ART MARKET MENTORING MEETING

SEPTEMBER 5, 2024
DRIPPING SPRINGS ART LEAGUE

Where to begin...

What are the best Markets for you?

- Research, visit lots of Markets
- DSAL markets are a great place to start
- What to bring?
- Subject matters matter
- Is this an Art Show or a Market?

Display

Now you know what to bring, how do you display it?

- Practice at Home
- Go Vertical
- Line of Sight
- Use contrast to make your display pop or lean into your aesthetic
- Storytelling and process photos
- Booth layout strategy
- The Hidden Line

2018

Before....

2024
PROSHADE
NOW!

PACKING

How to get everything to the Market

- Totes
- Tables, Shelves, Panels
- Shop Business Tote
- Small pieces: Bubble envelopes
- Muslin wraps
- Tissue paper

The Set-Up

Time to Set-up your Booth

- Practice at Home
- Weights
- Tables, Panels and Shelves need weights too
- Get there EARLY
- Study the Map, know where to park
- Unload and Park, as soon as possible
- Be prepared for Weather and Terrain
- Decorate

Money Matters

- Pricing
- Receiving Payments
- Email List
- Commissions
- Custom Orders
- QR Codes
- Link Tree or Socials
- Display Prices Clearly
- Payment Acceptance Sign

Market Etiquette

- Be a Good Neighbor
- DSAL Markets
- Set Up Early but DON'T Break Down Early
- Reading the Room....booth.
- Help Your Neighbors

Have Fun and do more Markets