

Contemporary Crafts Market

PASADENA CONVENTION CENTER, OCT. 27, 28 & 29, 2017

The Contemporary Crafts Markets are beginning our fourth season at the Pasadena Convention Center. After 28 years in Santa Monica the closing of the SM Civic Auditorium (for still uncompleted renovations) opened a new era for us in nearby Pasadena. The markets strive to attract affluent buyers looking for well-designed, quality handmade work in all media. The Greater 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 in Pasadena is to build on our reputation for high quality market events, and to present the best, most well attended crafts events in the Los Angeles area.

To help promote each show, complimentary color postcards featuring selected exhibitor pieces are provided to exhibitors in any quantity they can use. Our marketing strategy includes free admissions to previous customers. Each card admits 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 30,000 homes.

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

Exhibitors from 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 Pasadena Convention Center is a recently constructed exhibition hall that will accommodate 140 exhibitors. All booths are inside the building. A large percentage of our loyal customers from the Santa Monica shows have followed us to Pasadena and we are building a new customer base in the Pasadena area.

No trade preview is scheduled in Pasadena, but invitations and complimentary admission badges are sent to all firms that resell crafts if they have previously attended any of our markets.

The markets are produced by Roy Helms and Chris Andrews. The promoters have a collective experience of 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.

2017 Show Schedule

Pasadena Convention Center, Oct. 27, 28 & 29, 2017

2018 Show Schedule

Pasadena Convention Center, Nov. 9, 10 & 11, 2018

This application is available on line at www.CraftSource.org.

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The Contemporary Crafts Markets are produced by Roy Helms & Associates
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