

*We are truly humbled and thrilled to receive the February 2012 Issue of Sunshine Artist Magazine with a wonderful review of the **New England Craft and Specialty Food Fair at Rockingham Park in Salem, NH...** Thank you so much to all who took the time to send in the Review, and thank you also for your kind words and trust. Wow, really? What a lovely surprise. Thank you...*

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### **New England Craft & Specialty Food Fair, Salem.**

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Space fee: \$350-\$450. Space size: 6x10 to 10x10. 100% indoors. Exhibitors: 250. Attendance: 20,000 (source: gate receipts). Admission: \$6.

Compiled from FastAudit reports: The 16th annual New England Craft & Specialty Food Fair, held inside the Rockingham Park Racetrack in Salem, was adored by our auditors. Every artist we heard from (and we received many more FastAudits than we usually do) said this show was phenomenal, particularly its promoter.

**"Terry and Chris Mullen are two of the best promoters that we have known in our 36 years of crafting full time,"** a wood artist (\$2,100 total sales/\$30 individual item sold) said. **"As former craftsmen themselves, they really understand our needs as exhibitors."** A jeweler said, **"Castleberry does an amazing job of promoting and organizing a quality fair."** A number of these auditors said they appreciated the Mullens' presence at the shows, too, giving artist treatment and amenities top marks. **"Terry has a visible presence at every show, checking in with the crafters for any concerns, questions or problems. She is pleasant to speak with and also has very good business sense. Her shows are well advertised, and the majority of crafters participating are extremely high-quality artisans."** Among the Top Shows in the NY Metro Area Auditors complimented the remainder of the staff as well. **"The staff did a great job making it a good event,"** a mixed media artist (\$2,725/\$5-\$15) said Plus, the organizers worked hard to bring out the crowds to see the exhibitors' fine craft — including turned wood, pottery, jewelry, scarves and baskets — and country craft items — such as puppets, chimes, wreaths and dried floral arrangements. (Aside from the exhibitors, the festival included live music and gourmet food booths, which offered dips, sauces, honey, bread mixes, pumpkin butter and an array of other treats.) **"Terry and Chris put on a well-organized show and bring in the people,"** a glass artist (\$4,800/\$20-\$35) said. **"This promoter does a great job at notifying patrons [to] get the crowds to come,"** a potter (\$3,900/\$48) said. As a result of said advertising, crowds were particularly numerous here, and auditors took notice. A wildlife photographer noted the **"high attendance in [a] tough economy."** Said a jeweler (\$2,800/\$25), **"The customers appreciate the quality and come to spend."**

And spend they did, as all but two auditors granted sales high marks (an eight or higher). A gourmet food exhibitor reportedly made \$5,000 from items priced around \$20, and a mixed media artist took home \$4,020 from \$9 pieces. A woodcarver walked away with \$4,000 gleaned from sales averaging \$15-\$30, and a potter took in \$3,900 from \$48 items. Past those totals, artists continued to be pleased. A glass artist made \$3,500 from \$30 items, an exhibitor with cutlery items took in about \$3,000 from \$40 pieces, a jeweler totaled \$2,800 from \$25, and an exhibitor making doll clothes took in \$2,000 from \$18 pieces. Totals went down to \$900, but again, nearly every auditor was happy with his/her total, especially considering the popularity of items with low price points. Auditors were just as thrilled with other categories. Quality of work, prestige of show and balance of mediums all saw higher scores. An exhibitor with homemade jams, pickles and pesto said, **"[The] sponsors know the crafters and place them appropriately according to craft [so] you don't conflict."** Auditors gave similar marks to layout, parking and load-in/-out. Just one auditor said his/ her booth spot was exceptionally shady, making the canopy dark and preventing customers from seeing the auditors' items. That auditor was the only exhibitor who said he/she wouldn't apply to the festival again. **"If you live in New England and are not doing Castleberry Fairs, you are missing out on a promoter with integrity and relentless advertising,"** a photographer said.