

Table set up TIPS for art shows

Mock set up at home to make sure you have the display design that will work with your space dimensions. Take photos of your finished display so you know how to set up quickly at the show. Do this NOW because you most likely will want to purchase additional display items.

Table type

- Folding – preferably in half (Amazon, Walmart, Walmart.com, Home Depot, Lowes, display companies)
- Handle for easy carrying
- Lightweight
- Sturdy with locking out feature
- Multiple sizes for different size booths and events

Table placement

- Depends on the size of booth
- Maximize your available space
- Leave room to take payments, wrap or box items. Keep this material out of sight until needed.
- Stand beside, in front or behind table but you must be able to engage with customers easily and also show your product

Table cloth(s)

- Professional quality display cloths are heavier and easier to take wrinkles out in the dryer with a damp towel (Amazon or display companies)
- Good quality from local store; make sure they are heavy; I do not suggest using sheets! Cheap sheets look cheap, are too thin and wrinkle easily. Expensive sheets cost more than a high quality table cloth.
- Color depends on your product
 - What color makes your art POP
 - May use more than one color, if necessary, but keep it simple

Bring Interest to your display

- Use upside down boxes, crates, etc of various sizes to create different levels for display and cover with a display table cloth(s)
- Sturdy and not too high
- Bring visual and spatial interest to draw attention to your products

Lighting

- LED; depending on your display, use tabletop lights or clip lights but you want them unobtrusive
- Plug availability is usually scarce at events and may cost more
- Consider battery LED (Amazon)

Seating

- Preferably, you are standing to engage with customers
- Chairs are often available but you need to be sure one is available or bring your own.
- If you must sit, bring a stool that allows you to rest but quickly and gracefully stand to engage with your customers. It's more difficult to rise from a low folding chair. You want your movement to be fluid.

Pricing

- Determine the cost of materials used, time and your hourly or piece salary- there are many articles on how to price your art but there are too many variables for us to cover here.
- You will discover what the different markets will bear. Example: Redmond differs from the larger metro areas.
- Depending on your product, use tie on price tags, one sheet of pricing, business cards with pricing on the back, etc.
- Keep it neat and unobtrusive
- Have items with a variety of price points to satisfy all buyers. Example: Paintings; cards, prints, coasters, postcards

Payments

- There are a variety of applications for payments. Do your research and use what best suits you.
- Square, Venmo etc..
- Cash – keep a cash box with change
- Credit Card transactions are tracked on the application you use but keep track of cash transactions on your phone or paper.

Supplies

- Wrapping, bags or boxing material
- Tape, rubberbands
- Scissors
- Markers, pen
- Notebook for tracking sales or notes (custom orders!)
- Extra batteries if using battery operated lights. They often last a couple days at most.
- Business cards, any marketing materials that tell your bio

MOST IMPORTANT:

Engaging with your customer

- Develop your 30 second introduction of you and your product
 - What is your product; watercolor, acrylics, oils, charcoal, glass, special wood blends, fiber
 - What different techniques do you use and show examples of those techniques. Tell them a little about HOW you do your art...what's the process; educate
 - What makes YOUR art stand out among the others
 - What special effort goes into creating your work
 - Bring samples of the raw materials you begin with at the start of creating your work (frit, special wood types, metals, raw fiber)
 - If possible, encourage them to hold, feel, touch your work.
 - Thank them for the purchase!