

## ODC Updates Fairs and Opens Opportunities for Artists

ODC takes pride in maintaining a standard of excellence in its craft fairs. We evaluate our fairs and examine national trends regularly to find ways to maximize artist profits and convenience. Exhibitors provide input by completing surveys, serving on our Fairs Advisory Committee and governing through our board of trustees. The data gathered indicates that the rising cost of gas makes it more important than ever for exhibitors to travel only to shows where sales are strong. Also, with gas becoming a larger factor in the expense of doing shows, we must seek economies elsewhere to protect artist profits.

ODC is pleased to announce several updates and opportunities that address these issues. **First, we are now accepting show applications online, saving artists the cost of slide processing and postage, and offering the convenience and flexibility of payment by credit card.** Applicants may continue to use the traditional slide and paper format if they wish.

**Second, we are restructuring some of the Winterfairs** Starting this fall, we will discontinue the Indianapolis Winterfair, where the majority of exhibitors have long reported low sales. Attendance has grown little over the fair's 19 years, regardless of advertising, admissions incentives, or local promotional partnerships tried. Significant growth has been eclipsed by the Indianapolis Junior League Holiday Mart, held in the same venue two weeks before. This show, 18 years older than Indianapolis Winterfair, is a solidly entrenched community fundraiser attended by 15,000 members of our target audience. We do not believe in asking artists to spend time and money away from home for a fair that is unlikely to produce profits for them. Instead, we invite applications to the Greater Cincinnati Winterfair, which holds much greater potential.

**Third, new improvements to the Greater Cincinnati Winterfair will make it a better experience than ever!** The show opens the day after Thanksgiving, the busiest shopping day of the year, and attracts up to 8,000 shoppers. This is prime time for sales, but in the past, Thursday set-up has interfered with many artists' plans for Thanksgiving dinner with family. **Now, after negotiations with the Northern Kentucky Convention Center, we can offer artists the option to set up on Wednesday, Thursday or very early Friday.**

**The fourth show update concerns growth in the Art Studio Clearance Sale.** In January, we presented the biggest Art Studio Clearance Sale in the Columbus show's 12-year history. Attendance increased an incredible 21%, capping off four years of steady growth, and artist surveys reported sales as high as \$9,300. To accommodate the parking needs of a growing audience, the show will move to a slightly larger venue at the Ohio State Fairgrounds in January, 2009. The new location will offer ample parking for a larger crowd with **no increase in booth fees or admission.** More shoppers and stable booth fees mean more money in artists' pockets!

Thanks to all of you who participate in ODC fairs. We look forward to continuing to offer you excellent service.