

## A Guide to Visiting the Commercial Exhibits

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The commercial exhibits are one of the highlights of the annual fall conference. It is here that art educators will find the tools, products, materials, and ideas, as well as higher education opportunities for students, which will help them carry out their daily work. Since the commercial exhibits complement the workshops, sessions, addresses, and meetings, art educators should allocate their time so as to cover those conference activities of greatest interest to them and still have sufficient time for the commercial exhibits.

For art educators, both new and experienced, the following guidelines will help insure optimum value from the commercial exhibits:

1. Study the conference program as soon as possible and note the times during which the commercial exhibits are open.
2. Save some time for the exhibits. They have fresh new ideas, materials, and methods for teaching art.
3. An abundance of free materials will be offered to you. Take what is important to you, trying at all times to quickly scrutinize the catalogues, brochure, etc., to be reasonably sure that they have some relevance. Don't try to take everything available; you may find that a lot of it will be left in your hotel room. This is an expensive waste of your time and the exhibitor's money. Most of the exhibitors will be pleased to send you free literature or samples; some will even send the product on approval at no expense to you.

4. Before you remove anything from an exhibitor's booth, be absolutely sure that it is a SAMPLE. Some companies make samples available; others do not. The exhibitor will be glad to advise you as to what you can take with you. It is courteous to take only one (1) sample unless invited to do otherwise.
  
5. Treat any product or display as if you had just paid for it. Each item must serve many interested educators and the exhibitor likes to show it in "mint" condition. During busy exhibit hours the exhibitor will be most appreciative if you will return the product to the place from which it was taken.
  
6. Whenever possible, register for the mailing lists of the companies which carry the type of products in which you are interested.
  
7. Whenever time and opportunity permit, get to know the sales and education people associated with those companies whose products and materials are a vital part of your program. Personal contact between the art educator and the company can be mutually very rewarding.