



NEW YORK

~ **November 13-15,**
Canandaigua Christkindl Market
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Compiled from *FastAudit* reports

As was the case at the 2008

Calling all Artists and Crafters

November 12 - 14, 2010



Canandaigua Christkindl Market

European inspired art and
craft faire in the Finger Lakes
region of New York.

Juried admissions
Deadline May 1, 2010

Application and information at
www.canandaguachristkindlmarket.com

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show, the latest version of Christkindl Market saw a wide variance in sales, anywhere from \$900 for a jeweler to \$7,300 for a wood carver, and that was just from the small number of auditors who chose to reveal their totals. Based upon these figures, we can't guarantee that you'll have great sales here, but we can predict that you'll enjoy the experience, as long as you keep your expenses reasonable.

Virtually all our auditors plan to return in 2010 after praising management at the third annual event. Indeed, management, advertising and artist treatment all drew 10's, which is a rare feat even for the most established events, let alone a fairly new art and craft show that many exhibitors outside of the Rochester area may have never heard of.

The aforementioned wood carver listed "great sales, good organization, great volunteers, good advertising [and] good patrons" as his/her reasons for wanting to return. "This show [was in] its third year," the artist said. "Attendance has improved every year. Sales have doubled each year.

Downside: long hours."

"Awesome show - great people who run it," said a food exhibitor (\$3,600 total sales/\$20 average item sold). "This is one of the best shows we do. The management is great. They really take care of the vendors. The customer base runs from the wealthy to the typical family. This show is becoming one of the best in the area."

A glassware artist (over \$2,500/\$20) cited "treatment of artists, sales and how well the show was advertised" as his/her reasons for wanting to come back in 2010 while an exhibitor of home-and-garden accessories said simply, "It is my best show for sales and most fun!" The latter exhibitor did have one suggestion, though: "An ATM machine for customers would be

great!"

An exhibitor of holiday crafts (\$4,900/\$8-\$15) also raved about the show: "It is well run, advertising is excellent, [there was] entertainment throughout the day, attendance was phenomenal, [and] sales were great. This is an excellent show [thanks to the] friendliness of the vendors and beautiful items to purchase."

Two of the happiest of all our auditors were wood artists John DeWane and Linda Clasby, who gave nines or 10s to all categories. "From the moment we arrived for registration, we were treated very well," they wrote on their *FastAudit*. "The welcome packet alone was nicer than some wedding invitations we've received. We couldn't believe we had our own designated parking spaces within a reasonable distance of the beautiful, heated tent. The organization was excellent, and our needs were constantly monitored. Even the restroom facilities were better than expected. There was wonderful music and entertainment for all to enjoy. The welcoming reception was exceptional and something we had never encountered before. The judging and award presentation for each category was a really nice touch. Every effort was made to make this a first-class event, and it showed. And in our opinion, the efforts paid off. ... We will definitely reapply for next year's show and continue to pass along our high praises."