



Guilford Art Center

CRAFT EXPO 2017 APPLICATION

Guilford Art Center welcomes your application to Craft Expo 2017

Exhibition dates: July 14, 15, 16, 2017

Application Deadline: January 9, 2017

Late Application Deadline: January 16, 2017

Guilford Art Center’s Craft Expo 2017, held on the historic Guilford Green, is one of the top ranked and longest-running craft shows in the Northeast. Located half way between Boston and New York, this landmark outdoor show is held at the height of the shoreline’s summer season and showcases high-quality works by 180 exhibitors, including glass, clay, leather, jewelry, fiber arts, wood, paper and metal. Customers are loyal and knowledgeable; attendance is approximately 7,000. Proceeds benefit the Art Center’s educational and community programs.

Guilford Art Center is a non-profit organization established to nurture and support excellence in the arts through education, exhibitions, sale of contemporary crafts and community outreach. The Guilford Art Center campus includes a school of fine art and craft, a fine contemporary American craft shop, and the Mill Gallery. Additional information can be found on our website: www.guilfordartcenter.org.

APPLICATION FEES (*Application fees are non-refundable.*)

\$40 if purchased online or postmarked by January 9, 2017

\$60 if purchased online or postmarked by January 16, 2017

Applications should be filed online at <https://www.zapplication.org/event-info.php?ID=5164>. This is the preferred method of receiving applications, and we highly encourage *all* applicants to use zapplication.org for 2017.

All communication and payments for the show will be done through the email address provided to us through www.zapplication.org. **Applications may also be sent through the mail, using the form at the end of this document. A \$20.00 processing fee (in addition to the \$40.00 application fee) will be charged for Guilford Art Center to upload your photos, captions and artist statement to www.zapplication.org.**

JURORS 2017

Kathleen Dustin, Contoocook, NH: studio craftswoman for 30 years selling in the best national shows; Jane Sauer, fiber artist, former owner Jane Sauer Gallery, Santa Fe, NM, current owner Sauer Art Consulting; Beth Williams, Gloucester, MA, studio jeweler/metal smith for over 30 years specializing in art glass jewelry, Snow Farm faculty, work in permanent collection of Corning Museum of Glass.

CALENDAR

October 1, 2016	Application process opens
January 9, 2017	Application Deadline (\$40.00)
January 16, 2017	Late Application Deadline (\$60.00)
February 7, 2017	Notifications emailed, booth purchases begin
March 8, 2017	Corner booth discount expires
April 1, 2017	Acceptance and Booth Fees Due
May 15, 2017	Exhibitor Contract Due

Refunds only according to cancellation policy below. No refunds will be made after May 15, 2017.

CRAFT EXPO HOURS: SET UP TIMES

July 13, Thursday, 6:00pm to 9:00pm*

July 14, Friday, 7:00am to 11:00am

**Exhibitors may set up earlier in the day on Thursday, beginning at 10am, if they are able to find a legal parking space to do so. Police assisted load-in and designated parking spaces will not be made available until 6:00pm.*

CRAFT EXPO HOURS: OPEN TO THE PUBLIC

July 14, Friday, 12:00pm to 9:00pm

July 15, Saturday, 10:00am to 7:00pm

July 16, Sunday, 12:00pm to 5:00pm

ADMISSION FEES

Adult \$9.00

Children under 12, Members and Active Military with ID: FREE

Senior (over 65) \$7.00

Multi-day Pass: \$15.00

Note: There will be no discounts offered on the multi-day pass

RULES AND REGULATIONS

MERCHANDISE REQUIREMENTS

All work submitted for application must be original and made in North America. It must be created by hand or with the use of appropriate tools, by an individual artist and/or with help from a limited number of assistants/apprentices. Works must be of high quality, be well-designed, and convey artistic originality and vision. Work will be accepted based on these criteria. ***Exhibitors must warrant that all work is handcrafted and produced in North America. Only work of the same medium, quality and nature as that submitted for jurying may be displayed and sold.***

Works that will not be accepted: objects from commercially available kits, parts or patterns; any objects/works made from pre-manufactured molds; embellished commercial objects and clothing; factory-made items; assembled jewelry. Such items and/or others that are deemed unacceptable for exhibit may be removed from the show at the discretion of the Art Center without prior notification and/or refund. Painting, photography, sculpture and hand-pulled prints are acceptable. Reproductions of two-dimensional artwork may not exceed 25% of available work and must be labeled as reproductions.

CATEGORIES

Works will be accepted in the following media categories: baskets, clay, fiber (wearable and non-wearable), glass, jewelry (metal and non-metal), leather, metal, mixed media, paper, painting, photography, printmaking, and wood. If your work falls outside of these categories, but is still considered a fine craft, please use the "other" category. Applications must include images of 5 different pieces of your work. Detail shots of the same item are not admissible as separate application photos. Returning applicants are encouraged to submit new images of their work.

MULTIPLE CATEGORIES - SPECIAL INSTRUCTIONS

Artists who wish to show work in more than one medium must apply in both appropriate categories and complete two separate applications. This requirement will be waived for previous exhibitors who have already exhibited in both categories in a prior year.

- I. **Jewelry:** If an exhibitor does not apply as a jeweler, but intends to sell jewelry, he/she must submit an additional set of 5 images of the jewelry.
 - For ONLINE applications, exhibitors must apply twice. Just log in to your ZAPP account, apply, and check out as normal. Then, repeat for the second category you are applying in.
 - For MAIL-IN applications, indicate jewelry as a second medium on the application form and include a second image description sheet.

2. **Other:** Likewise, artists who wish to show work in more than one medium must submit in both appropriate categories and complete two applications. For online applications, exhibitors must apply, check out and repeat the process for the 2nd category.

JURYING/SELECTION PROCESS

The jurors will review the artist's digital files and score each artist's work with a numerical score. Exhibitors are chosen from those applicants with the highest numerical scores in each category. Individual scores will not be released. Those scoring just below the cut off score will be added to a waiting list in case booth space becomes available. Cut off scores may vary from one medium to another, and Guilford Art Center reserves the right to balance the show. Notifications of acceptance will be sent out on February 7, 2017.

WAITING LIST

If an exhibitor is placed on a waiting list, he/she will be notified immediately if a space becomes available. Booth fees will not be required until an exhibitor is notified of his/her acceptance.

EXPOSITION RULES

1. **Contract:** Contracts will be sent with notice of acceptance. Each exhibitor will be required to sign and return an Exhibitor's Contract and provide a State of Connecticut Sales and Use Tax Permit number as a condition of acceptance. All contracts are due by May 15. Exhibitors on the waiting list will be contacted after the April 1 deadline should a spot become available.
2. **Sales Tax:** All exhibitors must have a valid Connecticut tax identification number and will be responsible for collecting and remitting CT sales tax. It is the exhibitor's responsibility to find out if their work qualifies for exemption. Exhibitors may submit an application without a tax certificate, but they must have their certificate before they can participate in the event. The registration fee is \$100, and it will take approximately 15-20 days to get your permit once you register online. For more information, call 860 297-5962.
 - Exhibitors can apply for a tax number online at:
<http://www.ct.gov/drs/cwp/view.asp?a=1477&Q=269922&drsPNavCtr=%7C40829%7C>
3. **Exhibited Work:** Only work of the same medium, quality and nature as that submitted for jurying may be displayed and sold. Guilford Art Center reserves the right to ask for removal of work that is not consistent with the work that was juried or that does not conform to the show's merchandise requirements. ***Exhibitors must plan to have sufficient stock for all three days.***
4. **Staffing:** Exhibitors and/or representative staff or assistants must be on hand and available to the public for all public hours of the event. Any exhibitor who closes their display early on any day may be disqualified from future participation in the event.
5. **Display:** Craft Expo takes place rain or shine, under tents. Exhibitors should prepare for every type of weather. Exhibitors may be situated inside a large tent, or outdoors in their own, smaller free-standing tents.
 - Exhibitors in the large tents are required to provide a self-contained display: backdrops or enclosures, such as pipe and drape, Pro-panels, hard walls, etc.
 - Some, but not all, of the big tents can accommodate a 10 x 10' easy-up tent in your booth space. Corner spaces generally do not, because of the slope of the tent roof. Tented corner booths should be prepared for a loss of 6-8" in height near the edges. If you intend to erect an easy-up tent under a big tent, your display must be designed to be flexible, so that the top canopy can be removed in order to fit. Please be sure your display does not interfere with your neighbor's space or extend into the aisles.
 - Pipe and drape materials are available for rent. Details are available here:
<http://guilfordartcenter.org/expo/craft-expo-pipe-and-drape-tent-and-table-rental-faq/>.
 - Exhibitors should bring their own display lights. All large tents have some overhead lighting, but exhibitors should bring additional lights (preferably LEDs) for their booths.
 - Booth displays and signage should be consistent with the quality of the exhibitor's work as represented in his/her application photos. Displays should be neat, and uncluttered. Booth signs are provided by the Art Center, and should be hung in your booth.

- Rugs or other flooring covering the grass in your booth are not allowed per town regulations.
- All stored inventory and crates must be out of public view and must fit within the designated booth boundaries; no expanding into the aisles.

BOOTH SPACE INFORMATION

BOOTH INFORMATION

Upon acceptance, booths may be purchased on zapplication.org. **All booth fees are due, paid in full by April 1.** **Special booth location requests may be made when booths are purchased and will be processed on a first come, first served basis. Preferred booth locations can only be honored if the booth is purchased by the April 1 deadline.**

- Click here for a 2017 show map: <http://guilfordartcenter.org/wp-content/uploads/2013/07/CraftExpoMap-2017.pdf>

BOOTH FEES AND DIMENSIONS

Please note: All 2017 booth fees include a \$30 Town Green fee.

1. FREESTANDING BOOTH Exhibitor provides his/her own tent

- 10' x 10' Outside space \$680
- 15' x 10' Outside space* \$1005
- 20' x 10' Outside space* \$1330

*Limited availability

2. BOOTH INSIDE TENT Show provides tents, which vary in size from 4 to 18 booths.

Non-corner Booth

- 10' x 10' Space in tent \$680
- 15' x 10' Space in tent* \$1005
- 20' x 10' Space in tent* \$1330

*Limited availability

Corner Booth in Tent

	Purchased before March 8	Purchased after March 8
• 10'x10'	\$780	\$830
• 15'x10'*	\$1,105	\$1,155
• 20'x10'*	\$1,430	\$1,480

*Limited availability

Electricity: 500 watts included with booth fee; \$20 per additional 100 watts. Please note: Not all outdoor freestanding booths will have electricity. Please indicate whether or not you need electricity at the end of your application.

BOOTH SHARING

If an exhibitor wishes to share a booth with another craftsperson, each must submit an application, go through the selection process and be accepted. Both applicants should indicate sharing preferences on both application forms.

PAYMENT METHOD

Payment may be made with Visa, MasterCard, Discover or American Express or a check payable to Guilford Art Center. Zapplication does not accept American Express; if you want to pay with AmEx, please contact the Art Center, and we will process your payment here for you. Your check will be deposited or credit card charged according to your choices at check out on zapplication.org or by phone. A \$20 processing fee will be assessed for all checks returned by the bank for insufficient funds. **IMPORTANT NOTE:** The application form and jury fee serves as a contract with Guilford Art Center affirming that the exhibitor is ready, willing and able to participate in the event.

REFUNDS AND CANCELLATIONS

Notice of your intent to withdraw from the event, after the April 1 deadline, and requests for refunds, must be in writing. If paid by check, refunds will be issued after payment has cleared. There will be a \$20 charge for all returned checks. If paid by credit card, refunds will be credited when applicable. If the exhibitor cancels after April 1, the booth fee will be refunded only if the space can be filled from the waiting list. No refunds will be made after May 15, 2017.

HARDSHIP AND LAST-MINUTE CANCELLATIONS

Cancellations that occur due to emergencies or hardships will be handled on an individual basis. The exhibitor may be asked to provide proof of the circumstance before a decision can be made about a refund. The amount of the refund is at the discretion of Guilford Art Center and will vary by case.

SECURITY AND SAFETY

Twenty-four-hour security is provided during the event. However, Guilford Art Center assumes no responsibility for damage, theft or loss of exhibitor work, personal property or display. **We urge all exhibitors to carry their own insurance.** Exhibitors must comply with all applicable state and local laws regarding the sale of their work and with local fire codes with regard to flammability of booth and display materials. Please click here for fire code information.

- <http://guilfordartcenter.org/wp-content/uploads/2013/07/StateofConnecticutTentRequirements.pdf>

AMENITIES, ACCOMMODATIONS & TRAVEL

- Craft Expo is conveniently located in downtown Guilford near many restaurants and shops. The main entrance is across from 33 Whitfield Street, Guilford, CT 06437.
- Reasonably priced parking is available close by, including overnight parking, if necessary, and parking for trailers and RVs is available by special arrangement with St. George Church.
- Food and drink is available on site at the event food court, including beer and wine.
- Free bottled water is available for exhibitors each day.
- A complimentary Artist's dinner will be held on Saturday night at Guilford Art Center campus.
- Volunteer booth sitters are available during the event, so that exhibitors may take a 15 minute break if needed.
- Detailed set-up instructions and complete list of FAQs about the event will be sent to exhibitors upon acceptance.
- Exhibitors are provided with up to 4 exhibitor, assistant or associate badges.
- See <http://guilfordartcenter.org/expo/craft-expo-additional-information/> for a list of accommodations on our website. Craft Expo exhibitors are eligible to use the Guilford Art Center discounted rate at Baymont Inn.
- A small number of local residents may make their homes available to host an exhibitor during Craft Expo. This free housing is limited and absolutely first come, first served. Please contact the Art Center for details.

PROMOTIONAL MATERIALS

Guilford Art Center will provide you, free of charge, with up to 200 promotional postcards and/or stickers (for your own postcards). All promotional materials will offer \$1.00 off admission, excluding the multi-day pass. You may order these materials when you purchase your booth and check out on zapplication.org. All postcard and sticker orders must be received by April 21. A digital file of the sticker and postcard will also be made available to you for distribution to your email list or Facebook friends.

PUBLICITY AND ADVERTISING

Guilford Art Center's promotional efforts on behalf of Craft Expo include detailed press releases, paid print and digital advertising, direct mailing, broadcast media events, and extensive use of social media networking and email campaigns. Exhibitors are also given the opportunity to advertise in the event program. Craft Expo is widely recognized on a regional and national level. **Unless permission is refused in writing, it is understood that the Exhibitor authorizes the Guilford Art Center to reproduce application images for publicity and advertising.**

Click here now to apply online: <https://www.zapplication.org/event-info.php?ID=5164>

To apply by mail, fill out the 3-page application to follow.



CRAFT EXPO 2017 APPLICATION AND CONTRACT

411 Church Street, P.O. Box 589, Guilford, CT 06437
Phone: 203 453-5947 • Fax: 203 453-6237 • www.guilfordartcenter.org

Guilford Art Center

POSTMARK DEADLINE: JANUARY 9, 2017
Late application deadline: JANUARY 16, 2017

CONTACT INFORMATION

First Name _____ Last Name _____
 Business Name _____ Email _____
 Address _____
 City _____ State _____ Zip _____
 Primary Phone _____ Cell Phone _____ Preferred Phone _____
 Emergency contact _____
 Website _____ CT Tax ID# _____

BOOTH SPACE *(Booth prices include a \$30 Town Green fee)*

- Outside space 10' x 10', \$680.00..... \$ _____
- Outside space 15' x 10', \$1005.00*..... \$ _____
- Space in large tent 10' x 10', \$680.00..... \$ _____
- Space in large tent 15' x 10', \$1005.00*..... \$ _____
- Corner space in large tent, \$150 additional *(based on availability)* (\$100 if purchased by 3/8/17) .. \$ _____
- Electricity *(500 watts are included)*, \$20.00 per add'l 100 watts *(based on availability)* \$ _____
- \$40.00 application fee (postmarked by January 9, 2017)..... \$ _____
- \$20.00 manual application processing fee: Guilford Art Center uploads your images to zapplication.org; must be postmarked by January 9..... \$ _____
- \$60.00 late application fee (postmarked by January 16, 2017). **No upload of images by Guilford Art Center allowed for late applications.**..... \$ _____

** Limited availability. 20' x 10' also available. Please call Guilford Art Center.*

Guilford Art Center will provide up to 200 free \$1.00 off stickers and/or postcards.* Orders are due April 21.
 I would like to order _____ postcards & _____ stickers.
**A digital file of the sticker and postcard will be available for distribution to your email list or facebook friends. It will include the \$1.00 off offer.*

TOTAL ENCLOSED \$ _____

Payment: Check # _____ Credit card

CREDIT CARD INFORMATION

If you are using a credit card to pay fees, please complete this section.

Charge to: Visa MasterCard Discover American Express
 Account # _____ Exp Date _____
 Authorized Signature _____ Security Code _____
 Name on Card _____
 Billing Address *(if different from mailing address)* _____
 City _____ State _____ Zip _____

APPLICATION CHECKLIST

- Completed Application Form, including "image file information" section. Make a copy for your records.
- Set of 5 digital images on disk per file instructions on page 7.
- Payment: Entry fee Credit card or check payable to Guilford Art Center. Credit card payments for booth fees will not be processed until exhibitor selection has been made. Checks for booth fees will be returned if artist is not chosen to participate.

I. DIGITAL IMAGE INFORMATION

Price range of all work to be sold at Craft Expo, including that not shown in files: \$ _____ to \$ _____
 Please identify object in each file (i.e. platter, pin, etc.) And indicate: materials, techniques, dimensions (h x w x d) for each file.

IMAGE I	TITLE	MATERIAL/TECHNIQUE	PRICE \$
IMAGE I	TITLE	MATERIAL/TECHNIQUE	PRICE \$
IMAGE I	TITLE	MATERIAL/TECHNIQUE	PRICE \$
IMAGE I	TITLE	MATERIAL/TECHNIQUE	PRICE \$
IMAGE I	TITLE	MATERIAL/TECHNIQUE	PRICE \$

2. ARTIST STATEMENT

Artist Statement: Please write a brief description of the techniques you use, specifically identifying the handcrafted aspects of your work. Limited to 500 characters. PLEASE MAKE SURE THIS DESCRIPTION IS LEGIBLE; IT WILL BE READ BY THE JURY.

3. CATEGORY

Please check one category that best describes the majority of work you plan to display. The Guilford Art Center reserves the right to jury work under a category other than that chosen by the artist. In such cases the artist will be notified and given the option of withdrawing or remaining.

- | | | | | | |
|----------------------|--------------------------|---------------------|--------------------------|----------------------|--------------------------|
| BASKETS | <input type="checkbox"/> | LEATHER | <input type="checkbox"/> | MIXED MEDIA | <input type="checkbox"/> |
| CLAY | <input type="checkbox"/> | JEWELRY - metal | <input type="checkbox"/> | PAINTING/PRINTMAKING | <input type="checkbox"/> |
| FIBER - wearable | <input type="checkbox"/> | JEWELRY - non-metal | <input type="checkbox"/> | PAPER | <input type="checkbox"/> |
| FIBER - non-wearable | <input type="checkbox"/> | LEATHER | <input type="checkbox"/> | PHOTOGRAPHY | <input type="checkbox"/> |
| GLASS | <input type="checkbox"/> | METAL | <input type="checkbox"/> | WOOD | <input type="checkbox"/> |
| | | | | OTHER | <input type="checkbox"/> |

IMAGE SUBMISSION

If you are mailing your application, please send a CD with 5 high-resolution digital image files clearly marked with your name. Please identify your digital images by number and fill in the corresponding descriptions on the mail-in form. Please follow the file format instructions details below. A \$20.00 processing fee will be applied for manual submission of applications for Craft Expo 2017 (in addition to the \$40 application fee).

- Recommended Dimensions: 1920 pixels on the longest side. *Note: To assist artists who do not have images that are 1920 pixels or larger, the ZAPP system will also accept images that are at least 1400 pixels on the longest side.*
- File Format: Save all images as Baseline Standard JPEG. Do not save as a Progressive JPEG.
- Recommended Resolution: between 72 and 300 dpi. *Note: you may need to lower your resolution if the file size is larger than 5MB.*
- File Size: JPEGs must be under 2.0 MB.
- Color space: Save images in RGB color space, preferably sRGB.

Please see <http://www.zapplication.org/images.phtml> for additional information.

GENERAL RELEASE & ACCEPTANCE OF THE RULES

I, the applicant, do expressly release Guilford Art Center, Inc. and Employees from any and all liability for any damage, injury or loss to any person or goods which may arise from participation in the event. If this application is accepted, I give permission to use my name, business name, images submitted and any photographs or videotape taken at the shows of me or my items for advertising and publicity purposes. I make this application in good faith and am ready, willing and able to participate in the event upon acceptance. I understand that written notification of acceptance into the event implies a contract with all the duties, fees and obligations incumbent therein. I understand that requests for cancellations and refunds after April 1 must be made in writing. I have read the show rules and I agree to abide by said rules, payment schedules, and cancellation schedules.

ARTIST'S SIGNATURE _____ DATE _____

PRINT NAME _____

OTHER INFORMATION:

Are you an individual or a team ?

If you work with a partner, please enter his/her name: _____

I will need an extra name badge for each of the following people. Please indicate Exhibitor, Associate or Assistant.

How did you hear about Craft Expo? _____

Might you be willing to provide a demonstration of your art during the event? Yes No Maybe

Would you like to donate one of your works to the Silent Auction which supports Guilford Art Center's scholarship fund? Yes No Maybe

Name I would like on my booth sign, plus company name, if applicable:

Line 1 _____

Line 2 _____

Please check below if you are applying in more than one category:

___ I wish to exhibit _____ in addition to exhibiting _____ and have done so in a prior year.

___ I wish to exhibit _____ in addition to exhibiting _____ and will be submitting two separate applications.

If you are purchasing an outdoor booth and bringing your own tent, please indicate whether or not you will need electricity. 500 watts will be provided for free with your booth, if you need it.

___ I need electricity for my outdoor booth

___ I do not need electricity for my outdoor booth