

Bring Visitors to Your Art Fair Booth

Ways to bring visitors to your art booth and keep them there to look at your art!

Be creative with your signage!

Balloons are a great way to get attention. A colorful bunch on each side of your space will create a festive mood. Did you create an interesting name for your booth?

Sell the upsides of the venue!

The Matador is an historic space in Chico. Many are interested in just being at the space. Remember to talk about all the music, food and cocktails available.

Set up a demonstration!



Make your mailing list work.

This one is obvious, but requires some planning. You want to send an email **one month in advance** of the show inviting people to “Save the Date!” Send a second invitation **one week before** and then a last reminder **two days** before the actual event. Make the invitation personal...you have met them before. People receiving a personal note are more likely to come. Leverage your mailing list by asking the receiver to forward your email invitation to their friends who could be interested. Remember to cover the Who, What, When and Where of the event and add a link to Google Map. Include a Show Special coupon. Do this on your Facebook page by creating an event!

Quick Tips! Will increase your art show business

Ask them to sign your guest book. Name, Email, Address. It's a good way to have a conversation and to grow your list at the same time.

Offer a Show Special! in your advance mailing. Have them bring with them to your booth. Enter them to win a small print! Doesn't have to be money.

Be able to accept all major credit cards during the show. You will sell more art. Get Square today. It's easy and your visitor expects it!





Carol Thomson

Invite Visitors to Enjoy

Encourage them to listen to the music. Enjoy a margarita. Have some lunch at one of our food trucks. And then come back to see you again!

Open up your space

If you can set-up your exhibit space the way you want, try to avoid “boxing” your art with panels. Access to your art should be easy and circulation around your exhibit should flow. If you put a table across, people are not likely to go behind it. If you are doing a demo, can people stand behind you and see what you are

Make it clear how they can purchase art from you today

Post readable, printed signage in your exhibit space that lets your visitor know that you accept credit cards, cash or checks as payment for your work. Be prepared to make arrangements for layaway. If you aren’t currently, accepting credit/debit cards, **sign up for Square today.** Consider offering a “Show Special”!

Engage with your visitors

This one is difficult to get right. On one hand, once you talked to them, people will have a hard time passing your booth without looking around. On the other hand, you want to leave them some space. Nobody likes a pushy sales person when we go shopping. Make sure you tell them that you are available if they have

Become familiar with the venue...so that you can be helpful

Make it your business to get to know every artist in the show. What kind of work they do. Where their space is located. Where are the restrooms? What is the entertainment schedule? How much is a margarita? It’s just plain good business to know what’s going on around you at the show. It makes you valuable!

