

Artist's Advisory Knowledge Base

* **Site location and booth layouts** What makes a good show site? How do terrain surfaces affect artists and patrons? How can a show create a booth layout that maximizes patron flow and provides all artists with equal and good locations? How might shows address issues with spaces that are not as good as others? How much space do artists need to be able to set up and display properly? How do layouts affect patron enjoyment? What are some of the wind issues that affect booths and booth layouts? How can a show honor artist space requests (such as being near a companion artist, or adaptations due to physical issues, etc.) without causing undue burden on the show?

* **Artistic medium information** What are the different artistic mediums and how are they defined? What medium categories might a show want to specify? What does a particular art term or medium technique mean? What are some of the new and cutting edge mediums and techniques that artists are creating? When do medium categories restrict, rather than promote, artistic creativity?

* **Load in and load out procedures and traffic flow** How can traffic flow be directed to help the setup and breakdown process run smoothly? How much time does an artist need to safely and adequately setup and breakdown their booths? What are the issues around dollying to a booth and artwork? How do weather issues and security issues affect artists in their set up and break down? How do parking issues affect an artist's ability to do a show? What are some of the vehicle size issues that artists have when trying to park? What kinds of procedures might a show have to evacuate artists in an emergency?

* **Security procedures, including parking** Why is security in parking areas critical to artists? How can shows offer secure parking to artists? When are parking issues a "make or break" factor in participating in a show?

* **Police or security presence** What effect does visible police presence have on artists and on patrons? How much security is enough? What are the overnight issues for artists? Why is security so critical during set up and break down, and during opening and closing each day? What are some good, yet cost-effective, security measures that shows can do? How can a show communicate security procedures to artists, and what methods can be used to insure artists are able to quickly contact security personnel with needed?

* **Weather alert procedures** What kinds of obligations should shows assume in advising artists of pending adverse weather issues? How can shows quickly get word out to artists about weather concerns? What kinds of procedures should shows have in place to deal with weather emergencies?

* **Event marketing** How and why is target marketing crucial to the artist? How can artists assist you in marketing your show?

* **Artist liaison and communication** How can your artist advisors act as liaisons between your show and artists at the show, and with artists in general? Why will other artists sometimes communicate better with your advisors, than with the show directly? How does sharing

knowledge about all aspects of your show encourage artists to support your show? How can artist advisors help your show's patrons?