

What Our Jury Looks For

Our jury uses a point system. When all the applications are scored, each juror notes what vendors they don't think should be in the Fall Festival. The scores of the applications with a majority of jurors marking it as a "no" are noted. The highest score of those rejected applications becomes the cut-off point for acceptance. The process can seem cruel, but it has shown to be the fairest way to give a value to a completely subjective evaluation.

The jurors are made up of artists and craftsmen in different media, gallery owners, and seasoned craft fair shoppers.

The maximum score is 100.

Overall look of booth 0-15 points

This is to check the professional level of the artist as well as determining if the addition of their exhibit will fit in to the look and feel of the festival. If you were shopping at the festival would you be drawn in to the booth or turned off by the look. A poor or offensive looking booth might be a 0, a boring booth might be a 3, an average booth a 7, a good looking and inviting booth a 10, and a truly outstanding booth a 15.

Originality of products 0-15 points

A craft show is where people come to get unusual and unique items. Customers are what make the show a success. If they see too much of "the same old thing" it's bad for the show. Sometimes a product line is one that's been done a lot before but the artist has a new twist or a unique style. All those factors are taken into account for this score.

Variety or indications of adequate inventory 0-10

We always want to see new artists break into the market but often they just don't have enough products to make a good showing. Nothing's worse for a show than to have a bunch of sparse looking booths before the end of the first day. Your booth slide or photo is often the indicator of how much you have available for sale. Having products of various sizes and prices is always a bonus. Product variety is good, but sometimes the booth just has so much diverse product it's hard to tell what the artist does. This can be detrimental for the overall look and feel as well as customer appeal.

Salability 0-10 points

Do we expect these products to sell? Happy customers and successful shows are made up of exhibitors making money and customers leaving with lots of bags.

Craftsmanship/artistry 0-50

This is the truly tough one to score. Juror's look for good techniques, neatness counts, and pride in workmanship is usually evident.