

2018 Armadillo Christmas Bazaar

Pricing Policy

Layout, Booth Sizes, Prices & Presentation Requirements

Complexity:

We use more complexity in planning and producing this event than you are likely to find at other art shows to make our unique sales environment more productive. We maintain high standards in regards to professionalism of the artist, quality of the work, regular communications, lighting, display and presentation.

Layout:

Our show layout is designed to stimulate buying. We aim to maximize the texture and visual intensity of our customers' shopping experience. We take advantage of view corridors and primary lines of sight. We work to create buying excitement. The results give us a complex, but very productive layout.

Sizes:

We work with many different booth sizes. We vary from sizes as small as a 4x8 corner to very large sizes. We allocate space based on what we believe will be most attractive to our customers. We generally work in depths of 4, 6, 8, and 10'. Lengths vary from 6' and up.

We are more likely to accept new applicants who are flexible in their ability to work in various sized booths. Although we want to know our artists' preferences, we make the booth assignments.

Prices:

Show fees consist of 2 elements, the charge for a booth space and the registration fee. The booth space fee is based on square feet and linear frontages.

1 sq. ft. = 1 unit

1 front linear foot = 4 units

We are estimating this year's unit cost to be between \$14.00 and \$14.30. 2015-2017 the unit cost was \$14.00. Multiply the number of units by the unit cost and round up to the nearest \$10 to get the total space fee. Registration fee covers one electrical circuit, badges, passes and paperwork. We estimate the fee this year will be \$170- \$180.

Examples below are calculated on the assumption that the rate would be \$14.30 per unit and registration at \$170.

Example A: 10x10 straight front booth would be calculated as:

100 sqft = 100 units

10' of frontage = 40 units

140 units x \$14.30 = \$2002 (rounded up to \$2010)

\$2010 + \$170 = \$2,180

Example B: 8x10 corner

80 sq' = 80 units

18' of frontage = 72 units

152 units x \$14.30 = \$2,173 (rounded up to \$2180)

\$2,180 + 170 = \$2,350

Presentation Requirements: High quality presentation is needed for success at this show. We provide tape marks on the floor and one electrical circuit. We don't provide pipe and drape or overhead exhibit hall lighting. Artists must, at their own expense, provide their own booth lighting and walls following our guidelines, <http://www.armadillobazaar.com/lighting/>. We get better results in bringing the customers eyes to the merchandise by relying on individual booth lighting without overhead exhibit hall illumination.

Each booth is required to provide:

- Walls, between 8 – 10' high
- Attractive, comfortable booth lighting that highlights the merchandise without putting glare into the aisles or patron's eyes
- Attractive booth fixtures
- Credit card capability
- Professional sales help

Please keep these items in mind when considering the total amount that you must pay out of pocket to do this show. Also, you should plan for additional costs for food, parking and lodging, if needed.

Upcoming Show Dates:

2018 – Thursday December 13th-Monday December 24th for 12 days

Artist load-in and set-up is the day before opening.

Applications:

Apply online anytime. There is no application fee. Applications are reviewed regularly between mid February and late July. Generally, applications received after August 1st are held for review in the following season. Applications received October through December will not be reviewed until the following year, and it is likely you will not be contacted until late February. Priority consideration is given to applicants that apply earlier in the year.