

## ***Marketing & Promotion 2010...***

### ***Bringing in buyers***

Our marketing plan for this year's festival is well underway. As in the past we have a strong commitment to attracting art buyers and helping them to be prepared for this year's Art in the High Desert Festival.

**You can help with our marketing & promotion of the festival.** We strongly believe that artist "stories", those unique aspects of your lives as professional artists and unique aspects of your work interest and attract buyers and festival supporters. And it is those unique bits of information about you and your work that we may be able to weave into our marketing efforts.

***These are a few examples of the kinds of things that we know about some of you that we may be able to use to tell the story for Art in the High Desert 2010 and to attract more art buyers-***

*This person became a full-time glass artist after two decades as a lawyer, because she was curious enough to sign up for a fused glass class.*

*You may have known this artist as a contestant on Bravo's "Project Runway".*

*This ceramic artist uses hand-made steel-tipped tools, even a can opener, to create the surface patterns on their work.*

*While working with wood, this artist has made a 13-layer, 3-dimensional, hand-painted wood puzzle.*

***Please add to this list below:***

**OPTIONAL- Send to us by April 30, 2010.**

**Thanks!**