

Cindy Drozda "The Fine Art of Woodturning"

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Is this Show financially worthwhile:

For a show to be financially worthwhile, the sales have to cover all of the expenses. This means the cost of both making the work and selling it. At a show, you are doing the selling, and the "sales commission" part of your retail price goes to you. The sales commission will pay your expenses, including paying you and covering your shop overhead (or you would have been better off to stay in the shop and make more work to send to the galleries!)

Step 1 - Total the expenses related to the show

Booth fee				
show site services: electricity, fixture rental, dreyage				
Travel				
Car rental				
Hotel				
Parking				
Advertising (directly related to show)				
Application fees				
Depreciation of fixtures, lights, etc				
Booth Transport				
Artwork Transport				
Total Physical Expense				

Step 2 - Figure the cost of your time (and any assistants')

Total days spent loading, traveling, setting up, selling, unpacking	
	Multiply by:
Daily Rate (from the shop rate worksheet)	
	Equals:
Total Time Expense (what you would have made had you stayed in the shop and made stuff)	
	Add to:
Total Physical Expenses	
	To Get:
Total Overhead	

Step 3 - Do the Sales cover the costs?

Total Sales at Show	
	Divide by:
Retail Markup	
	Equals:
Sales Commission (should equal or exceed Total Overhead for the show to be a financial success)	
	Subtract:
Total Overhead	
	Equals:
Positive or negative?	
Out of Pocket Expenses	
Amount to Cover Shop Cost and Wages	

Figure **Total Overhead** and multiply by **Retail Markup** to see **Total Sales** needed at a show you're planning for.