

Appendix A: Glossary

Glossary of terms and expressions encountered in the business, seriously! These might become more or less humorous as you gain some experience; all I wanted to do was clarify some simple and not so simple concepts.

50% (from last year, “Last year’s show”)

A comparison report from an artist or two who did last year’s show. They may have and they may keep track of their shows and the statement may be true. They may have not and thus the statement may be false. You decide. If a lot of artists are present, they may revert into the “remember the 80’s” conversation and roll their eyes and sigh all together.

Acceptance/welcome packet

A packet of stuff that the promoter kindly sends artists upon acceptance (usually mailed) and upon arrival to the show. This packet may be large or small and contains important goodies and information such as parking passes, name tags, discounts, hotel lists, taxes and permits, parking maps, tear down instructions and so on. Contrary to popular belief, artists ARE supposed to read the whole thing.

Ambassador (booth-sitter, volunteer)

Usually an enthusiastic volunteer who will come by when you do not need them and repeatedly so. When you have to “go” or you are blind from low blood sugar they are slightly harder to find. Remember they are volunteers and thank them anyway. Ambassadors are NOT expected to make sales for you so don’t leave for long periods of time.

Application

The initial point of written contact between artist and promoter, usually contains contract wording and has to be signed. Probably a good idea to follow all the instructions, pay attention to things like “don’t call regarding your status”, number of slides to send, additional materials requested and SASEs. The early bird gets the worm!

Artist

Show participants who make art or something closely resembling art. Also called vendor, participant, crafter, craftsperson, dude or simply hey!

Artist-parking

A place nearby or farther-by, usually secured and free, where the artists are supposed to park. Why is that so hard? The function of this seemingly elusive

concept is so that patrons (them being the ones with the wallets) can park closer to the show and thus purchase things. Expressed in mathematical formula: 1 < (less) parking spot = 1 < (less) customer 4 U. Although one less parking space may or may not make any difference in the number of customers that attend the show, it is easily expressed in mathematics that, if all 220 artists park in customer parking: 220 < parking spots = 220 (or twice that many, since people usually don't drive alone to festivals) < customers for all of us. 400 less customers is a significant number. Mathematics don't lie.

Artist's Oasis

A wonderful place reserved for the artists to kick back and relax during the shows. As in any oasis, food and drink are often present. Watch carefully when the oasis opens because shortly thereafter there will not be much food left. Artists are a hungry lot.

Be-backs (not to be confused with Really-be-backs)

Customers who swear they "will be back". Really-be-backs are customers that swear they "will really be back". Less than 20% do, in reality and in my experience.

Booth (Display)

An artist's temporary place of business, most commonly a white 10 foot by 10 foot tent and its surroundings. May be odd shaped or roomier. A tiny cloth covered gallery. Your office, shop and studio for the next two days. Make it pretty and talk to everyone that gloriously enters.

Booth Sitter

See Ambassador, Volunteer

Boy-scouts

Real boy-scouts are often present in many of the bigger shows to help load, unload, set up and tear down. Give them clear instructions and money when they are done.

Breakdown (not to be confused with "break down")

Also known as Teardown, Load Out, or more commonly The Stampede Home. This is the act of dismantling the booth and loading all the contents and equipment in whatever vehicle brought it all to the show. Can be a messy time so just be patient. In my experience, thirty to forty-five minutes after the initial messy