



MAKE ART THAT SELLS

Q&A with LILLA

On Trade Shows

Lilla loves questions, and she gets asked a great deal of them in *Make Art That Sells*, so we thought we'd share a few with you. We hope these are helpful as you develop your own work.

Q: In your opinion, at what point in their career can an agent-less artist justify exhibiting at a show like Surtex? Could you please give some pointers on how to prepare for such a show?

A: I go over this in detail in my book and in Week 3 of MATS B. Short answer: This course is a great way to prepare. Make lots of great pieces. At Surtex, you can show anything such as loose prints, portfolios, books like iPhoto or Blurb books, ipads, etc. If you want to sell your prints in the apparel markets, those clients are used to viewing prints.

And yes, you certainly can show at Surtex as a agentless artist. I would definitely walk the show first before you invest many thousands of dollars in a booth, airfare, hotel, etc. Get the feel, develop your work, and then you will be ready.

Q: I heard that it is bad form to go to Surtex and similar trade shows as an illustrator without a booth and walk the floors handing out promotional material to Art Directors, etc., as it undermines all the illustrators that have invested time and money in a booth. Is this true?

A: Yes, that's true. You can go to look at booths to see how they display art, what the art is like, how it works, meet up with fellow illustrators, go to the conferences and trend lectures, hand your business cards to agents if they are not busy, chat with other illustrators in their booth if they are not with a client, etc. Just be sensitive.

Q: For the trade shows that you mentioned, like Printsource and Surtex, can individual

artists set up their own booth or is it only for agencies and artists represented by agents?

A: Definitely individual artists, too.

Q: If you exhibit at a tradeshow like Surtex, do you bring your own licensing contracts and terms to the show and sign contracts there and then? Or do the buyers always work with their own contracts? Do you sell right there on the show or send them the low res pieces they were interested in after the show?

A: We have never signed a contract on the spot. All this will be done after the show, where all the "work" takes place. Surtex is the meet and greet, and then the work takes place afterwards, at which time you'll review terms with the client. If there is a contract, it'll be provided by them, which you will review. If you have questions (as not all contracts are written clearly), be sure to ask for clarification. This is perfectly acceptable.

You will send them lo res pieces that they are interested in during or after the show. Be sure to ask how soon they need the jpps.

The exception to this is if you sell the piece at the show, which now happens primarily in the Atelier section at Surtex, although you can certainly do this at the regular section. To sell your prints (and accompanying hi res image), you show printouts. You will bill the client after the show.

Q: What is the best way for a beginner to get most bang for the \$275 Surtex entrance fee? My portfolio is slim still—could you share best strategies for attending my first Surtex?

A: Attend the lectures, walk the entire show plus the Stationery Show and International Contemporary Furniture Fair (ICFF). Take notes. Look at what art is being displayed in the booths at Surtex. Check out agents (without disturbing them while they do their business).

If you want the chance to ask Lilla your own burning questions, sign up for *Make Art That Sells*. This wildly popular online course is a real opportunity to learn how to make great art that sells in the top ten hottest markets. Don't miss it!

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