



Craftsmen's Classics™ Art & Craft Festivals

In The Beginning...



The Craftsmen's Classic organization was founded 42 years ago by the Gilmore family of Greensboro, NC. Clyde Gilmore, a jewelry maker, wanted to create a "family" of artists and craftsmen, nationwide, that could stage indoor festivals showcasing their totally original works and interact one-on-one with the public. The first such event, the "granddaddy" and prototype of all the others on today's schedule, was the Christmas Classic, Thanksgiving Weekend, at the Greensboro Coliseum.

Now...

There are now 9 Craftsmen's Classics held annually and throughout the year in Columbia, and Myrtle Beach, South Carolina; Richmond, Roanoke and Chantilly, Virginia and Greensboro, North Carolina. Produced by Gilmore Enterprises, Inc., headquartered in the city of Greensboro since 1980, the organization is managed by the late founder's son, Executive Director Clyde Gilmore III, one of the craft and fine art industry's most acclaimed and award-winning promoters. The Classic events have been named more often than those of any other promoter to the "200 Best" list by the prestigious Sunshine Artist Magazine and have been named often as "Top 20 Events" by the Southeast Tourism Society. Gilmore can also calculate success by the longevity of the Classics -- the oldest is in its 42nd year -- and by the tens of thousands of visitors that eagerly anticipate them and attend, year after year.



The hallmark of the shows, from the beginning, is creative excellence and absolute originality in every specialty. Clyde and Tami design each Classic with a fine balance of crafts and fine art and the specialties within those areas.

There is careful thought given to a balance of traditional and contemporary works as well. More than 6,000 of the country's finest artisans are members. Depending on the size of the facility, there are between 250 and 400 participants in each Craftsmen's Classic show.



What Exhibitors Say They Like About These Shows...

"The Family of Artisans - It's always a homecoming!"

"Gilmore is the top promoter for the Mid-Atlantic region."

"Everything concerning your management, advertising and conduct of the show - you stand way above all other promoters."

"Good attendance and publicity, nice customers and helpful staff."

"Advertising was great, total saturation of the area."

"Layout of show. Facility. Easy in and out. Response of staff. Refreshments - Thanks."

"As a new exhibitor with your organization, I wanted to write to you all and tell you how much I enjoyed the craft shows this year. I've

been in this business for 18 years and I appreciate all of your hard work at putting together excellent shows. Even with the economy being what it is, the attendance and customer participation was great. I heard and received many positive comments and the customers seemed to be glad to be there and were having a good time."



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“The constant flow of traffic all day long!! The incredible advertising! As first time exhibitors this year with Gilmore, we are impressed, overwhelmed and grateful for the opportunity to be a part of the Craftsmen’s Classics. They’re wonderfully run shows!”

“I am continually amazed at your sensitivity and consideration of both the vendors & customers.”

“When I come to your shows, I am stress free. I know that I’ll be among friends and every detail will be taken care of.”

“All I could say was, WOW! You guys really know how to promote a show! All this advertising and the show is 10 days away! As an artist, I truly appreciate what all you put into a show. I have NEVER worked with a promoter who does so much to keep his artists happy. With all the negative things you hear now-a-days about promoters who knowingly allow buy/sell into a juried show, don’t advertise, have no artist amenities, etc. I say that Gilmore Enterprises goes above and beyond the call of duty. Keep up the good work & I look forward to adding more Gilmore Shows to my list!”

“We are so impressed with the Gilmore organization! This was our first Gilmore show, so we didn’t know what to expect, but we were so pleased with the results. You guys definitely know how to put on a show! From the extensive advertising to the easy set-up, breakdown and outstanding vendor support - we are so, so impressed!”

“Thank you for taking good care of us!!!”

The bottom line is that exhibitors like and appreciate the excellent attendance, the total blitz of advertising and publicity, the friendly and helpful staff, the Exhibitors’ Lounge with refreshments, the promoter’s professionalism, the balance of arts and crafts, the layout of each show, and the family atmosphere.



Marketing & Advertising...

Gilmore Enterprises, Inc. is continually looking for new

exhibitors with unique and unusual work. We are very proud of our Classics and the reputation we have built. We have researched and chosen markets which have proven to be very receptive to our events. We produce shows inside convention centers and exhibition buildings where the artists and craftspeople have the opportunity to sell in a controlled environment to an interested public. In advance of and during each show, we blitz the entire area with multimedia advertising and promotion in the form of television and radio commercials, live remotes, newspaper and magazine ads, direct mail, email blasts, billboards, digital boards, web listings, coupons, etc. We also provide,



upon request, discount coupon images and links for exhibitor web sites and email to customers.

Each show has set up or load in by exhibitors the day before the show. All shows begin on Friday and run through Sunday. Load out is conducted Sunday after the actual closing of the show.

Eligibility...

To be eligible to exhibit in a Craftsmen’s Classic, an exhibitor must be a juried member of the organization. All work must be the original design and creation of the exhibitor. No kits, items made from kits, imports or arts and crafts supplies may be shown or sold. No molded items may be shown or sold unless the item is the original design of the exhibitor.

Fees...

There are no jurying fees, membership fees, yearly dues or commissions charged. The only payments required are the actual booth fees due with show contracts. Each of our shows is individually priced. Booth prices begin at \$360 per single space, depending on the event location. An average single booth is 8’ deep and 10’ wide. Booth spaces available in all shows are Single, Booth & 1/2, Double and Triple. A limited number of corners are available at an additional cost.





Applying...

On page four is an application for membership. If you would like to have your work juried by the jurying committee, please complete and return the enclosed form to us with photographs of your current work (4+) and booth display (1+). These photographs should be the best representation of your work and display. If you do not have an image of your display, please include a detailed description.

All photographs should be clearly marked on the back with the Exhibitor's name. Please include a self addressed and stamped envelope for your photos, slides or other materials you want returned to you.

Please return the form on the back of this page, when completed, to our offices with your photographs.

Please contact Gilmore Enterprises if you have any questions about this application or the shows, or visit our web site for complete information on each show. www.CraftShow.com

Thank you for your interest in our organization.

2015 SPRING-SUMMER

Columbia, SC - 32st yr.

Craftsmen's Spring Classic
Art & Craft Festival
March 6, 7 and 8, 2015
State Fairgrounds
Approx. 250 Exhibitors

Richmond, VA - 31st yr.

Craftsmen's Spring Classic
Art & Craft Festival
March 13, 14 and 15, 2015
Richmond Raceway Complex
Approx. 350 Exhibitors

Chantilly, VA - 19th yr.

Craftsmen's Spring Classic
Art & Craft Festival
March 20, 21 and 22, 2015
Dulles Expo Center
Approx. 350 Exhibitors

Myrtle Beach, SC - 33rd yr.

Craftsmen's Summer Classic
Art & Craft Festival
July 31, August 1 and 2, 2015
Myrtle Beach Convention Center
Approx. 250 Exhibitors

2015 FALL-CHRISTMAS

Roanoke, VA - 28th yr.

Craftsmen's Fall Classic
Art & Craft Festival
October 9, 10 and 11, 2015
Roanoke Civic Center
Approx. 250 Exhibitors

Chantilly, VA - 20th yr.

Craftsmen's Fall Classic
Art & Craft Festival
October 16, 17 and 18, 2015
Dulles Expo Center
Approx. 400 Exhibitors

Richmond, VA - 36th yr.

Craftsmen's Christmas Classic
Art & Craft Festival
October 30, 31 & November 1, 2015
Richmond Raceway Complex
Approx. 450 Exhibitors

Columbia, SC - 40th yr.

Craftsmen's Christmas Classic
Art & Craft Festival
November 6, 7 & 8, 2015
State Fairgrounds
Approx. 330 Exhibitors

Greensboro, NC - 42nd yr.

Craftsmen's Christmas Classic
Art & Craft Festival
November 27, 28 & 29, 2015
Coliseum - Special Events Center
Approx. 450 Exhibitors



CATEGORIES:

Baskets
Blown Glass
Calligraphy
Carvings
Clothing

Decorative Painting
Dolls
Dough/Clay
Fine Art
Flowers/Husk
Folk Art/Tole

Furniture
Fused Glass
Jewelry, Metal
Jewelry, Other
Leather
Metal Work

Mixed Media
Musical Instruments
Ornaments
Pewter
Photography
Potpourri

Pottery
Quilting
Scherenschnitte
Sculpture
Specialty Foods
Stained Glass

Stitchery
Toys
Weaving
Wood
Wood Turning



For GEI Office Use Only: Date Rec'd _____

NEW EXHIBITOR APPLICATION

Please type or print all requested information.

For GEI Office Use Only

Jury # _____

Date: _____

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Name _____ Day Phone () _____

Company Name _____ Evening Phone () _____

Street Address _____ Fax Phone () _____

City _____ State _____ Zip _____ Cell Phone () _____

e-mail _____ URL <http://www.> _____

Art or Craft To Be Shown _____ Price Range of Items Sold: \$ _____ to \$ _____

Describe Your Work And Materials Used

List of Awards, Purchase Awards, Honors, Etc. Received

List 5 shows or exhibitions in which you have participated (Include dates, locations and sponsors)

How many people, other than yourself, are involved in the production, marketing, and sales of the work you intend to sell at the Craftsmen's Classic events?

Are any of the items you plan to display and sell jewelry? If so, what percentage of total display?

Please remember that all work must be the original design and work of the exhibitor. No kits, items made from kits, imports or arts and crafts supplies may be shown or sold.

Return completed form with photographs of your work. We recommend 4 photos of your work, but there is no required number. Please send what you feel is a good, overall representation of your work. **Include at least one photograph of your booth display.** If you do not have one of your display, please give a detailed description. **Do not send electronic media, such as computer disks or CDs.**

Enclose a **SELF ADDRESSED STAMPED ENVELOPE** large enough to return your materials to you, with the envelope being at least a standard business size. If you do not send proper materials and postage for the return of your items, they may be disposed of once jurying is done. Please allow time for the committee to review your application - up to eight weeks for the jurying process to be completed during shows.

Mail completed form to: Gilmore Enterprises, Inc. • 3514-A Drawbridge Pkwy • Greensboro, NC 27410-8584

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