

Craftsmen's Classic Art & Craft Festivals

In The Beginning...



The Craftsmen's Classic organization was founded 49 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 original works and have

personal interaction 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 7 Craftsmen's Classics held annually and throughout the year in Columbia, and Myrtle Beach, South Carolina; Richmond, and Roanoke, Virginia and Greensboro, North Carolina. Produced by Gilmore Enterprises, Inc., now headquartered in Jacksonville, FL, 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 awardwinning promoters. The Classic events have been named more often than those of any other promoter to the "100 Best" list by the prestigious Sunshine Artist

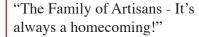
Magazine and have been named often as "Top 20 Events" by the Southeast Tourism Society. Gilmore can also calculate success by the longevity of the Classics -- the oldest is in its 49th year -- and by the tens of thousands of visitors that eagerly anticipate them and attend, year after year.

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...



"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."





Gilmore Enterprises, Inc. • 13400 Sutton Park Dr. S • Suite 1201 • Jacksonville, FL 32224-0235

Phone: 336-282-5550 • www.CraftShow.com • e-mail: Contact@GilmoreShows.com



"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 refresh-

ments, 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 \$390 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.



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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. If you would like your materials returned to you, please include a self addressed and stamped envelope for your photos, slides or other materials.

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.



2022 Spring-Summer Columbia, SC - 39th yr

Craftsmen's Spring Classic Art & Craft Festival March 4, 5 & 6, 2022 State Fairgrounds Approx. 200 Exhibitors

Richmond, VA - 38th yr

Craftsmen's Spring Classic Art & Craft Festival March 11, 12 & 13, 2022 Richmond Raceway Complex Approx. 250 Exhibitors

Myrtle Beach, SC - 39th yr Craftsmen's Summer Classic Art & Craft Festival Aug. 5, 6 & 7, 2022 Myrtle Beach Convention Center Approx. 200 Exhibitors



2022 FALL-CHRISTMAS

Roanoke, VA - 35th yr

Craftsmen's Fall Classic Art & Craft Festival October 7, 8 & 9, 2022 Berglund Center Approx. 200 Exhibitors

Richmond, VA - 44 th yr

Craftsmen's Christmas Classic Art & Craft Festival November 4, 5 & 6,2022 Richmond Raceway Complex Approx. 300 Exhibitors

Columbia, SC - 45th yr

Craftsmen's Christmas Classic Art & Craft Festival November 11, 12 & 13, 2022 State Fairgrounds Approx. 275 Exhibitors

Greensboro, NC - 49th yr

Craftsmen's Christmas Classic Art & Craft Festival November 25, 26 & 27, 2022 Coliseum - Special Events Center Approx. 250 Exhibitors

Charleston's Holiday Market - 23ndyr

November 18, 19 & 20, 2022 Coliseum - Special Events Center Approx. 250 Exhibitors





Baskets Bath/Body Calligraphy Candles Carvings Clay/Dough
Clothing
Decorative Painting
Dolls
Fiber
Fine Art

Florals
Folk Art
Furniture
Glass
Jewelry, Metal
Jewelry, Other

Leather
Metal Work
Miscellaneous
Mixed Media
Musical Instruments
Ornaments
Pewter

Photography
Potpourri
Pottery
Quilting
Scherenschnitte
Sculpture
Specialty Foods

Stained Glass Stitchery Toys Weaving Wood Wood Turning

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Name	-	Day Phone (GEI ©2021 • U	pdated 12/9/21
Company Name		Evening Phone ()	_
Street Address		Cell Phone ()	_
City	State Zip	Fax Phone ()	_
e-mail	Websi	ite		
Art or Craft To Be Shown		Price Range of Items Sol	d: \$	to \$
Describe Your Work And Materials U List of Awards, Purchase Awards, Ho				
List 5 shows or exhibitions in which	you have participated (Include dates, loca	ations and sponsors)		
	459	3103		
Are any of the items you plane. Please remember that all wor imports or arts and crafts supplements of the items you plane. Return completed form with required number. Please send photograph of your booth of the items of the items of the items of the items.	n to display and sell jewelry?	If so, what percent d work of the exhibitor. No recommend 4 photos of y representation of your wf your display, please giv	age of the state o	items made from kits, rk, but there is no nclude at least one

If you would like your materials returned to you, please 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 form to: Gilmore Enterprises, Inc. • 13400 Sutton Park Dr. S • Suite 1201 • Jacksonville, FL 32224-0235