

SUMMER art MARKET

ART STUDENTS LEAGUE
OF DENVER

Artist Meeting Agenda

- Welcome and Introductions
- SAM is a fundraiser for the ASLD - thank you for your support!
- Tickets go on sale August 1. Ticket prices are \$5 for adults, FREE for kids 12 & younger. Tickets are good for the entire weekend. We recommend purchasing tickets in advance.

2024 MARKETING

- ASLD markets the event as a whole through various channels including digital and radio ads and a press release to local media.
- We also highlight all vendors via an “artist preview” on our website ([ASLD.org](https://www.asld.org)) which will be available at least one month prior to the event.
- Tag us in your SAM posts so that we can share them! @ArtStudentsLeagueDenver on Instagram and Facebook, and @TheASLD on Twitter.
- There is also a digital marketing toolkit for artists to use, including logos that can easily be added to photos for sharing on social media or in email newsletters. You can find all that on the SAM artist information page of the ASLD website.
- The more people you invite to the event, the better your sales will be – word of mouth is a strong marketing tool, so make sure to invite your community!

INFORMATION ON THE WEBSITE

- SAM Visitor info: tickets, parking
- SAM Artist info, artist packet, sales tax, map, load-in map, digital marketing toolkit, rental form, artist tips

IMPORTANT DATES

Fri August 23	3PM-8PM – Exhibitor set-up
Sat August 24	9AM-5PM – Summer Art Market
Sun August 25	9AM-5PM – Summer Art Market
Sun August 25	5:30PM-7:30PM – Exhibitor load-out & cleaning

REVIEW EVENT WEEKEND

- Arrival
- Unload / move car / move away from curb
- Renting tent vs bringing, remember weights
- Alluring set up - not too much, use of outside space
- Signage
- Overnight safety
- Tarps, keep art off the ground, bring tubs
- Early morning arrival
- Business cards w/images
- Sales methods: square, etc; plan for a backup if the technology doesn't work, log book/receipts
- Safe place for cash
- Label your work
- Check the weather
- Extra shoes & socks
- Relax and enjoy the day! Be inviting and welcoming, take notes
- Be respectful of artist & actual neighbors

PREPARING FOR THE SUMMER ART MARKET

- Liability
- Load-in & load-out: map, instructions
- Access pass
- Safety & protection of your artwork (during the event & overnight)
- Artwork inside the ASLD annex
- Booth signage – pick up on Friday, bring your own
- Parking for the Weekend
- Food
- Breaks during the Weekend (volunteer recruitment)
- Booth, Table, Chairs, Sidewalls - rentals
- Booth safety & security
- Credit Card Procedures – ASLD will not be offering
- Clean-up
- Sales Tax

TIPS AND TRICKS AND OVERVIEW

- Bring plenty of artwork. Don't skimp. Give your potential buyers many choices.
- Think about bringing a variety of artwork options – some framed, some with mats only. - Bin work generally sells well.
- Consider having a broad range of prices.
- Take the extra time to create a pleasing display of work. Consider your mat and framing selection carefully.

“DON'T FORGET TO BRING” CHECKLIST

- Cord, string, and hardware to hang and stabilize your work.
- Business cards, postcards, etc. featuring you and/or your work. Give them to potential buyers so they can easily remember your work. People's memories can get muddled once they leave your booth. Put a sample of your work on the back of the card.
- Plastic sheeting is good for covering work if there is a sudden downpour.
- If you are setting up your own tent, don't forget weights for the legs: hand weights, filled plastic gallon jugs, sand bags, etc. You may not set up your booth without them!

SET-UP AND PREP

- Arrange your space to bring people in, so that customers can get in and out easily without doing any damage to them, to you or to your work. Keep the flow as open as possible.
- There will be 3'-5' of space between booths.
- Make sure you have enough artwork to fill your booth space comfortably. Mark your work clearly including medium, artist name, title and price.
- You can rent lattice work to hang your work. We strongly recommend that you keep the middle of the tent as open as possible.
- Tents provide shelter only. Artists must bring (or rent) their own table and chairs as well as equipment to display artwork including easels, racks, bins etc. For your personal comfort and added protection of your artwork, we highly recommend that you consider using a four-sided tent.
- Last year buyers arrived before 9AM. Plan an early arrival Saturday to make sure you are set-up and ready to sell your work when SAM begins. **NOTE THE EVENT HOURS: 9AM-5PM EACH DAY!**

LOAD-IN

- We have designated certain entrances for you to enter the site. Please be considerate of your fellow artists and use only the entrance assigned to your booth. After you unload your artwork you must move your car immediately and then come back to set up your tent. Do not leave your car on the street while setting up. This causes problems for artists, staff and volunteers helping with the flow of traffic.
- Upon arrival all artists will receive one load-in pass per artist. When loading-in you MUST place this pass VISIBLY on your dash with your name, booth number and cell number.
- Parking is a problem each year so from the event on Saturday and Sunday. You get a little exercise and our patrons get a closer parking place! You may NOT park in the alleys or in either of the lots on League property. If you do this, your car will be towed.
- If your car is illegally parked and you do not have a load-in pass displayed on your dashboard face up with your cell phone number so we can find you, you will be towed at your expense.

SAFETY AND PROTECTION OF ARTWORK

- Anticipate the unpredictable Colorado weather. Be prepared to protect yourself and your artwork from sun, rain and wind. If wind and rain do develop, move your art away from the gutter near the curb. It's the low point on the street and your artwork can get wet if the gutters fill.

RELAX AND ENJOY YOUR DAY!

- Acknowledge the people who come into your booth. A simple "Hello" is fine. Don't be pushy, but make sure a customer knows you are there if needed.
- Remember this is a wonderful, fun event where you will get to meet lots of people and show off your work.

CHECKLIST

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| ✓ Tent | ✓ Water/Food |
| ✓ Table (s) if needed | ✓ Business Cards |
| ✓ Chair (s) | ✓ Load In Pass |
| ✓ Calculator | ✓ Equipment to display artwork
(easels, bins, racks, etc.) |
| ✓ Receipt Book | ✓ Trashbags/Plastic to cover work if it
starts to rain |
| ✓ Markers/Pens/Pencils | |
| ✓ Tape/Tags to price your work | |
| ✓ Scissors | |
| ✓ Sunscreen/Hat | |

- ✓ Weights to secure equipment & tent (several tents have been destroyed due to wind in the night)
- ✓ Sales Tax License for City & County of Denver & Colorado

- ✓ Change – change will not be available in the ASLD office. Please bring your own bank.

FOOD

The Little Pub Company will be the food vendor again this year. Please note: Little Pub donates all food, food service and revenue to the ASLD. We are grateful for their support!