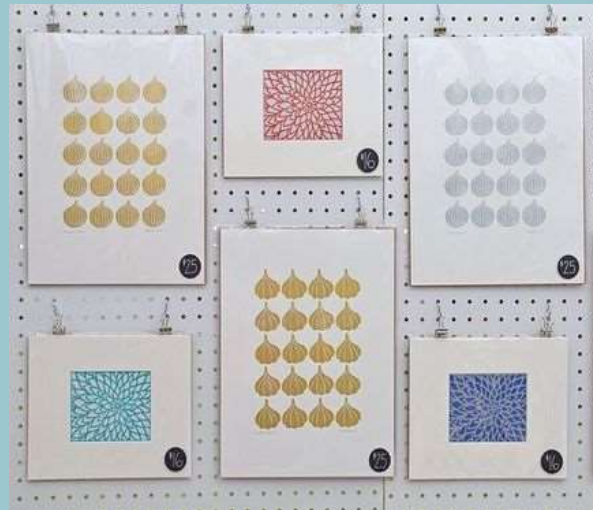
## Things to consider:

- Amount of booth space
- Type of artwork (2D, 3D, sculpture, jewelry, etc.)
- Transportation
- Ease of assembly
- Adaptable
- Structural Integrity
- Weatherproof
- **MOST IMPORTANTLY:** Can people see it? Is it easy for them to enter your booth to take a closer look?  
Will it attract people from a distance? Does it look professional?



# DISPLAYS

There are many great display ideas out there! Search google images or Pinterest for ideas and go out to shows to see what other artists like you are doing. You can go easy with just tables, build your own display, or purchase professional displays.





# DISPLAYS



# DISPLAYS





# TENTS

If you're participating in an outdoor show, you may be required to have a tent. More serious shows may require that tent to be white and fire resistant. Tents are available in affordable pop-up varieties, or more sturdy versions that cost more.





# SECURING YOUR TENT

The most important thing is to make sure your tent is secured with stakes or weights. Wind can easily pick up an unsecured tent and crumple it or worse...blow it into another artist's tent, damaging both your work!



# PRICING YOUR WORK

It is important to really consider how you price your work. This is best done ahead of the show, so that you are prepared and ready to answer questions.

## Things to consider:

- Cost of materials
- How much time went into making the work
- Market value

Price Tags: It is really best to put prices on your work or list bulk prices in your booth. If your work is not labeled with a price, people may assume it is too expensive for them and walk away from something they might buy.

# PREPARING FOR THE DAY OF THE SHOW

As you prepare for the day of the show, it's a good idea to create a checklist so that you don't forget anything in the rush. Obviously you need your artwork and your display, but what are some other items you should bring?

- Business Cards
- Payment Processing (cash, credit card swiper)
- Phone Charger and Power Brick
- Extension Cord
- Water and Snacks
- Pen and Paper
- Bags and Wrapping Materials
- Sign/Branding
- Extra Price Tags
- Chair
- Tool Kit – screwdriver, hammer, scissors, zip ties, binder clips, level



# PAYMENT PROCESSING

You should be prepared to accept most any kind of payment. Cash and credit cards will be the most common.

It is a good idea to bring change with you. The kind and amount will depend on how you price your work.

There are many credit card processing apps and swipers out there. Most will charge a processing fee, though it is usually quite small. However, you can take that into account when pricing your work.

Some people may be willing to use cash exchange apps, but you should not depend on it.

# CHECK IN AND SETUP

Shows will send you information about when you can check in to the show and start setting up. Pay attention to this and abide as best you can. Good shows will have scheduled load-in times to help with congestion on the show grounds. Let a show know if you are unable to make your check in time.

If you are able to pull your vehicle up to your booth, make sure you unload everything and move your vehicle to the appropriate place before setting up.

If you are not able to unload near your booth, it is a good idea to bring a handcart.

**MOST IMPORTANTLY!** Be kind and patient with everyone. Setting up can be stressful and it goes more smoothly when people are nice and helpful to their neighbors.

# SELLING YOUR WORK

Art fairs are an interactive endeavor. People come out because they want to meet and talk to artists.

- **Stay in your booth.** You can't sell work if you're not there.
- Greet people as they enter your booth.
- Ask if they have any questions.
- **Don't use jargon they might not understand.**
- Have interesting facts about your techniques or your inspiration you can share.
- **If they don't buy now, give them a business card.**
- **Don't ignore people!**





# BUT I'M AN INTROVERT!?

Even introverted artists can do art fairs and sell their work. You must still greet or acknowledge when people enter your booth, but there are other things you can do to communicate about your artwork.

- Smile
- **Body language (don't look bored or closed off)**
- Create signage that explains your process and techniques
- Limit your variety of artwork (less to explain)
- Packaging or labels that explain a specific piece
- Make sure everything is priced



# PACKING UP AND LOADING OUT

When the show is finished, it's time to pack up and load back out. Shows may also have a method to this madness, so make sure you follow any directions they give.

Pack up all of your artwork and your display before going to get your vehicle.

If you need help, ask a staff member. They may have volunteers there to help.

**AND AGAIN...MOST IMPORTANTLY!** Be kind and patient! Everyone is tired and wants to go home. Ask your neighbor if they need help. Be patient if there is a vehicle in your way. Wish everyone well and tell them that you hope to see them at the next show!

# THANK YOU!

Thank you for coming out to our Professional Development Workshop Series!

Please fill out a survey – they help us to show how important this program is and get support for it to continue!

## CONTACT:

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WEBSITE: [www.austintexas.gov/artistresourcecenter](http://www.austintexas.gov/artistresourcecenter)

**Apply to the Dougherty's Art-O-Rama on May 23<sup>rd</sup>:** <https://doughertyartscenter.submittable.com/submit>