



# Greg Lawler's Art Fair SourceBook™

1993-2015: Serving the Art Fair Industry for 22 years

The Definitive Guide to the Best Juried Art & Craft Shows Nationwide!  
[www.ArtFairSourceBook.com](http://www.ArtFairSourceBook.com)

## AFSB Online Subscription

- User friendly format with lists sortable by show date, deadline, location, average sales, ranking, attendance and more
- Complete reviews of 600 art fairs with hard-hitting editor's critiques, plus 900 additional show listings
- All of the TOP 600 events are rated & ranked based on artists' sales in the previous year

See details on page 4 - 9



## AFSB Handy Pocket Guide

... the Essential SourceBook

- 3" x 6" planning booklet - TOP 600 fairs
- Critical dates & complete contact info
- Sales-based ratings & attendance figures

See details on page 10



Are you tired of ...

- Spinning your wheels and losing money at poor and mediocre shows?
- Ending up at shows that are inappropriate for selling your style & quality of work?
- Wasting precious time surfing the internet in search of shows and then taking unnecessary chances on shows you know little about?

Are you ready to ...

- Pro-actively target the top-performing shows in your geographic marketing area?
- Base your decisions on artists' feedback & data collected over the past 22 years?
- Start benefiting from all your hard work and consistently make a profit?

To learn how, turn the page...

Order Monday-Sunday (503) 704-5122



## Greg Lawler, Editor & Publisher

Since 1993, GREG LAWLER — for forty years a globe-trotting adventurer, photographer, rumrunner, gold smuggler and father of five — has authored the most comprehensive guide to juried fine art and craft shows on the planet.

The Art Fair SourceBook was born out of necessity, created by a weary, itinerant artist who was tired of wasting valuable time, money and energy on unprofitable fairs, and missing the deadlines for the most rewarding ones.

First created as a personal road map, the SourceBook soon took on a life of its own. Now in its 22nd year of publication, Greg Lawler's Art Fair SourceBook™ is the bible of the industry. You won't find a more thoroughly researched, up-to-date or easy-to-use source anywhere. It's the only guide written from an exhibitor's perspective, by a fellow exhibiting artist who's still in the trenches like you.

Dear Friends and Fellow Artists,

First, let me say how sincerely grateful I am to all the artists who have subscribed to and supported the SourceBook over the past 22 years — many of whom have been with me since we started in 1993! It is gratifying and exciting to think that what began as my personal guide has become a powerful tool helping over ten thousand artists find the right shows for their work, save time, and make more money.

We've gone through lots of changes over the years, converting from the original print format to a web based online database, starting with only a couple hundred shows in 1993 to now over 1,500 events in the online database. In the beginning it was all up to me. Now I'm fortunate to have a team that helps with customer support, data gathering, website development, marketing and communications.

After 22 years, why is the SourceBook still relevant? With the advent of the internet, Zapplication and other digital online systems, things have changed dramatically for the better. It is now infinitely easier to apply to shows. However, the essential problem remains the same ... how does one choose the events that are most likely to be profitable and worthy of a substantial investment of time and money, and avoid wasting precious resources on the others.

Helping artists solve this problem is why the SourceBook was created in 1993, and is the same mission we have today. It's true that you can easily find thousands of events to apply to on the internet, but wisely choosing between the winners and losers can come only from the kind of independent research provided in the SourceBook.

Best wishes and see you out there,

## 6 Reasons Why YOU WILL PROFIT from an AFSB Subscription

### 1. AFSB Guides You to the Best Markets

**Because our reviews are well-researched and comprehensive, with ratings based on actual exhibitors' sales performance, you'll know before you apply which shows will be the most lucrative for your work**

You will benefit from 22 years of financial research, by knowing before you apply what each show's track record of sales success is for exhibitors like you.

- Since 1993, we have been collecting & analyzing sales and anecdotal data on 1500 events
- AFSB subscribers have access to this gold mine of proprietary information

We provide over 300,000 facts about the TOP art fairs across the country. Because AFSB is continuously revised & updated, you won't be misled by out-dated info.

### 2. AFSB Boosts Sales

**Our subscribers report double, triple, and even quadruple their previous annual sales in their 1st year using AFSB**

We reveal which media & styles of work sell best at each show that we list and review.

- We collect & analyze sales data from thousands of exhibitors, in all media & work styles, at the 1500 shows we investigate each year; and our ratings, selections & critiques on tens of thousands of anonymous exhibitors' reports
- This enables you to target those events where your type of work will sell well

### 3. AFSB Saves You Time

**Because all the information is extremely organized, indexed in multiple ways, and all in one place, you can find any listed show in seconds**

You save countless hours of valuable time because of the highly organized presentation of this treasure trove of information.

No more shuffling through piles of notes, magazine issues, or poorly designed websites that in no way distinguish between the shows based upon sales performance.

- Because AFSB is so organized, you'll never miss another application deadline!

### 4. AFSB Saves You Money

**Since the SourceBook covers the entire country and is so comprehensive, you'll find the right show to fit your schedule**

You will avoid missing good selling opportunities. Being unaware of one good show opportunity can easily cost thousands of dollars in lost sales each and every time it happens.

- Each fair costs an average of \$1,000 or more to do, including many expenses often overlooked by exhibitors
- If you're going to invest \$1,000, you owe it to yourself to be sure there is a high likelihood of financial success and AFSB provides you with that knowledge

### 5. AFSB Protects You from making Costly Mistakes

**With our Index by Deadline and the new Email Reminder Service you'll never miss another application deadline!**

The most common cause of lost income among art fair exhibitors is missed deadlines.

- With our Online AFSB Email Reminder Service you will get regular reminders of upcoming deadlines so you'll never suffer the loss of missed opportunities because you've overlooked a deadline or other critical action date.

### 6. There's Zero Risk to You with our Money Back Guarantee

The AFSB Guarantee: If you are not satisfied that your SourceBook subscription can save you time and money and help you find the best shows for your work, let us know within 7 days of purchase, and we will refund your entire investment!

# The Art Fair SourceBook - Online Format

## Basic Level: Fully Detailed Reviews

**Plaza Art Fair (84th Annual)**

**Start Date:** September 25, 2015  
**Attendance:** 300,000 (Free Admission)  
**3 days — Fri-Sun**  
**Event Hours:** Fri 5pm-10pm, Sat 10am-10pm, Sun 11am-5pm  
**Application Deadline:** ZAPP May 1, 2015  
**MyAFSB:** 42 reviews for this fair - VIEW/ADD REVIEWS

**Critical Dates**  
 Start Date: September 25, 2015  
 Apps Avail: February 1, 2015  
 Deadline: ZAPP May 1, 2015  
 Jury Notify: June 1, 2015  
 Refund Deadline: August 31, 2015  
 Balance Due: July 1, 2015

**Organizer Info**  
 Contact: Jan Cichello  
 Website: www.countryclubplaza.com  
 Email: countryclubplaza@highwoods.com  
 Organizer: Highwoods Properties  
 Address: 4706 BROADWAY STE 260 KANSAS CITY, MO 64112  
 Phone #: (816) 753-0100  
 Fax: (816) 753-4625

**Setting**  
 Setting: Shopping streets  
 Setting type: Outdoors  
 Security: 24Hour  
 Space Size: 12 X 12  
 Electric: Available Free  
 Reserved Parking: Free  
 RV Parking: Yes  
 Load In: Adjacent To Space  
 Generators: No  
 Prior Day Setup: No  
 Artist's Presence: W/Photo ID  
 Repros: Not Allowed  
 Buy/Sell: Forbidden  
 Wearables: OK  
 Booth Sitters: Yes  
 Food Booths: 26  
 Musicians: Scheduled  
 Amplification: Yes

**Exhibitor Selection**  
 Images: 4 + 1  
 Jury Method: One Time Jury  
 Jurors: 4  
 Jury Turnover: 100  
 Scoring: 1/2/3  
 Report: No

**Financial**  
 # Applicants: 1400  
 # Exhibitors: 240  
 Odds of Acceptance: 15.43%  
 Re-Apply: 90%  
 Returning: 50%  
 Wait List: Yes  
 Application Fee: \$35.00  
 Space Range Fee: \$425.00 - \$600.00  
 Commission: \$10.0K  
 Cash Awards: \$10.0K  
 Purchase Awards: \$0.0K  
 Corp Money: \$100.0K  
 Sales Tax: 7.350%

**Exhibitor's Media**  
 Fine Arts Exhibitor Count: 120  
 Drawing/Pastels: 7  
 Mixed Media (2-D): 20  
 Photography: 29  
 Painting (oil/acrylics): 38  
 Watercolor: 0  
 Other Fine Art: 5  
 Digital Arts: 0  
 Graphics: 0  
 Paper: 0  
 Printmaking: 10  
 Sculpture: 11

**Contemporary Crafts Exhibitor Count: 110**  
 Baskets: 0  
 Decorative Fiber: 13  
 Jewelry: 33  
 Metal: 7  
 Toys: 0  
 Wood: 5  
 Clay: 28  
 Glass: 11  
 Leather: 0  
 Mixed Media (3-D): 13  
 Wearable Fiber: 0  
 Other Fine Crafts: 0

**Report Card**  
 Average Exhibitor Quality: A-  
 Exhibitor Quality Range: Very Narrow  
 Financial Fairness: A  
 Patrons' Art Savvy: A  
 Demographics: A  
 Buying Energy: A  
 Patron/Exhibitor Ratio: 1042  
 Advertising: B+  
 Venue Environment: A  
 Show Layout: A  
 Organization: A  
 Director Support: A  
 Staff Support: A  
 Weather: A  
 Best Selling Price Range: 50-200  
 Logistical Ease: A  
 Load In & Out: N/A  
 Parking Ease: B  
 Artist Amenities: B  
 Awards Judging: C  
 Security: B  
 Lowest Gross Sales: \$1,500  
 Highest Gross Sales: \$22,000

**Historical Data**  
 2014 - Reports Returned: 6%  
 Media Type: FA FC TC  
 Average Gross/Net: \$9,668 / \$8,608  
 Percentage EA: N/A N/A N/A  
 Rating (Range: 1-10): 9 9 N/A  
 Return: \$9.12 per \$1 spent  
 Ranking (Out of 600): 4 6 N/A  
 Sales Trend: Up  
 2013 - Reports Returned: 17%  
 Media Type: FA FC TC  
 Average Gross/Net: \$8,455 / \$7,420  
 Percentage EA: N/A N/A N/A  
 Rating (Range: 1-10): 9 9 N/A  
 Return: \$8.17 per \$1 spent  
 Ranking (Out of 600): 5 10 N/A  
 Sales Trend: Down  
 2012 - Reports Returned: 19%

Search over 1500 art fairs based on over a dozen optional criteria. The search returns a list of shows tailored to your specific needs.

The guide that over 15,000 artists have relied on for 22 years!

## Basic Level: Comprehensive Sortable Lists

### Customizable

Create & track personalized lists — save time by only searching the shows relevant to you!

### Searchable

Search by location, date, deadline, rating, attendance, and key words.

### Up-to-Date

Continually updated for up-to-the-minute info — avoid BAD surprises.

### Powerful

Upgrade options include an interactive & customizable calendar; our automated Email Reminder Service and a chart showing 10 years of sales history!

See page 8-9

**Search the Art Fair SourceBook**

You are subscribed to Volume 1, Volume 2, Diamond, Gold. We found 52 fairs searching My SourceBook events and My SourceBook events of which you have access to 52. Click on a fair below for more details or [CLICK HERE TO SEARCH AGAIN.](#)

Search (Map View) Search (Calendar View)

Display: 50 records

Start Date	Event Name	Location	Deadline	Notify	Avg Net Sales	Attend	Rank FA	Rank FC	MyAFSB
01/03/2015	Las Olas Art Fair (Part I)	FL Fort Lauderdale	12/31/2014 ZAPP		\$2,947	85,000	83	88	Accepted
01/10/2015	Cape Coral Festival of the Arts	FL Cape Coral	10/01/2014 Entry Thingy	11/01/2014	\$1,791	95,000	296	289	Waitlisted
01/10/2015	Bonita Springs National Art Festival (January)	FL Bonita Springs	09/02/2014 Entry Thingy	09/20/2014	\$1,838	30,000	217	281	Accepted
01/16/2015	American Made Show 2015	DC Washington	01/12/2015 ZAPP	06/15/2014		9,000	0	0	Rejected
01/17/2015	Beaux Arts Festival of Art	FL Coral Gables	09/26/2014 ZAPP	11/10/2014	\$1,264	50,000	415	487	Accepted
01/17/2015	Downtown Delray Beach Festival of the Arts	FL Delray Beach	01/14/2015 ZAPP		\$1,505	75,000	366	372	Waitlisted
01/17/2015	Naples Masters Winter Art Festival	FL Naples	11/11/2014 Postmark	11/19/2014		5,000	0	0	Declined
01/23/2015	Southwest Arts Festival	CA Indio	10/11/2014 ZAPP	10/20/2014	\$1,507	15,000	365	370	Applied
01/24/2015	Art Fest Naples	FL Naples	10/15/2014 Due	11/01/2014	\$1,604	20,000	239	341	Paid
01/30/2015	Sugarloaf Crafts Festival (Winter Chantilly VA)	VA Chantilly	01/28/2015 ZAPP	08/30/2014	\$1,732	13,000	313	311	Considering
02/14/2015	Coconut Grove Arts Festival	FL Coconut Grove	09/17/2014 ZAPP	11/07/2014	\$7,446	150,000	9	9	Paid
02/14/2015	ArtGras Fine Arts Festival	FL Jupiter	09/12/2014 ZAPP	10/21/2014	\$2,150	150,000	173	184	Waitlisted
02/14/2015	St Stephens Art Show	FL Coconut Grove	11/07/2014 ZAPP	11/18/2014	\$1,923	50,000	283	261	Applied
02/20/2015	The American Craft Show in Baltimore (Retail)	MD Baltimore	08/01/2014 JAS	09/15/2014	\$8,205	21,000	0	7	Accepted
02/27/2015	Crafts America Palm Beach Fine Craft Show	FL West Palm Beach	10/18/2014 JAS	11/17/2014	\$14,549	6,000	0	1	Rejected
02/28/2015	Gasparilla Festival of the Arts	FL Tampa	10/01/2014 ZAPP	11/01/2014	\$2,993	250,000	80	86	Waitlisted
03/05/2015	La Quinta Arts Festival	CA La Quinta	09/30/2014 ZAPP	10/31/2014	\$12,986	25,000	1	2	Accepted
03/12/2015	The American Craft Show in Atlanta	GA Atlanta	08/01/2014 JAS	09/15/2014	\$4,232	7,000	0	44	Declined
03/20/2015	Fairhope's Annual Arts & Crafts Festival	AL Fairhope	09/30/2014 Due	12/01/2014	\$2,214	300,000	120	174	Accepted
03/20/2015	Eastern Shore Art Center's Outdoor Art Show	AL Fairhope	11/15/2014 Due	11/18/2014	\$727	250,000	569	587	Applied
03/27/2015	Bayou City Art Festival Memorial Park	TX Houston	08/22/2014 ZAPP	10/17/2014	\$5,539	45,000	15	19	Rejected
03/27/2015	Spring Tempe Festival of the Arts	AZ Tempe	10/03/2014 ZAPP	11/04/2014	\$4,280	225,000	59	40	Accepted
04/09/2015	MAIN STREET Fort Worth Arts Festival	TX Fort Worth	10/10/2014 ZAPP	11/07/2014	\$5,984	400,000	11	15	Considering
04/25/2015	Main Street Festival	TN Franklin	01/09/2015 ZAPP	02/15/2015	\$604	100,000	578	570	Paid
05/01/2015	TACA Tennessee Craft Fair (Spring)	TN Nashville	02/15/2015 ZAPP	03/01/2015	\$2,047	50,000	186	200	Declined
07/11/2015	Art Fair on the Square	WI Madison	03/01/2015 ZAPP	03/27/2015	\$3,192	200,000	55	75	Paid

Click on any column header to re-sort lists.

## Basic Level: Advanced Search

Use our Advanced Search Tool to find shows and create custom lists that conform to your requirements: you can limit your search to events that are:

- within a specified range of start dates
- within a specified range of deadline dates
- in a specified list of states, regions, or are nationwide
- above or below a specified level of net average sales.
- above or below a specified level of attendance
- at a specified level of odds of acceptance
- requiring artists to be present at their show
- allowing or forbidding buy/sell or reproductions to be sold
- indoors only, outdoors, or both
- tagged by you in your personalized list as:

Accepted, Applied, Paid for, Rejected, Declined or Wait Listed

## Basic Level: MySourceBook Customizable List

Create your own customized list. Take detailed notes about any art fair on our list of 1500 events! Preserve your notes from year to year.

## Basic Level: Art Fair Mapping



Choose MAP VIEW to display events on Google Maps, plan your route, and link directly to driving directions.

# Online Format - Extra Tools

## Gold Level: Interactive Calendars

Greg Lawler's Art Fair SourceBook

Home | Artists | Organizers | About | Contact

Welcome, Gregory  
My Account | Logout

Search the Art Fair SourceBook

You are subscribed to Volume 1, Volume 2, Diamond, Gold. We found 52 fairs searching My SourceBook events and My SourceBook events of which you have access to 52. Click on a fair below for more details or [CLICK HERE TO SEARCH AGAIN.](#)

Search (List View) | Search (Map View)

Legend

Start Dates in Black, all other deadlines in blue.

- App. Deadline (DL)
- Accepted (A)
- Not Applied (NA)
- Waitlisted (W)
- Applied (AP)
- Rejected (R)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			Jan 1, 2015 Refund DL: St. Stephens Art Show (Starts 02/14/2015) Refund DL: La Quaine Arts Festival (Starts 03/05/2015) The Liberty Street Courtyard (Starts 07/15/2015)	Jan 2 Refund DL: Coconut Grove Arts Festival (Starts 02/14/2015)	Jan 3 Las Ocas Art Fair (Part 1) (2 days)	Jan 4
Jan 5	Jan 6	Jan 7	Jan 8 Pennsylvania Guild Fine Craft Fair (July) (Starts 07/25/2015)	Jan 9 Main Street Festival (Starts 04/25/2015)	Jan 10 Cape Coral Festival of the Arts (3 days) Bonita Springs National Art Festival (January) (2 days)	Jan 11
Jan 12 Port Clinton Art Festival (Starts 08/29/2015) American Made Show 2015 (Starts 01/14/2015)	Jan 13 Ann Arbor Street Art Fair, the Original (Starts 07/15/2015)	Jan 14 Downtown Delray Beach Festival of the Arts (Starts 01/17/2015)	Jan 15	Jan 16 American Made Show 2015 (4 days)	Jan 17 Beauve Arts Festival of Arts (2 days) Downtown Delray Beach Festival of the Arts (3 days) Naples Masters Winter Art Festival (2 days)	Jan 18 Bellevue Arts Museum ARTSfair (Starts 07/24/2015)
Jan 19	Jan 20	Jan 21	Jan 22 Ann Arbor's South University Art Fair (Starts 07/15/2015)	Jan 23 Southwest Arts Festival (2 days) Balance Due: Spring Temple Festival of the Arts (Starts 03/27/2015) Refund DL: MAIN STREET FORT WORTH ARTS FESTIVAL (Starts 04/09/2015)	Jan 24 Arts Fest Naples (2 days) Refund DL: Crafts America Palm Beach Fine Craft Show (Starts 02/27/2015)	Jan 25
Jan 26	Jan 27	Jan 28 Sugarloaf Crafts Festival (Winter-Charleity VA) (Starts 01/30/2015)	Jan 29	Jan 30 Sugarloaf Crafts Festival (Winter-Charleity VA) (3 days)	Jan 31 Acceptance Notify: The Liberty Street Courtyard (Starts 07/15/2015) Acceptance Notify: Pennsylvania Guild Fine Craft Fair (July) (Starts 07/25/2015)	Feb 1
Feb 2 Ann Arbor Summer Art Fair (Starts 07/15/2015)	Feb 3	Feb 4	Feb 5	Feb 6	Feb 7	Feb 8
Feb 9	Feb 10 Upston Art Fair (Starts 08/07/2015)	Feb 11	Feb 12	Feb 13 Refund DL: Spring Temple Festival of the Arts (Starts 03/27/2015)	Feb 14 Coconut Grove Arts Festival (3 days) ArtsGras Fine Arts Festival (3 days) St. Stephens Art Show (3 days)	Feb 15 Acceptance Notify: Main Street Festival (Starts 04/25/2015) TACA Tennessee Craft Fair (Spring) (Starts 05/01/2015) Bellevue's Festival of the Arts (Starts 07/24/2015)
Feb 16 Acceptance Notify: Ann Arbor Summer Art Fair (Starts 07/15/2015) Acceptance Notify: Ann Arbor Street Art Fair, the Original (Starts 07/15/2015) Acceptance Notify: Port Clinton Art Festival (Starts 08/29/2015)	Feb 17	Feb 18	Feb 19	Feb 20 The American Craft Show in Baltimore (Retail) (3 days) Acceptance Notify: Bellevue Arts Museum ARTSfair (Starts 07/24/2015)	Feb 21	Feb 22
Feb 23 The Art Fair off the Square (Starts 07/11/2015)	Feb 24	Feb 25	Feb 26	Feb 27 Acceptance Notify: Ann Arbor's South University Art Fair (Starts 07/15/2015) Crafts America Palm Beach Fine Craft Show (3 days)	Feb 28 Gasparrilla Festival of the Arts (2 days) Art Fair on the Square (Starts 07/11/2015) State Street Area Art Fair (Starts 07/15/2015) Sausalito Art Festival (Starts 09/04/2015) St. James Court Art Show / 1300 Assoc. Section (Starts 10/02/2015)	Mar 1 Acceptance Notify: TACA Tennessee Craft Fair (Spring) (Starts 05/01/2015)
Mar 2	Mar 3	Mar 4	Mar 5 La Quinta Arts Festival (4 days)	Mar 6 Art Fair Jackson Hole (Winter 2) (Starts 08/07/2015) Art & Naples Festival (Starts 09/11/2015)	Mar 7	Mar 8 Acceptance Notify: Bellevue's Festival of the Arts (Starts 07/24/2015)
Mar 9	Mar 10	Mar 11	Mar 12 The American Craft Show in Atlanta (4 days)	Mar 13	Mar 14 Balance Due: Main Street Festival (Starts 04/25/2015)	Mar 15 Refund DL: Kings Courtyard (Starts 07/15/2015)

Display your list of shows on our dynamic calendar. Find important deadlines and easily visualize your exhibition schedule at-a-glance. Link directly from Calendar listing to event's details.

## Platinum Level: Automated Email Reminder Service

This email is your automated notice of Critical Dates for events (in the next 6 weeks) in your Art Fair SourceBook MyAFSB List. For more information about each of the events below or to change your email preferences, log in to your account at <http://artfairsourcebook.com>.

Ann Arbor's South University Art Fair	01/22/2015	Application Deadline
The Liberty Street Courtyard	02/01/2015	Jury Notification
Ann Arbor Summer Art Fair	02/02/2015	Application Deadline
Main Street Festival	02/15/2015	Jury Notification
Bellevue's Festival of the Arts	02/15/2015	Application Deadline
Columbus Winterfair	02/15/2015	Applications Available
TACA Tennessee Craft Fair (Spring)	02/15/2015	Application Deadline
Ann Arbor Summer Art Fair	02/16/2015	Jury Notification
Ann Arbor Street Art Fair, the Original	02/16/2015	Jury Notification
Port Clinton Art Festival	02/16/2015	Jury Notification
Bellevue Arts Museum ARTSfair	02/20/2015	Jury Notification
The Art Fair off the Square	02/24/2015	Application Deadline
Ann Arbor's South University Art Fair	02/27/2015	Jury Notification
State Street Area Art Fair	03/01/2015	Application Deadline
TACA Tennessee Craft Fair (Spring)	03/01/2015	Jury Notification
Art Fair on the Square	03/01/2015	Application Deadline
St James Court Art Show / 1300 Assoc Section	03/01/2015	Application Deadline

**DEFINITIONS**

BALANCE DUE: Last chance to pay the balance due for the event and avoid losing your space.

APPLICATIONS AVAILABLE: The application for the event will be available on this day.

APPLICATION DEADLINE: Application must be submitted (or possibly postmarked) by this day.

JURY NOTIFICATION: The jury results for the event should be available on this day.

START DATE: The event begins on this day.

REFUND DEADLINE: If you are not planning to attend then you must request your refund by this day.

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In addition to the Interactive Calendar, you'll receive automatic reminder emails every week (starting 6 weeks before critical dates) for your MyAFSB tagged events. This virtually eliminates the chance of forgetting an important fair deadline during your busy show season.

## Diamond Level: 10 Year Sales, Ratings & Rankings Trends

Historical Data

**2014 - Reports Returned: 33%**

Media Type	FA	FC	TC	Average Gross/Net:
Percentage EA	60%	40%	N/A	\$17,639 / \$12,986
Rating (Range: 1-10)	10	10	N/A	Return: \$3.79 per \$1 spent
Ranking (Out of 600)	1	2	N/A	Sales Trend: Down

**2013 - Reports Returned: 37%**

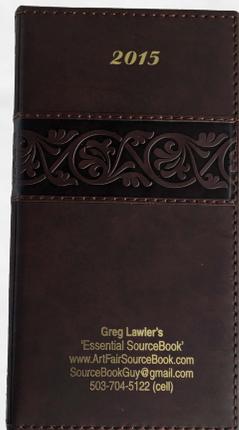
Media Type	FA	FC	TC	Average Gross/Net:
Percentage EA	60%	40%	N/A	\$22,154 / \$16,598
Rating (Range: 1-10)	10	10	N/A	Return: \$3.99 per \$1 spent
Ranking (Out of 600)	1	1	N/A	Sales Trend: Up

**2012 - Reports Returned: 43%**

Media Type	FA	FC	TC	Average Gross/Net:
Percentage EA	60%	40%	N/A	\$15,618 / \$11,384
Rating (Range: 1-10)	10	10	N/A	Return: \$3.69 per \$1 spent
Ranking (Out of 600)	1	2	N/A	Sales Trend: Up

In addition to the Interactive Calendar, and Automated Email Reminder Service, you will see 10 years of historical sales data on rated events to help you best understand the trends and select shows that have proved themselves over time.

## Handy Pocket Guide: The Essential SourceBook



Sample page shown here ...

AFSB Essential Pocket Guide: Our 600 Top-Rated Events .... 2015 Complete Edition - \$149 - \$5 S&H

No.	Start Date	EVENT'S NAME	LOCATION - City & State	Application Type / Deadline	Phone	Overall Rating
1	01/23/15	Downtown Naples New Year's Art Fair	NAPLES, FL	APP - 10/11/14	239-262-6517	10
2	01/23/15	Las Olas Art Fair (Part I)	FORT LAUDERDALE, FL	APP - 12/31/14	561-746-6615	9
3	01/23/15	Estero Fine Art Show (Winter)	ESTERO, FL	ZAPP - 11/13/14	248-684-2613	4
4	01/23/15	BocaFest	BOCA RATON, FL	ZAPP - 01/07/15	561-746-6615	7
5	01/23/15	Bonita Springs National Art Festival (January)	BONITA SPRINGS, FL	APP - 09/02/14	239-992-1213	7
6	01/23/15	Cape Coral Festival of the Arts	CAPE CORAL, FL	APP - 10/11/14	239-699-7942	10
7	01/23/15	Pinecrest Gardens Fine Art Festival	PINECREST, FL	APP - 12/01/14	305-669-6990	4
8	01/23/15	Downtown Duncedin Art Festival	DUNEDIN, FL	ZAPP - 01/07/15	561-746-6615	4
9	01/23/15	Art Deco Weekend	MIAMI BEACH, FL	APP - 12/31/14	561-376-4381	7
10	01/23/15	Carroll Fine Art & Wine Festival (Winter)	CAROLLES, AZ	ZAPP - 07/23/14	480-837-5637	7
11	01/23/15	Desert Arts Festival (Winter II)	PALM SPRINGS, CA	APP - 10/17/14	918-813-4478	10
12	01/23/15	Sarasota Fine Art Festival (Winter)	SARASOTA, FL	APP - 11/13/14	941-487-8061	9
13	01/23/15	Downtown Delray Beach Festival of the Arts	DELRAY BEACH, FL	ZAPP - 01/14/15	561-746-6615	7
14	01/23/15	Beaux Arts Festival of Art	CORAL GABLES, FL	ZAPP - 08/26/14	305-294-3535	10
15	01/23/15	Southwest Arts Festival	HELVENOR, CA	ZAPP - 10/11/14	760-347-0676	10
16	01/23/15	Key West Craft Show	KEY WEST, FL	APP - 09/15/14	305-294-1243	7
17	01/23/15	Boca Raton Fine Art Show (Winter)	BOCA RATON, FL	ZAPP - 08/25/14	248-684-2613	10
18	01/23/15	Art Fest Naples	NAPLES, FL	APP - 10/15/14	239-634-2337	10
19	01/23/15	Deerfield Beach Festival of the Arts	DEERFIELD BEACH, FL	APP - 11/03/14	954-480-4433	10
20	01/23/15	Art Studio Clearance Sale	COLUMBIUS, OH	ZAPP - 10/23/14	614-486-7119	10
21	01/23/15	IMAGES: A Festival of the Arts	NEW BRUNSWICK, NJ	ZAPP - 10/23/14	908-423-4733	10
22	01/23/15	Sugarloaf Crafts Festival (Winter Charity VA)	CHANTLEY, VA	ZAPP - 01/26/15	800-210-9900	10
23	01/23/15	Bonita Springs National Art Festival (February)	BONITA SPRINGS, FL	APP - 10/11/14	239-992-1213	4
24	01/23/15	Sarasota Masters Art Festival	SARASOTA, FL	APP - 11/19/14	239-293-9448	10
25	01/23/15	Tubac Festival of the Arts	TUBAC, AZ	ZAPP - 10/20/14	520-398-2704	10
26	01/23/15	Art Fest Fort Myers 2015	FORT MYERS, FL	ZAPP - 09/15/14	239-768-3602	10
27	01/23/15	Mount Dora Arts Festival	MOUNT DORA, FL	ZAPP - 10/10/14	352-383-0880	10
28	01/23/15	Pigeon Key Art Festival	MARATHON, FL	APP - 11/15/14	440-477-7203	10
29	01/23/15	Boca Raton Museum of Art James Art Festival	BOCA RATON, FL	ZAPP - 12/01/14	561-392-2500	7

- 3" x 6" planning booklet - TOP 600 fairs
- Critical dates & complete contact info
- Sales-based ratings & attendance figures
- Distinctive leather-bound cover

I passed on the SourceBook for years because of the cost. Now that I've got it, it's been worth every penny I invested.

C.A. Harris, Leather; Mount Victory, OH

I went to the #1 Sunshine Artist show of the year once and tanked ... my work was too high-end for the show. With the Art Fair SourceBook, I feel like I can get a good idea of the quality of art at the show BEFORE I invest in it.

Karen Seymour-Ells, Enamels, Wheaton, IL

I did shows without AFSB for about a year, my income QUADRUPLED in the first year I used it, and is steadily growing since (this is my 4th year). I think it's perfect! I won't take anyone's word for how good a show is anymore; if it's not in the AFSB, I simply don't bother.

Maria Arango, Printmaking, Las Vegas, NV

The SourceBook has made a BIG difference in our income. It is clearly the best guide available. In addition to the show ratings, I especially like the "insider info" tips on where the best & worst booth spaces are, how to negotiate parking issues, etc. It's clear that because you yourself are an exhibitor, you understand what's important to us.

Marilyn & James Chattin, Clay/Pottery, Halifax, VT

We have recommended AFSB to friends who are new to art fairs, just as it was recommended to us when we were just starting out. We especially like the show synopsis, which is very helpful in giving the overall 'feel' of the show. The artist feedback online is also very informative and often insightful.

Heinrich & Cheryl Toh, Mixed Media (2-D), Seattle, WA

The SourceBook has opened my eyes to a World of information about art fairs that I didn't know existed. There is more information regarding more shows, in one place, than I've ever been able to find by searching other locations - and, still, never finding all the details that are in SourceBook.

Don Mabry (Wood) Ft. Worth, TX

The SourceBook has been the BEST TOOL I have used in 30+ years in business for evaluating sales and marketing opportunities. It offers easy access to HIGH QUALITY INFORMATION. I use BOTH the print and the online formats.

Jude & David Filippi, Mixed Media (3-D), Ramah, NM

Using the AFSB, I have MORE THAN DOUBLED the average gross SALES I've had at art shows, and it's much easier to keep track of application deadlines.

Greg Gawlowski, Photography, San Francisco, CA

We've used AFSB for years, and even though it SEEMS EXPENSIVE, it's been worth it. AFSB is informative, concise, well organized, accurate and easy to use.

George & Sandra Routon-Fisk, Jewelry, Louisville, KY

# Choose the Best SourceBook Subscription for YOU!

## Here's a Quick Overview of our Best-Selling Products:

**AFSB Volume 1 & Volume 2 Online Subscriptions** cover the 600 Top-Selling Shows nationwide and are designed for the serious professional exhibiting artist. Vol. 1 contains the 300 TOP-selling events, Vol.2 the next-best 300 events.

**AFSB Regional Online Subscriptions** are best suited for artists looking to gradually expand their market after starting out locally, but not quite ready to take on a full commitment to a national festival circuit. Also good for the pro who just wants to research an unknown regional area. We divide the nation into 5 regions ... Northeast, South, Midwest, West & Pacific Coast



**AFSB State Subscriptions** provide listings of shows in each of the 48 contiguous states, for artists just getting started or doing shows as a hobby or sideline. Also helpful for the pro who needs to add more territory state-by-state.

You can order any combination of editions ... national, regional and/or states, in any combination that works best for your marketing plan.

**Service Level Upgrades** offer extra tools for our online subscriptions. These upgrades provide even more functionality for planning your schedule: there are 3 extra tools one can add to the Basic Level online service.

**1. Gold Level:** Adds an Interactive Calendar Tool which lets you display your Advanced Search results laid out on a calendar ... showing all critical dates, including event dates as well as application, refund and balance due deadlines. Move your mouse over each date to display all the important information about that show and jump to any show's full detail page directly from the Calendar view.

**2. Platinum Level:** Interactive Calendar Tool PLUS Automated Email Reminder Service will notify you of upcoming critical dates for the shows you choose. You can receive emails for the Show Date, Application Deadline Date, Refund Deadline Date, Balance Due Date, and more. You choose the dates for which you want to receive the reminders, virtually eliminating your chance of missing an important art event!

**3. Diamond Level:** Our most popular upgrade for top-selling artists. Both Platinum Level Features PLUS 10 years of historical sales, rating and ranking data on all Rated/Ranked events. This feature will help you best understand the trends and select shows that will likely be profitable for YOU!

## The Key to Success

The key to success as an independent artist is knowing which of the thousands of available shows are winners, avoiding the countless losers, and investing only in those events with a proven record of success. The Art Fair SourceBook shows you which shows are which!

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