

## FLAMEPROOFING SOURCES

The following source is available for your flame-proofing needs:

- NO FLAME (Inspecta-Shield): Distributed by Gorham Fire Appl., 288 Willard St., Quincy, MA 02169; 617.472.5785.

## PACKING CHECKLIST

- \_\_\_ Dolly & hand-truck
- \_\_\_ Exhibit display
- \_\_\_ Products (shipped)
- \_\_\_ Products (carried)
- \_\_\_ Pricing labels / tags
- \_\_\_ Wholesale Terms Card
- \_\_\_ Exhibit signs & photos
- \_\_\_ Lights and track
- \_\_\_ Extra light bulbs
- \_\_\_ 30 ft of heavy-duty (3-prong) extension cords
- \_\_\_ Power surge strip
- \_\_\_ Chair (for you)
- \_\_\_ Receipt book (for pre-paid orders)
- \_\_\_ Floor covering (BMAC-required)
- \_\_\_ Business cards (with your booth #)
- \_\_\_ Brochures (with your booth #)
- \_\_\_ Photos of your latest work
- \_\_\_ 10 Press kits
- \_\_\_ 200 order forms
- \_\_\_ Production calendar
- \_\_\_ Flame-proofing spray
- \_\_\_ Guest book (with pen attached)
- \_\_\_ Iron or steamer
- \_\_\_ First aid kit
- \_\_\_ Touch-up paint
- \_\_\_ Superglue
- \_\_\_ Duct tape
- \_\_\_ Office supplies: staples, pens, tape, thumb tacks, markers

# BUYERS MARKET OF AMERICAN CRAFT

## SURVIVAL GUIDE

We hope these tips will help in planning.  
Have a successful show!

## RULES & REGULATIONS

- You must attend in person.
- Display only products you described on your application. Your work must be of your original design.
- Display within your booth, not in the aisles.
- Provide a double (keystoned) markup in your price structure.
- Mark your work at wholesale, not retail prices.
- Keep noise and music within acceptable limits.
- Do not pin, staple or tape to drapery walls provided.
- Conceal all wires and mechanics, and cover poles.
- Exhibit height limit is 8 feet.
- Children under 12 are not permitted on the show floor at any time.
- Do not dismantle your exhibit until the end of the show.
- Samples may be sold only during the last 30 minutes of the show.
- Signs must be in good taste.
- Cover your exhibit every night.
- Use a total floor covering and lighting in your exhibit.
- Open flames are not permitted by order of the Fire Marshall.
- Follow up on your commitments to buyers!
- Be a good neighbor!

Note:

See contract and exhibitor kit for additional rules.  
Permission for exceptions must be in writing.  
Send a written request 45 days prior to the show.

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## ADVANCE PLANNING

■ Make your travel and hotel reservations as soon as possible to get the best deal. Buyer Services has rooms at a special group rate. Call 800.282.6632.

■ Mail in all service forms to the appropriate service contractor for electric, tables, and other supplies you may need.

■ Purchase a floater insurance policy to cover damage, theft or loss at the show, or in transit.

■ Design and produce your promotional materials – brochures, postcards, hangtags, price list, and any order forms. Advertise in NICHE!

■ Design your booth to allow for efficient flow of traffic, visibility of products, and a storage place for additional items and empty cartons. Design your booth to have two chairs – one for tired buyers.

■ Plan your lighting. The low lighting at BMAC shows allows you to “stage” your own presentation. Good lighting can double your sales!

■ Plan dramatic effects for your booth; i.e., color, moving parts, low music or demonstrations.

■ Make your exhibit flameproof.

■ Purchase a floor covering. Floor covering is required. Exhibit halls have ugly floors that are a distraction to your work.

■ Erect your display at home or studio to make sure all the pieces are there, that it's in good condition, and it works like you have planned. Caution: outdoor displays are often not appropriate!

■ Check the physical limitations of the size and height of your booth materials and exhibit hall entrance, loading elevators, etc.

■ Anticipate crises before they happen. Your shipment could arrive late. Carry a few samples and order forms with you in case of an emergency.

■ Set a specific objectives for the show. Bring a production calendar for scheduling and a guest book for leads.

■ Decide which products should be emphasized, redesigned or discontinued. Always bring new work! Successful artists suggest 30% new work!

## PRE-SHOW PROMOTION

The Buyers Markets have always been a promotional “partnership.” Although we may advertise in dozens of publications, the truth is that buyers appreciate invitations from artists.

■ Place BMAC stickers on invoices, boxes and anything else that goes to buyers.

■ Send BMAC brochures to customers. Write a short message and your booth number on the brochure.

■ Advertise in NICHE.

■ Call your customers and tell them to come!

■ Send out press releases about your new work.

## SALES TIPS

■ Always be ready to write. Be in your booth, not the aisle.

■ Sit as little as possible.

■ Stand with your clipboard in hand.

■ Offer visitors a seat.

■ Offer visitors candy, drinks or snacks. (Most buyers don't eat lunch!)

■ Never release your brochure without getting buyer contact information (a business card).

## SAFETY & SECURITY

It's everyone's job to make the show safe.

■ Report any suspicious activities immediately to security or show management.

■ Keep purses and wallets locked away or on your person.

■ Keep fire doors closed at all times. Never prop a fire door.

■ Keep your first aid kit out during move-in and move-out!

■ Cover your booth every night.

## EXHIBITOR COURTESY

The Buyers Markets are known for their friendly atmosphere. Thank you for helping us keep that reputation!

■ Do not enter other exhibits without permission of the exhibitor or while booth is unattended.

■ Cover any unsightly mechanics of your exhibit that may be seen from an adjoining booth.

■ Discontinue conversation and leave a neighbor's booth when a buyer arrives.

■ Do not place chairs or products in the aisle (it obstructs a view of your neighbor's booth).

■ Distribute literature only at your own booth.

■ Keep noise and distractions to a minimum.

■ Do not move electrical boxes or unplug your neighbor.

■ Do not take photos of other artists' work or booths.