

SUPER GRAPHIC ULTRA MODERN

MAKER MARKET APPLICATION

BOOTCAMP

SHANNON HERRON & ABBY SWABE



WHO ARE WE?

Shannon Herron

Marketing & Creative Director, Dogwood Arts

Abby Swabe

Graphic Designer + Event Coordinator, Dogwood Arts



APPLICATION BOOTCAMP



Choosing the right market

We'll share some of our favorites!

Preparing Your Application

Product Photos

Arguably the most important part!

Acceptance/Rejection

Feedback/Improvement

STEP 1:

Take the time to search for the markets that are a good fit for you.



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Take the time to search for the markets that are a good fit for you.

Not all markets are created equally





LOCAL MARKETS

- OLD CITY MARKET
- RETROPOLITAN CRAFT FAIR
- DOGWOOD ARTS FESTIVAL
- MARKET SQUARE FARMER'S MARKET
- KNOXVILLE VINTAGE MARKET
- KNOXMAKERS MARKET
- EAST TN MAKERS MARKET
- OLD SEVIER SUNDAY MARKET
- THE GREAT OUTDOOR MARKET
- PUNK ROCK FLEA MARKET

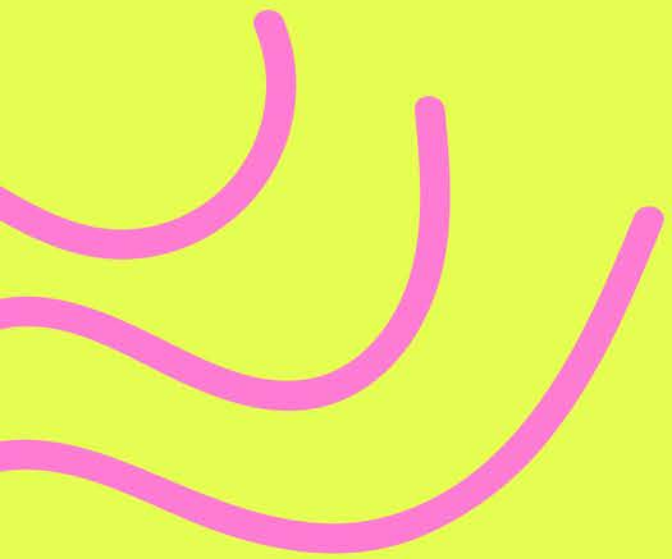
- PORTERFLEA
- INDIE CRAFT PARADE

[HTTPS://THEMAKERCITY.ORG/MARKETS](https://themakercity.org/markets)

STEP TWO



Visit as a customer & get to know the organizers



STEP 3

Preparing your application



FILLING OUT THE APPLICATION



Make sure your links work

FILLING OUT THE APPLICATION



Make sure your links work



Make sure your social media platforms
and/or website are up-to-date **and**
relevant

FILLING OUT THE APPLICATION ✨



Make sure your links work



Make sure your social media platforms
and/or website are up-to-date **and**
relevant



Keep it short, snappy and relevant

FILLING OUT THE APPLICATION



Make sure that you're bringing what you actually say you're bringing.

FILLING OUT THE APPLICATION



Make sure that you're bringing what you actually say you're bringing.



Read, then re-read the application and all the info

FILLING OUT THE APPLICATION



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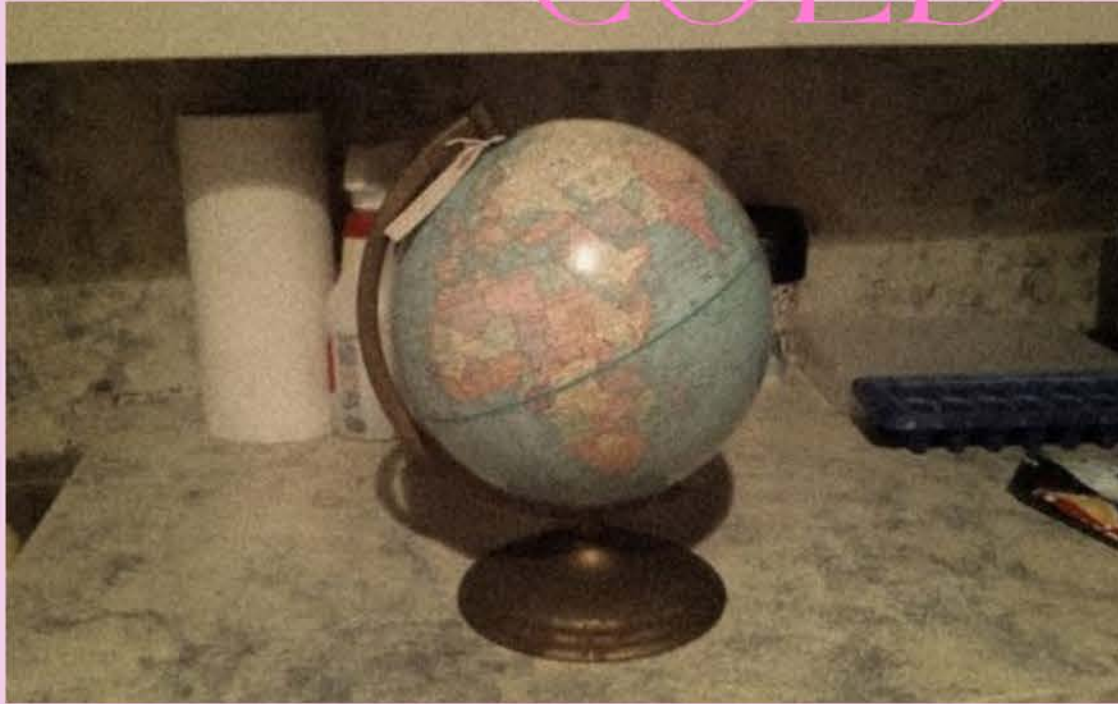
Make sure that your product photos are high-quality and clearly showcase your work



PRODUCT PHOTOS

Pro-Tip: Include an image of your display, even if it's not required on the application

COLD



PRODUCT PHOTOS

- Simple, well lit photos are best
- Use bright, indirect light
- White background or lightbox
- If apparel or jewelry, include a photo on a model



HOT TO GO!

10"X10" LIGHT BOX \$21

20"X20" LIGHT BOX WITH COLORED BACKDROPS \$73



PRODUCT PHOTOS



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10"X10" LIGHT BOX \$21

20"X20" LIGHT BOX WITH COLORED BACKDROPS \$73

HOT TO GO!



BEHIND THE SCENES

69 2.000 Other

[Move to Maker Market](#)



BEHIND THE SCENES



Edit



Edit



Edit



Edit



Edit

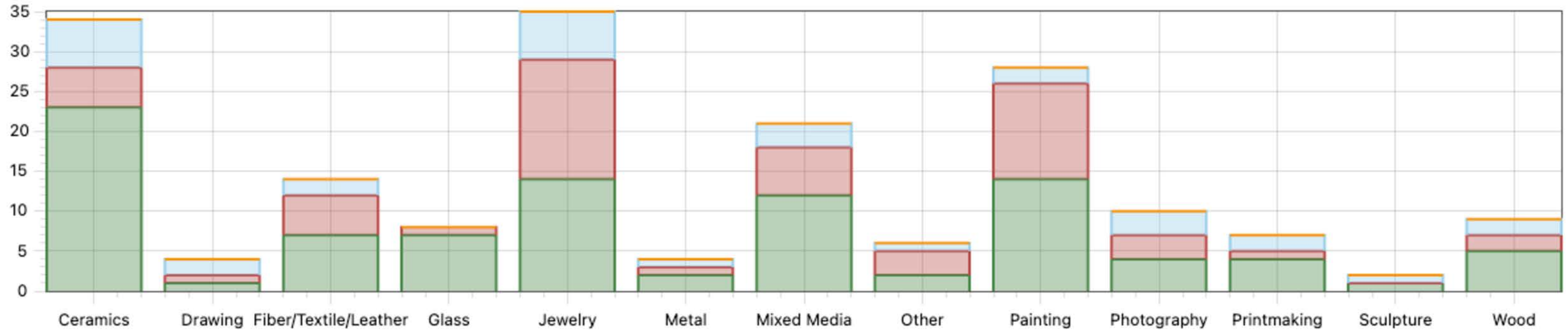
49		3,000			Sarah Spillers	Painting	 	5/8/24, 11:17 AM	
51		3,000			Virginia Derryberry	Painting		5/8/24, 1:36 PM	
54		3,000			Virginia Derryberry	Painting		5/8/24, 1:49 PM	
55		3,000			Lauren Adams	Painting		5/8/24, 3:28 PM	
62		3,000			megan ingerfelt	Painting	 	5/9/24, 1:03 PM	
81		3,000			KATHY HOLLAND	Painting		5/11/24, 2:20 PM	
111		3,000			Jason Stout	Painting		5/14/24, 2:28 PM	
285		3,000			Donald Keefe	Painting	 	5/20/24, 5:01 PM	

BEHIND THE SCENES



BEHIND THE SCENES






Submissions per Category Stacked Bar Chart





BEHIND THE SCENES

114 3.000 Ceramics



Edit Edit Edit Edit Edit



BEHIND THE SCENES

51 Pedestal 3.000 Sculptural Ceramics

Edit Edit Edit

52 Pedestal 3.000 Sculptural Ceramics

Edit Edit Edit



BEHIND THE SCENES

Z 1.000 Fiber/Textile/Leather

62 2.000 Sculptural Ceramics 9/21/23, 10:04 AM

PRODUCT PHOTOS



RhinestoneFest[®]

JUNE 7-8 * KNOXVILLE TN



VENDOR SPOTLIGHT

PRODUCT PHOTOS



knoxhauscandleco
Chappell Roan · Femininomenon

Y'ALL!

I'M A VENDOR AT THE 2024
SOKNO PRIDE SEVIER
SOKNO PRIDE AVE
SOKNO PRIDE JUNE
SOKNO PRIDE 29

20 1

Liked by devinjdurand and others
knoxhauscandleco 🌈 🇺🇸 🇩🇪 🇨🇦 🇧🇷 🇯🇲

PRODUCT PHOTOS



PRODUCT PHOTOS



THE 63RD ANNUAL

DOGWOOD ARTS FESTIVAL

APRIL 26-28TH

WORLD'S FAIR PARK | DOGWOODARTS.COM



DIAHN OTT



DOGWOOD ARTS FESTIVAL

APRIL 26-28TH | WORLD'S FAIR PARK



DIAHN OTT

Don't miss East Tennessee's favorite springtime celebration!

Over 100 fine art vendors, live music, artist demonstrations, maker workshops, and entertainment for the entire family!

FREE, NO TICKETS REQUIRED



DOGWOODARTS.COM

PRODUCT PHOTOS

THE 63RD ANNUAL

DOGWOOD ARTS FESTIVAL

APRIL 26-28TH

WORLD'S FAIR PARK | DOGWOODARTS.COM



CLAYOH CERAMICS



DOGWOOD ARTS

presented by
ORNL FEDERAL CREDIT UNION



DOGWOOD ARTS FESTIVAL

APRIL 26-28TH | KNOXVILLE, TN

WORLD'S FAIR PARK

963 WORLD'S FAIR PARK DRIVE, KNOXVILLE, TN 37916



Don't miss East Tennessee's favorite springtime celebration!

Over 100 fine art vendors, live music, artist demonstrations, maker workshops, and entertainment for the entire family!

FREE, NO TICKETS REQUIRED

FRI, APRIL 26 & SAT, APRIL 27: 10AM-7PM

SUNDAY, APRIL 28: 10AM-5PM

DON'T MISS IT!

Register online for daily workshops in the brand new 'Maker Experience' space and purchase tickets for the culinary tasting tent with **Real Good Kitchen!**



DOGWOODARTS.COM

f t i @DOGWOODARTS | 865.637.4561

PRODUCT PHOTOS

ART
Valerie Pearce Studio

Summer Small

Redd & the Paper Flowers

MUSIC

FOOD
Mama Bear Sweet Treats
Apothecary Architecture

Alex Broussard Pottery

BLOOMS

**DOGWOOD ARTS FESTIVAL**

WORLD'S FAIR PARK | KNOXVILLE, TN
APRIL 26-28, 2024

FRI & SAT 10AM-7PM | SUN 10AM - 5PM

A KNOXVILLE TRADITION SINCE 1961 | DOGWOODARTS.COM

WHY WASN'T
I ACCEPTED?



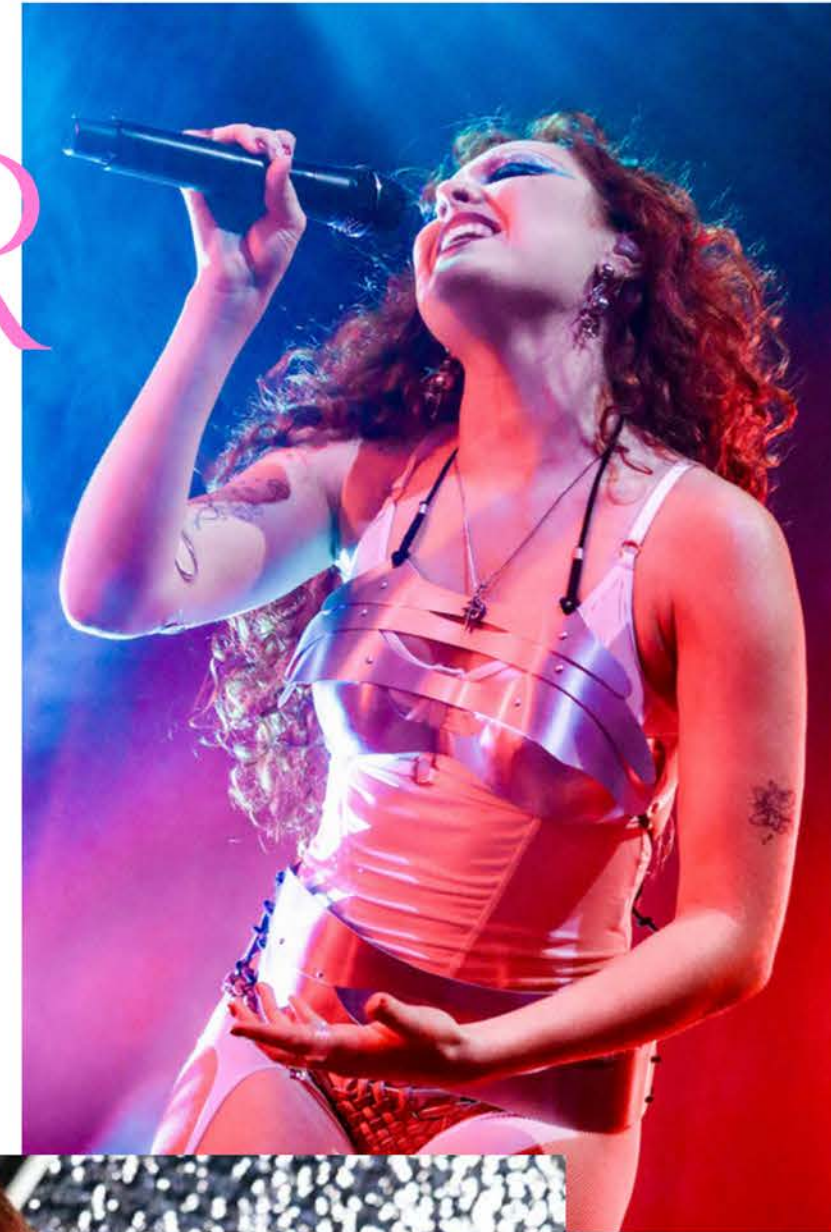
CAN I GET
SOME
FEEDBACK?



EMERGING MAKER PROGRAM

Old City Market
Dogwood Arts Festival
Tennessee Craft

THEMAKERCITY.ORG/KNOXVILLE-RESOURCES



THANKS FOR
COMING!

Good Luck, Babe!

WWW.DOGWOODARTS.COM



MARKET DAY CHECKLIST

- TENT & TENT WEIGHTS
- TABLE(S) & TABLECLOTH
- YOUR PRODUCTS AND DISPLAY ITEM
- PAYMENT PROCESSOR
- SIGNAGE (PRICING AND BIZ NAME)
- BUSINESS CARDS

- PHONE CHARGER
- WATER
- FAN OR HAND WARMERS (WEATHER DEPENDING)
- SCISSORS, TAPE, ETC
- GIFT BAGS, PAPER WRAPPING
- WAGON OR CART

PRO-TIP: Have a friend or partner be present to help the day of. It's always great to have a second pair of hands to put up a tent and watch the booth for you.