

Contemporary Crafts Market

SM CIVIC AUDITORIUM, NOVEMBER 5-7, 2010
FORT MASON FESTIVAL PAVILION, MARCH 12 & 13, 2011
SM CIVIC AUDITORIUM, JUNE 10-12, 2011

The Contemporary Crafts Markets are beginning their 25th season in Santa Monica and the 20th year for our San Francisco show at Fort Mason. The markets strive to attract affluent buyers looking for well-designed, quality handmade work in all media. The Los Angeles area has a very limited number of indoor, juried craft shows and the public's response to the Contemporary Crafts Markets has been enthusiastic. Our goal both in Santa Monica and San Francisco is to build on our reputation for high quality shows and present the best, most highly attended crafts events in those cities.

To help promote each show, color postcards featuring selected exhibitor pieces are provided to exhibitors free in any quantity they can use. Our marketing strategy includes free admissions to previous customers so each card will admit two people free of charge.

Exit surveys at each show are conducted to measure the effectiveness of the advertising and PR. The addresses of all who attend and are willing to be on our mailing list are collected. The effort pays off: Over 65% of attendees report they came because they received the show post card or were invited by exhibitors or friends. This *crafts market family* mailing list now numbers over 52,000 homes.

In addition to the direct mail campaign a year-round public relations effort is managed by Christine Anderson & Associates, a Los Angeles PR firm. Extensive advertising is placed in print, on line and in electronic media for each show.

Exhibitors in past shows report growth with fairly consistent buying trends...strong high-end and low-end sales with less sales strength in the mid-range.

Return customers have been the key to increased sales at these events. Exhibitors mail

invitations to past customers for each show and report that repeat sales (often for increasingly larger items) are a big percentage of their volume. Many exhibitors offer to their repeat customers free admission (using the postcards) and/or purchase discounts.

The Fort Mason Festival Pavilion was originally a large freight pier that has been converted to an indoor exhibition facility. Fort Mason has been the site of the most successful craft shows in the city for over 35 years. The Fort Mason Center buildings and grounds are extensively used by the public and nearby parking is free to those attending the show. Paid parking is available in the Fort Mason lot and at nearby Marina Middle School.

The Santa Monica Civic Auditorium is a multi-use facility that holds 160 exhibitors. For the show, the floor space is augmented with large, festive white tents at the entrances of the building bringing the total to 250 exhibition spaces. With Beverly Hills, Brentwood and Malibu near Santa Monica, a number of celebrities have shopped at the show.

No trade preview is scheduled in San Francisco or Santa Monica but invitations and complimentary admission badges are sent to all firms that resell crafts if they have previously attended either of the markets.

The markets are produced by Roy Helms and Chris Andrews. The promoters have a collective experience of more than 50 years in arts management including three seasons with the American Craft Council's ACC Craftfairs and five years directing the Alaska State Council on the Arts. The shows are managed from their office in Honolulu. Calls for further information are welcomed.

2010-2011 Show Schedule

This Application Deadline: June 18, 2010.

Santa Monica Civic Auditorium. November 5-7, 2010.

Fort Mason Festival Pavilion (SF). March 12 & 13, 2011.

Santa Monica Civic Auditorium. June 10-12, 2011.

2011-2012 Show Schedule (Tentative)

Santa Monica Civic Auditorium. November 4-6, 2011.

Fort Mason Festival Pavilion (SF). March 10 & 11, 2012.

Santa Monica Civic Auditorium. June 8-10, 2012.

www.CraftSource.org

The Contemporary Crafts Markets are produced by Roy Helms & Associates
575 Cooke St. Ste. A, PMB 2820, Honolulu, HI 96813-5274
(808) 422-7362, fax 808/423-1688 or email CCM@CraftSource.org