

## **Let's Talk About Craft Shows, KWT, Nov. 19/24**

1. Types of craft shows, know your audience.
2. Applications -
3. Stall fees, sizes.
4. Pricing your work. Bowls - Dia X H X 2.5, Hourly rate, Wood - walnut, cherry, spalting,
5. Presenting your work.
6. Stall set up, space.
7. Insurance for shows. Duuo.ca
8. Showwiz.ca
9. Marketing your work, Etsy, web site, F.B. Canva,

# Applications

Church shows and farmers markets - name, email, small fee, often \$20. To \$50.

M.C.F.M. 1 application w pics and bio then only apply for any Sunday. \$40.00/day

Quality shows - usually 4 good pictures of your work and one of your display as well as an artists bio and sometimes a description of your process.

Many quality shows nearby - Fat Goose, MacKinnon Bros., Kingston Holiday Market (Tett Center), Fantasy in the Forest.

## Stall Fees and Sizes

This can range greatly from \$20.00 for church shows to \$350.00 for a weekend quality show to \$2,800.00 for a week at the One of A Kind show in T.O. (5X10 booth)

Generally, the higher the stall fee, the better the show. Make sure you have enough stock for a longer show.

Indoor shows generally limit a single stall size to 6 ft wide by 5 ft. deep. Double stalls are often available. Occasionally corners are larger and cost more. Request for electrical outlet often required and not guaranteed.

Outdoor shows often require a shelter you bring and **MUST BE** weighted down. The space is often 10ft by 10 ft. This however gives you more space for display and can often fit 3 tables.

## Pricing your work.

Bowls - Dia X H X 2.5, suggested pricing formula.

Consider your hourly rate, quality of work, form, proportion, finish, creativity. Respect the craft and charge a reasonable amount.

Consider the type of wood – walnut, cherry, spalting, exotics.

## Insurance for Shows

Most shows that want coverage recommend Duuo

[www.Duuo.ca](http://www.Duuo.ca)

## Photographing your work

Solid colour background, light, dark. Can't go wrong with white or off white.

GOOD lighting is essential, suggest from both sides.

Take Several pics from different angles as well as different positions and select best shots.

My photo set up.



## Joe's List

We continue to evolve and buy / build things as we grow. We like some of the things we have, but believe it is better to start somewhere than to have everything perfect and never get started.

Ideally we would have bright matching table cloths (light beige to complement wood colours) and more display coloured cloths or wood to highlight different groupings of items on the table. And would have printed price cards.

We plan for different levels on the table. And if we are outside with more space, we plan for things on the ground. If we are at a seniors centre we plan for what can be seen from a wheel chair.



# Presenting Your Work, examples from members.





STEVE WILLARD  
WAX & GLASS  
**23**  
1983-1984  
200 POINTS  
MBC  
MAY 1984

Handwritten notes on a display board, including the words "Woodworking" and "Electrifying".



Ontario University  
Athletics  
**OUA**  
WORLD CLASS

*Font Henry*  
**2**

**TRUTH**  
**DU**

 **Wooden Art**  
Woodworking with an electrifying twist  
jmvdoiron@xplornet.com



 **Wooden Art**     
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Large Walnut Bowl

Small Spool Bowl

Made from Oak finished  
with P

Decorative Wall Bowl

Made from Birch finished with  
Cinnamon's Bees  
Wax Polish

Small Spool Bowl

Made from Walnut

Small Walnut Bowl

Made from Apple finished with  
Cinnamon's Bees  
Wax Polish

Small Spool Bowl

Made from Walnut

Small Spool Bowl

Made from Walnut

Made from Walnut



Sawdust & Glass









Mike





Mike Whalen  
Custom Woodworking

Walt



AAW

Article - “The ins and outs of craft shows”

AAW 2017, Art Majerus

Showwiz.ca

[www.showwiz.ca](http://www.showwiz.ca)

# Marketing your Work

Etsy

Some web site examples are available on our site.

Web Site, some providers offer easy make your own site, Square Space,  
Go Daddy,

F.B. My Natural Turnings - Walt's FB site.

[www.fbwturmer.ca](http://www.fbwturmer.ca) Franks great site. Check out his bio.

## What to bring

Depending on show you may need a table and chair, racks, shelves.

clamps, tape, pen/paper, “Square” card reader, table cloth, which credit cards taken, before and after examples, the finish you use, lighting if required (night time shows outdoors), non slip surfaces, reading material, drink - snack - lunch, bags, wrapping paper, (I save good paper bags and have never purchased an), cell phone, tarp for windy outdoor days (I clamp it to my shelter frame)

Joe’s list.

