

Spring 2019 Tempe Festival of the Arts Email – Sent 3/6/19

Emerging Artists & New Artists –

You should have received my earlier email that came through the Zapp system. As Emerging Artists, I like to provide a bit more information. Here goes:

Check-In

Try to come to check in on Wednesday at our office or early in the day on Thursday. This way I will have more time with you. There is often a rush of people that come to check in on Thursday and it gets busier throughout the day. Here's what you will get at Check-In:

- A liability waiver form – you will have to sign it basically saying that you won't sue us if your tent blows over or your neighbor's tent knocks over your stuff. You are essentially participating at your own risk.
- An Access Pass – this pass allows you onto the grounds with your vehicle
- A map – showing you exactly where your booth is and how to get in
- Name badge – credentials that get you into hospitality
- Booth Sign – this is a laminated sign that has your name, booth number, category, city, state. It is up to you to attach it to your booth or display it somewhere on the edge of your booth. We also ask that you put your cell phone on the back of the booth sign in case we need to get a hold of you in the middle of the night
- Program for the festival
- Any refund/invoice – if applicable

Load-In

The load-in can get a bit hectic. If you are a morning person, consider waiting and loading in at 5am Friday morning after everyone else is done. If you like the idea of being done Thursday night, then be prepared for a bit of chaos. Lots of artists with their works, many of them have traveled many miles and they are tired and hungry. I don't blame anyone for anything said during load-in, but just be forewarned. 😊

Security & Night Time

We have security overnight that roams the grounds. It's a fairly large crew for the space but they can't be everywhere the entire time. This is why we remind everyone that you are participating at your own risk. We have had incidents of theft or damage at night, however these are rare and minimal. The worst thing that happens typically is a wind storm that blows a tent over and damages works.

Despite weather and the rare threat of theft, there are virtually no artists (other than jewelry) that don't remain fully set up for the duration of the show. We do occasionally have artists that don't "button up" their tent and this is not advised. Make sure you have a tent with sidewalls so that you can close it up at night. Or – another option is to purchase some tarps and pull everything to the center and tarp it up at night. Jewelry artists typically pack up their works but leave their displays set up. I see jewelers often using suitcases to haul in the jewelry every day.

Another great idea is to get everything off the ground if it could be damaged by water. I have had artists leave cardboard boxes directly on the street to return the next morning and they are soaked from an evening storm. Place anything like that on a table and get it off the ground before you leave for the evening. And as unsavory as this may sound, there are occasionally cases of public urination – so move your art onto a table and tarp it up.

Insurance

A great idea for exactly the reasons mentioned above – wind and rain can really damage art.

Artist Reception

This is a super fun event. It's your opportunity to get to know the other artists and be part of the festival culture. We have food and beer and wine and all you need is your name badge to get in. We will sell tickets if you want to bring a guest. It won't be fancy, but it's fun. There's usually a short awards presentation and then we have music and people get silly.

Rules – Especially with Jewelry

If you have any questions about the rules, let me know. They are all intended to preserve the quality of the show and garner respect for you as artists.

Tents, Tables and Chairs Oh MY!

If you do rent any equipment from us – it comes to your booth and then they take it away. This means extra cost to you but no schlepping.

Artist Statement

This isn't required but I think it's a great idea. Some artists put together a very nice page with their photo and a description of the work process. They laminate it and place it somewhere in the booth that's very visible. People love to know how you do the work and WHY – what's your passion, what drew you to this field. These conversation starters get people engaged with you and lead to higher sales. That's also why we put city/state on the booth signs, it's a great connector.

Display & Selling

I encourage you to really think about your display. You are setting up a small retail store. Think about your favorite stores – how do they decorate, what do they use to display? It's really important that it looks inviting. It needs to look full but not crowded with inventory. Also, you don't want to look like a flea market by having hand written prices with slash marks. Make the booth look like a caliber above that – don't discount your stuff. If you want to lower prices on the last day, make new price signs. This isn't a venue for haggling.

Kate's List of "No Brainers" – These are things that I can't believe I have to tell artists, but I see it all the time, so here goes (BTW – there is no judgement with any of these – just trying to help you gain customers and make sales).

- Be Engaged with Customers – too often I see artists sitting across from their booth as if they are too tired to get up and chat. They look annoyed that they have to deal with a customer. I

wonder – "did they hire their teenage child to booth sit?" Be engaged. Chat with customers, explain your work, be open to questions. Let them touch things if they can, let them try on things if that's appropriate. Connect them to you. But of course, don't be pushy.

- Hide the cash – don't leave a cash box sitting out. Yes this seems obvious, hence the title of this section "no-brainers". Speaking of collecting payment - make sure you can take credit cards. There are so many easy ways to take credit cards that there's no reason you shouldn't.
- Don't smoke in front of your booth – This isn't a question of whether or not it's good for you, it's a question of the tastes of your customers. They might be super offended or highly allergic. Regardless, you don't want them to pass your booth because they don't like the smell of cigarettes. If you need to smoke, go take a break and walk away. This goes back to connecting with people. If someone doesn't like when people smoke, they are already turned off by your habit before they give your art a chance. This may sound harsh, but it's a true fact.
- Don't cuss in front of your booth – again more of the same. Don't offend people that may be easily offended. Also, this is a family friendly event and it's just in poor taste. But you certainly don't want a mom to avoid your booth because she doesn't want her daughter to hear something she shouldn't. Yes – this is a no-brainer – and yes I see it every festival.
- Don't get drunk while you are selling in your booth – again ... it happens all the time!
- Don't eat in front of customers – Do this behind the booth or take a break and walk away. Some foods are smelly and unappetizing looking. And customers feel like they are bothering you during your "lunch break" and are hesitant to walk up if you are eating.
- Be neighborly to the artist next to you. You can do each other favors such as running to the restrooms, grabbing a second snack from hospitality. But even more than that, you can help each other as artists grow to be better artists. The community of artists is one of the most enriching components of this whole thing.
- Remove garbage and debris from your booth – If you have boxes that you need to cart stuff in and out, figure out a way to hide them under a table, behind a booth, make them a functional display piece with a decorative cloth over them.

Booth Sitters

I just gave you a lot of "no" behaviors when at your booth. It's a good thing we offer booth sitters. When you check in, we will tell you the artist hotline number. You can call this number and a volunteer will come and sit in your booth while you grab food, smoke, use the restroom, etc. You can also get your neighbor to help with these things J

Hospitality

We offer snacks, coffee, and even wine and beer on occasion. It's located in the lower level of our office at 310 S. Mill Avenue. Key is to wear your nametag so that you can access it. There will be fruit and chips and other snacks all day long.

Bring a Friend

It's always great as a new artist to get time to roam the show. You want to go out and see what other artists are doing, how they are selling, how they do their display, what is the rest of the footprint of the festival like? So, it's great if you can have a friend or parent be with you at the festival for at least part of it. That way they can watch the booth while you check out the festival.

If you have any other questions, please give me a call. I'm here to help! ~ Kate