

# Art Market Craft Sale

## 2016 Exhibitor Information

<b>PRODUCER:</b>	Producer: Marlene Loney, Office Manager: Nichole Windblad Office: 1-877-929-9933 Emergency contact during show time: 1-403-815-1820. 565 Tralee Crescent, Tsawwassen, BC V4M 3R9 E-mail: info@artmarketcraftsale.com Web: www.artmarketcraftsale.com/
<b>DATES:</b>	November 17 <sup>th</sup> -20 <sup>nd</sup> , 2016
<b>LOCATION:</b>	Calgary Telus Convention Centre, 136 - 8th Ave. SE Calgary, AB Second Floor - Entire Exhibit hall
<b>PUBLIC ADMISSION:</b>	Adults - \$10.00, Seniors and Students with ID - \$8.00, Children 12 years and under accompanied by an adult – Free. Free Four Day Re-Entry Pass available to all consumers.
<b>PUBLIC HOURS:</b>	Thursday & Friday 10:00 AM to 9:00 PM, Saturday 10:00 AM to 6:00 PM, Sunday 10:00 AM to 5:00 PM.
<b>SET UP:</b>	November 16 <sup>th</sup> , Wednesday 7:30 AM to 11:30 PM. Loading Dock closes at 8:00 PM. You will be assigned a move in time. <b><u>No move-in on Thursday.</u></b>
<b>DAILY:</b>	Show floor opens to exhibitors one hour prior to public opening. Extra stock should be stored in the storage area provide. To bring in extra stock the loading dock will be open only from 9:00 AM to 10:00 AM daily.
<b>TEAR DOWN:</b>	<b>Displays must stay intact until 5:15 PM Sunday night under all circumstances.</b> All materials must be off the premises by 11:00 PM Sunday night. For a fee, arrangements can be made to leave materials overnight (see St. George Show Service PDF for contact information).
<b>LOADING DOCK:</b>	The Calgary Telus Convention Centre has an indoor loading dock that is radio controlled. The loading dock is at 705 - 1 St. SE, south bound, one-way street, right hand lane. Cross 7th Ave. (LRT train Tracks). Entrance is to the right. Unloading times are assigned for Move-in as space is congested. Move-out is also organized. A detailed move-out procedure and location map are in a separate PDF. Regardless, move-out will be hectic. We suggest you relax until the pressure is off the dock or make arrangements with St. George Show Service to leave your materials overnight and pick them up at 8:00 AM Monday. There is a fee for this service.
<b>BOOTH:</b>	Drapery is 8' high on the back wall and 8' high on the side walls. Corner Booths have only one side wall, left or right depending on location. All booths have <b>black drapery and black table skirts</b> . Each booth is supplied with a 1500 watt electrical outlet. If requested one chair and one table are supplied. See ART MARKET SHOW SERVICE SHEET. Tables top is white vinyl. The floor is polished gray cement with red aisle carpeting. <b><u>Additional lighting is required as overhead lighting is reduced.</u></b> Lights, extra tables and other services can be rented through St. George Show Service in advance at a discount (see information sheet) or you may bring your own equipment. (See Art Market Show Service PDF)

<p><b>FLOOR REGULATIONS:</b></p>	<p><b>Booths and signs are not permitted above the 8' height</b> and must not encroach on aisle space. <b><u>Hard wall must be 6" smaller than booth size to allow room for drapery rails.</u></b> Pinning or taping to drapery is prohibited. A reasonable amount of work may be suspended from the drapery rod. If you need to use tape on the concrete floor to secure something you <b>MUST PURCHASE THE APPROPRIATE TAPE FROM ST. GEORGE'S</b>, as most tape is not compatible to the concrete floor. "Grounded" plugs are required on all lights and extension cords. That means plugs that are "three prong" or "two prong" with one wide prong. Space found behind your drapes is shared with others and is considered "Day Storage" for a limited amount of stock brought in daily. <b>Material for draping, decoration and dust covers MUST be fire retardant. The Fire Marshall and/or the Convention Centre will be having a test booth or will be visiting your booth at ANY time to test for fire proof display fabrics. You MUST have all display fabric treated with fire resistant coating as per the Calgary Fire Marshal. Shutting down non-compliant booths can be quite costly! PLAN YOUR DISPLAY ACCORDINGLY.</b> Arguing with the Fire Marshall will jeopardize your position in future shows. Please do not put us in this position.</p> <p>Drapery Stores sell fire retardant fabrics. Fire retardant chemicals can be purchased from: Fibreclean Supplies Ltd. at 403-291-3991. "Un-flame" is cheap at \$43.00 per 4L. When designing your display consider public safety i.e.: stable shelves, hot lights away from combustibles, dust covers must be <b>CAN/ULC S109-rated</b> fire retardant. Open flames require a permit. No smoking on show floor. In your booth you may keep in an orderly fashion a reasonable amount of packaging material. The Convention Centre is very concerned with potential fire hazards. All textiles and films must be field-tested before coming to the show. This means treat your fabric, then attempt to light it on fire. If it burns, re-treat until it doesn't. You must have a swatch of the treated sample or fire-retardant fabric at your booth, with the label info of the retardant chemicals you used. <b>The Fire Marshall will test undocumented fabrics</b></p>
<p><b>STORAGE:</b></p>	<p><b>Empty Boxes</b> are stored off-site. <b><u>No access to these boxes.</u></b> See info booth for labels. Seal and label these boxes with your booth number. Place labeled empty boxes in the empty box corral located in the center aisle. These boxes will be removed and stored off site. They will be returned to your booth about 30 minutes after the closing on Sunday.</p> <p><b>Full Boxes</b> of stock may be stored in the on-site storage trailers in the loading dock or the fourth floor locked storage room. See the Information Booth for the use of these areas. Storage space is very limited. No accumulation of debris or empty boxes allowed. Mark these boxes with your Company name and booth #.</p> <p><b><u>Before leaving Wednesday night, clearly mark all boxes. Place empty boxes in empty box corral with special labels. Place full boxes in storage areas. Do not leave unlabeled boxes in your booth.</u></b></p>
<p><b>SHOW DECORATOR:</b></p>	<p>St. George Show Service Inc., Tel: 403-261-8575. St. George offers rental service for tables, chairs, lights, carpet, display showcases, extra drapery and pipe, hard wall displays, labor, material handling and overnight storage. See St. George Show Service PDF</p>
<p><b>TELEPHONE LINES:</b></p>	<p>Rent directly from the Calgary Telus Convention Centre. Contact Lisa Massier, Tel: 403-261-8559 Email: lisam@calgary-convention.com or see CTCC Telecommunication/Electrical PDF, send completed form to the Convention Centre.</p>
<p><b>EXTRA ELECTRICAL:</b></p>	<p>Each booth is supplied with 1500Watts. Rent more power directly from the Calgary Telus Convention Centre. Contact Lisa Massier, Tel: 403-261-8559 Email: lisam@calgary-convention.com or see CTCC Telecommunication/Electrical PDF send completed form to the Convention Centre.</p>
<p><b>SAFETY DEPOSIT BOX:</b></p>	<p>Rent directly from the Calgary Convention Centre. Contact Lisa Massier, Tel: 403-261-8559 Email: lisam@calgary-convention.com or see CTCC Safety Deposit PDF, send completed form to the Convention Centre.</p>

<b>SECURITY:</b>	Convention Centre Security will be in place during silent hours only. We assume <b><u>no responsibility for lost, stolen or damaged goods under any circumstance.</u></b>
<b>CHANGE:</b>	We do not give change. There are several banks in the area.
<b>BOOTH RELIEF:</b>	Free booth relief is provided <b>ONLY if requested on the Show Services form.</b> You are allotted two 20 minute breaks per day on Thursday and Friday and one 20 minute break per day on Saturday & Sunday. During these breaks your booth will be staffed by a volunteer from PALS, a Pet Therapy Program. Art Market employs these volunteers as a fund-raiser for their program. Please be advised when leaving a PALS volunteer in your booth, we recommend that you take your cash with you and leave only a small float in your booth. Art Market or PALS will not be held responsible for any discrepancies.
<b>LOUNGE:</b>	Located in the main foyer area.
<b>SHOPPING BAGS:</b>	Available at the information booth. Supply is limited.
<b>SHIPPING:</b>	<p>Your freight must arrive on Wednesday and leave on Sunday night to avoid handling charges. Freight is not insured by any shipper until it is on the truck and signed by the driver. Please note freight insurance is based on weight and not actual value. While in transit your goods should be insured by your main policy provider. If you are not shipping with YRC Reimer have your shipper contact the CTCC dock master at 403-261-8583 for best delivery and pick up options.</p> <p>YRC Reimer is the preferred shipper and receives priority unloading &amp; loading and offers good onsite service. Contact YRC, Bruce Norcott 1-403-312-3607 - Customer Care at 1-800-610-6500 Request "Art Market Show Rates". See "YRC Shipping Forms"</p> <p>Art Market is coordinating service from Circle Craft to Art Market and from Art Market to One of a Kind. We will be using the best priced quality service available and managing all booking and billing. As this is a costs-covered-only service we can offer steep discounts. Booking forms are online and must be received before Oct 22nd. This service is not launched until the end of September. See "shipping" in Show Kit to estimate your cost. If you are new to shipping we encourage you to look at solutions that are offered by ULINE. <a href="http://www.uline.ca">www.uline.ca</a></p>
<b>MATERIALS HANDLING:</b>	<p>Art Market Productions has negotiated a relaxation of the on-site material handling cost. There is no charge for this service offered by Art Market but it is not insured. Contact St. George Show Service for professional service.</p> <p><b>MOVE IN:</b> Art Market will accept and move to your booth all prepaid freight that arrives on <b>Wednesday</b>. Our staff will look for obvious damage or loss but assumes no liability under any circumstance. If you do not want us to accept your freight you must be on the loading dock to accept it personally. All shipments must be labeled with <b><u>Your Company Name and Booth number, c/o Art Market, 705- 1st SE, North Dock, Calgary, AB T2G 2G9. Wednesday Nov. 15th delivery.</u></b></p> <p>Art Market will offer the same service for move out on Sunday night. If your carrier will not pick up until Monday you must use St. George Show Service for overnight storage and delivery to your shipper. Semi-Trailers will not be allowed in the dock until after 10:30 PM. Smaller trucks have better access.</p>
<b>PARKING:</b>	<b>We suggest you plan your parking before you get into Calgary.</b> Rates are reduced at most lots during weekends and evenings, but the best deal is to book a full week of parking in advance. Lot numbers and prices change regularly so do your own price checking! If you are bringing a trailer with stock, consider staying at a motel outside the city center where parking will be included. <a href="http://www.calgaryparking.com">www.calgaryparking.com</a> has a map of the Calgary Parking Authority's lots; these are generally more expensive, and only offer hourly and daily rates. CheapParkingCalgary.com lists up-to-date good deals Make sure you have a credit card and cell phone with you for unattended lots if you have not paid in advance.

<p><b>OPEN FLAME AND/OR COOKING DISPLAY:</b></p>	<p>Attention all vendors wishing to exhibit lit candles, oil lamps or other products that have a flame of any type: <b>You are now required to obtain your own permit and we are required to verify that you have a valid permit. Proof of Insurance is also required.</b> Additionally, a 2A-10BC extinguisher must be close at hand.</p> <p>Eight weeks prior to Art Market, contact the City of Calgary Service Bureau: 403-268-2489 and request an “open flame permit”. The operator will ask you a few basic questions and direct your request to the City of Calgary Fire Prevention Bureau, which will contact you directly to discuss your request. They may request a sketch of your display, the ratings on any heating elements or blow torches, and a copy of your liability insurance. There is a permit fee (the 2014 cost was \$55.00). <b>You must comply fully. Art Market Productions will support the actions of the Fire Marshall.</b></p> <p>For basic information as to what requires a permit, see the Fire Marshall Code for Exhibitors in the online show kit. If in doubt, call the Service Bureau.</p>
<p><b>BOOTH ASSIGNMENT:</b></p>	<p>In assigning booth locations the following points are taken into consideration in no particular order: Date application is received, Previous years location, number of years participating, Display, Overall exhibition balance, Size of booth required. We always have more requests for corners than are available. If you are unhappy with your location we suggest that for next year you state your case and make your special request early. Booth placement will take place in August this year and will be mailed out with your September packages</p>
<p><b>CANCELLATION:</b></p>	<p>Deposits and all payments are non-refundable. Should you have to cancel notify us by phone promptly and we will consider your situation.</p>
<p><b>UPCOMING SALES:</b></p>	<p>November 16<sup>th</sup>-19<sup>th</sup>, 2017. Re-applications will be mailed December 1st.</p>
<p><b>POSTCARDS:</b></p>	<p>While in Calgary we would like you to give discount postcards to everyone you are in contact with. One-on-One Gorilla Marketing can be very effective. This is a great way to not only promote the show but to get your company name out there.</p>

**THEFT  
PROTECTION  
TIPS:**

Art Market Productions carries public liability insurance. **This does not protect you!** We strongly recommend that you carry liability insurance to protect you if an accident happens in your booth and stock insurance to protect your work from loss, damage and theft. Inquire with your insurance agent or your local or Provincial Crafts Council. There are industry-specific policies available for reasonable rates that offer both liability and product insurance while you are on the road.

In a public event such as Art Market security is close to impossible. Theft and loss will occur but there are steps that we as the producers can take and there are measures that you as the exhibitor can take to reduce the risk. Just imagine the gut wrenching feeling of returning to your display to find something missing and then assess whether it is not worth taking the time right now to evaluate your risk. Art Market has silent hour security. As well this venue has excellent camera surveillance. The same team that moves you into the building will be moving you out. All staff will be wearing an identity tag or a uniform.

We do not carry insurance to protect you against loss, theft or damage to your property AND ASSUME NO LIABILITY regardless of how it occurred. Listed here are a few nightmare scenarios that are your risk:

Our staff drops one of your boxes. We help with the best of intention. If an accident occurs ART MARKET assumes NO LIABILITY. During the silent hours theft occurs. The building will assume NO LIABILITY nor will we. While show services is rolling carpet down the aisle your shelving unit is knocked over. SHOW SERVICE COMPANY assumes NO LIABILITY nor will we. While the Booth Relief person was supervising your booth an item was stolen. Again we assume NO LIABILITY. While moving in or out one of your boxes was stolen. Again we assume NO LIABILITY. Your vehicle loaded with stock is stolen. (This happened in 2006). Your stock is not covered unless you purchased extra insurance. A consumer trips in your booth, knocks over a shelving unit and injures themselves and an infant – again we assume NO LIABILITY.

We do not mean to frighten you but these situations can and do occur. Your insurance should cover these types of incidents. Check with your insurance agent as to the cost of protection before an incident occurs. Consider your risk. Beyond insurance there are other measures you can take that are not very costly and can reduce your risk. Please consider your risk versus the cost for protection. We urge you take at least one small step towards protecting your inventory and protecting yourself.

<p><b>DURING MOVE IN AND OUT:</b></p>	<p>Crate your articles in large wooden boxes with secure locking lids. Label with your name and company. Mark your crates in a distinctive fashion so they are easily recognizable from a distance. Spray paint in crazy colors. Incorporate wheels into your crate design for easy movement. Use Plastic Tubs or strong cardboard boxes that are distinctively marked. Tape all tops shut. Label with your name and company. Never have an open box. The bigger the box the less likely it will walk. Know how many boxes or crates you should have. COUNT before you leave the building. Avoid leaving your goods unattended. If shipping, your freight is not insured by the shipper until it is loaded on the truck and the driver has signed for it.</p>
<p><b>DURING SILENT HOURS:</b></p>	<p>Most booths have an 8' tall post on each front corner. We suggest you stretch a Fire-proofed strip of fabric from side to side blocking the entrance to your booth. Use ties or tape to attach the fabric to the poles. Small valuable items are best protected by removing them at night. However if you leave bags under your table at night we suggest you chain and lock your bags together and run the chain through a portion of your display (a table or shelve unit) to prevent a quick grab. Lock items into crates and lock crates to display. Make an inventory list and take a snap shot of your display before you close for the night. In the morning check your inventory and report any thefts, small and large to the management. WE ASSUME NO LIABILITY but reporting losses will allow us to warn other exhibitors to be extra careful.</p>
<p><b>DURING SHOW HOURS:</b></p>	<p>Shop lifting is perhaps the most difficult area to control. One of the nicest things about craft sales is the hands-on openness of most of the displays and it would be sad to lose this. However, some thought to theft protection is necessary. If you have small items arrange your display so consumers face you. Consider locking cases and tethers for those items that are up front and hard for you to keep your eye on. Have plenty of help so you are not preoccupied with one customer while another "helps themselves". Find a method to attach your product to your display that discourages a quick grab. Pin, tape, tie or tether, whatever is possible. Tether samples and keep stock behind you. Try and design your display so that your back is seldom to the product. Be aware of what solutions others have found and implement those that you feel comfortable with. Keep your eyes open for suspicious looking individuals and report your concern to the management promptly. As in neighborhood crime prevention programs, keep a look out for each other. Should an item be stolen report it to the management promptly. There is always the chance that the person could be apprehended at the exit. We ASSUME NO LIABILITY but reporting does allow us to assess the severity of a problem and step up security if necessary.</p> <p>YOU SHOULD NOT BE ON YOUR CELL PHONE FOR ANY OTHER REASONS THAN RINGING IN A SALE! We have noticed a huge increase in artists on their cell phones, this creates a bad vibe and uneasy selling atmosphere. Be proud of your work, smile and engage your clientele!</p>

**MARKETING:**

If you have a press kit send it directly to the following addresses at least two weeks before the show. For Newspaper direct your package to the City, Fashion, House & Home or Entertainment Editor. For TV direct your package to the Assignment Editor.

**The Calgary Herald**, P.O. Box 2400, Station M, Calgary, AB T2P 0W8  
Main Telephone: 403-235-7323 News Fax: 403-235-7379  
Swerve Editor: 403-235-7571 or vberenyi@calgaryherald.com  
WEB: [www.calgaryherald.com](http://www.calgaryherald.com)

**The Calgary Sun**, 2615 - 12 Street N.E., Calgary, AB T2E 7W9  
Main Telephone: 403-410-1010 Fax: 403-250-4176 City Editor:  
dave.naylor@sunmedia.ca  
WEB: [www.calgarysun.com](http://www.calgarysun.com)

**CBC Calgary**, 1724 Westmount Blvd. N.W., P.O. Box 2640, Calgary, AB T2P 2M7  
Main Telephone: 403-521-6000 Managing Editor: 403-521-6221  
Program Manager: 403-521-6221 WEB: [www.cbc.ca/calgary](http://www.cbc.ca/calgary)

**Global Calgary**: 222 - 23 Street N.E., Calgary, AB T2E 7N2 Tel: 403-235-7777  
WEB: [www.globaltvcalgary.com](http://www.globaltvcalgary.com) E-mail: [calgary@globalnews.ca](mailto:calgary@globalnews.ca)

**CTV Television Calgary**, 80 Patina Rise SW, Calgary, AB T3H 2W4 Tel: 403-240-5600  
Assignment Editor E-mail: [calgarycalendar@ctv.ca](mailto:calgarycalendar@ctv.ca)  
Tel: 403-240-5649 WEB: [www.calgary.ctvnews.ca](http://www.calgary.ctvnews.ca)

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**HOTELS:**

**International Hotel & Suites Calgary**, 220-4<sup>th</sup> Ave SW. Tel: 403-265-9600

Web: [www.internationalhotel.ca](http://www.internationalhotel.ca)

A lovely hotel with prices in between the Calgary Marriott and Regency Suites, this hotel has lowered their prices for any Art Market Artist! Tues Nov 15<sup>th</sup>, 2016 – Mon Nov 21<sup>st</sup>, 2016 Studio Suite- \$99.00 or Two bedroom Suite - \$129.00! **They have also launched discounted parking for \$10/per day/per vehicle!** Over height parking is also available. It is an approximately 10 minute walk from the convention center and the price includes a buffet breakfast, wireless internet! All rates subject to 12% tax. Covered parking is available for \$29 Sun-Thurs, \$5 Fri & Sat. **Book prior to Oct 17<sup>th</sup>.** **To book by phone or online: Calgary Art Market, Group Number 598181** , when calling the hotel's reservation line toll-free at 1-800-661-8627 or direct, (403) 290-7874/7877, or by email to [book@internationalhotel.ca](mailto:book@internationalhotel.ca)  
<http://bookings.ihotelier.com/bookings.jsp?groupID=1645190&hotelID=12256>

**Calgary Marriott**, 110 - 9th Ave. SE. Tel: 403-266-7331. Toll Free: 1-888-236-2427

Web: [www.calgarymarriott.com](http://www.calgarymarriott.com). **Due to the Marriott's renovation last year the prices have gone up and will continue to increase.**

Art Market Price Link for breakfast option: [http://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkData=Art%20Market%20-%20Room%20%26%20Breakfast%20for%20Two%5EYYCDT%60AMBAMBA%60209.00%60CAD%60false%602%6011/14/16%6011/21/16%6010/24/16&app=resvlink&stop\\_mobi=yes](http://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkData=Art%20Market%20-%20Room%20%26%20Breakfast%20for%20Two%5EYYCDT%60AMBAMBA%60209.00%60CAD%60false%602%6011/14/16%6011/21/16%6010/24/16&app=resvlink&stop_mobi=yes)

Room only option:[http://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkData=Art%20Market%20-%20Room%20Only%5EYYCDT%60AMMAMMA%60179.00%60CAD%60false%602%6011/14/16%6011/21/16%6010/24/16&app=resvlink&stop\\_mobi=yes](http://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkData=Art%20Market%20-%20Room%20Only%5EYYCDT%60AMMAMMA%60179.00%60CAD%60false%602%6011/14/16%6011/21/16%6010/24/16&app=resvlink&stop_mobi=yes)

Better class hotel connected to the Convention Centre. Recommended for convenience and security. Safety deposit boxes available. Our rate is \$179 for a "deluxe" room no breakfast (single or double occupancy) or \$209 with breakfast (single or double occupancy). Breakfast is now "Exhibitors Special Menu Breakfast", instead of the buffet. The Special Breakfast includes a dedicated Art Market Menu for you to choose from. All rates subject to 12% tax. Parking is not included. We suggest you self park. **Book prior to Oct. 26th as the block is limited.**

**Regency Suites**, 610 - 4th Ave. SW. Tel: 403-231-1000

Web: [www.regencycalgary.com](http://www.regencycalgary.com) Email: [dshostal@regencysuites.ca](mailto:dshostal@regencysuites.ca)

**A Value Property – older building with some heating/cooling issues.** Rates as follows: Bachelor: \$89, one bedroom: \$99, two bedroom: \$139. Plus 9% tax. Book prior to October 20<sup>th</sup> online with promo code "art". Parking \$15 +GST per night, limited availability. Call to confirm prices first!

**Value Option** – Motel Village is right on the C-Train line, near grocery stores, laundromats, restaurants. Econo Lodge there has full kitchens. We haven't seen this property, so do your own research, but rates go as low as \$74 a night and include parking: 403-289-2561.

**Airbnb or VRBO:** These two vacation rental by owner websites are a great way to stay for cheap and have all the amenities of home.

Airbnb:

[https://www.airbnb.ca/?af=43720035&c=A\\_TC%3Des4hzqrb9n%26G\\_MT%3Dp%26G\\_CR%3D85014679124%26G\\_N%3Dg%26G\\_K%3Dair%20b%20n%20b%26G\\_P%3D%26G\\_D%3Dc&gclid=CjwKEAjw1Iq6BRDY\\_tK-9OjdmBESJABlzoY72hiExv0iazD0\\_TqUmN9-iGud4CdVLdc8ftxEctgQBoC-uvw\\_wcB&dclid=CKTrgq\\_Q8MwCFZF\\_fgodIqKAA](https://www.airbnb.ca/?af=43720035&c=A_TC%3Des4hzqrb9n%26G_MT%3Dp%26G_CR%3D85014679124%26G_N%3Dg%26G_K%3Dair%20b%20n%20b%26G_P%3D%26G_D%3Dc&gclid=CjwKEAjw1Iq6BRDY_tK-9OjdmBESJABlzoY72hiExv0iazD0_TqUmN9-iGud4CdVLdc8ftxEctgQBoC-uvw_wcB&dclid=CKTrgq_Q8MwCFZF_fgodIqKAA)

VRBO:

[https://www.vrbo.com/?k\\_clickid=0bee1516-8339-439e-8bc8-6be7ca49b488&ksid=0bee1516-8339-439e-8bc8-6be7ca49b488&ksprof\\_id=213&ksaffcode=568908&ksdevice=c&gclid=CjwKEAjw1Iq6BRDY\\_tK-9OjdmBESJABlzoY73yhXNXu09H0IsjBY\\_ckHPNuq95ZXiOod\\_rF9a7wE8BoCv1Pw\\_w~p](https://www.vrbo.com/?k_clickid=0bee1516-8339-439e-8bc8-6be7ca49b488&ksid=0bee1516-8339-439e-8bc8-6be7ca49b488&ksprof_id=213&ksaffcode=568908&ksdevice=c&gclid=CjwKEAjw1Iq6BRDY_tK-9OjdmBESJABlzoY73yhXNXu09H0IsjBY_ckHPNuq95ZXiOod_rF9a7wE8BoCv1Pw_w~p)



<p><b>SUCCESS TIPS:</b></p>	<p>We have identified three critical components to your success at Art Market.</p> <p>In accepting you we believe you have interesting, quality work that will appeal to consumers. However at Art Market you will be exhibiting with many other professional artisans so quality work is only one aspect of your success.</p> <p><b>YOU SHOULD NOT BE ON YOUR CELL PHONE FOR ANY OTHER REASONS THAN RINGING IN A SALE!</b> We have noticed a huge increase in artists on their cell phones, this creates a bad vibe and uneasy selling atmosphere. Be proud of your work, smile and engage your clientele!</p>
<p><b>DISPLAY AND LIGHTING:</b></p>	<p>Consumers will be bombarded with information. How can you make them stop at your display and really SEE what you have to offer? Good lighting and powerful display cannot be over emphasized. What catches your eye when you are out shopping? If your display is not working keep changing and improving until 5 PM on Sunday night. Watch how consumers move. Keep learning. Consider the style and income of Art Market consumers. Market to that person.</p>
<p><b>SALESMANSHIP:</b></p>	<p>We are not talking about pushy in-your-face style of selling but rather good old fashioned friendly, sincere and helpful sales assistance. If you are reading a book or away from your booth the consumers at Art Market can find helpful, friendly assistance in the next booth. Do not under estimate how interesting you are to consumers. If you are shy bring a piece of work to finish. Even hand sanding a bowl reinforces the fact that these items are handmade. You are creative, gifted, an interesting entrepreneur, and a nice person with beautiful gifts you are willing to share.</p>
<p><b>PERSONAL HEALTH:</b></p>	<p>You can't work with the public if you have not slept or eaten. You need to be vigilant at keeping your energy up for a very long day. Be sure to eat good food. Bring power bars in case you can't get a break. Calgary is quite dry. Drink water. Stock up on fruit, veggies and dried jerky or nuts for quick snacks. Consider bringing your own pillow, ear plugs and eye covering. A CD player with music can help. Some hotels have humidifiers you can request. Try getting fresh air on your way to work or on a break. The show season is a marathon you need to plan.</p>