



**MCA Program goals include:**

- Marketing opportunities
- Sales opportunities
- Business development programs
- Creative/artistic development programs
- Public education
- Networking
- High quality branding



# PORTLAND FINE CRAFT SHOW 2017



craft  
apprentice  
program





2400 sq ft Retail gallery space  
Represents over 300 Maine craft artists  
Produces close to \$600,000 in sales

# Jury Process

## Regular Craft Jury

- Ceramics, Fiber, Furniture, Glass, Jewelry, Metal, Mixed Media, Wood
- 6 juries per year
- Jury is in-person /15min
- Jury fee \$15/10



## Comp Jury

- “Complimentary” products: Books, Cards, Food, Music, Personal Care
- Year round
- Drop off form + samples
- Jury fee \$15/10



# Categories Not Accepted

- Paintings
- Beaded jewelry: assembled with only purchased components
- Objects made from commercial kits
- Dried flower arrangements
- Embellished objects such as non-artisan painted glasses, stone, shells, buttons
- **You must be a full or part-time Maine resident with work made in Maine.**

# Craft work will be based on:



- ✓ Originality
- ✓ Price point
- ✓ Execution of design
- ✓ Creative use of materials
- ✓ Technique and craftsmanship
- ✓ Aesthetic qualities

# Images

- Having good images of your work is very important
- Line sheets/catalog can be even better
- They become a reference and a reminder of your work
- It is worth having your work professionally photographed



Necklace by Yikes! Studio

# Building Business Relationships

- Think of your approach to a gallery as a job interview
- Make a good impression
- Be polite
- Ask pertinent straight forward questions
- Be short and sweet
- Respect of their time – call ahead / make an appointment
- Tell a story
- Keep building on that foundation
- Your energy, your stories, your relationships are what sell your product when you're not there!