



Craft Expo 2020 Application

Guilford Art Center welcomes your application to Craft Expo 2020

Exhibition dates: July 17, 18, 19, 2020

Application Deadline: January 21, 2020

Late Application Deadline: January 23, 2020

Guilford Art Center's **Craft Expo 2020**, 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 21, 2020

\$60 if purchased online or postmarked by January 23, 2020

\$20 Emerging Artist.

Applications should be filed on zapplication at <https://www.zapplication.org/event-info.php?ID=7860>

This is the preferred method of receiving applications, and we highly encourage *all* applicants to use [zapplication.org](http://www.zapplication.org) for 2020. 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 2020-

- Kimberly Winkle - is a maker who creates using wood and paint. She has exhibited nationally and internationally. Winkle is an Associate Professor of Art and Director of the School of Art, Craft & Design at Tennessee Technological University. She holds a Bachelor of Fine Art in Ceramics from the University of Oklahoma and a Master of Fine Art in Furniture Design from San Diego State University.
- Rod McCormick- is a metalsmith, sculptor, and jeweler and is a professor in the Craft and Materials studies program at the University of the Arts in Philadelphia, Pennsylvania.
- Jodi Colella- exhibits and teaches internationally. She uses needlework to infuse renewed power to craft practices. She is the founder of the fiber study group, Fiber lab, she is a member of the Boston Sculptors Gallery, and a recipient of a 2019 Massachusetts Cultural Council Fellowship Award for sculpture.

CALENDAR

October 1, 2019	Application process opens
January 21, 2020	Application Deadline (\$40.00)
January 23, 2020	Late application deadline (\$60.00)
February 12, 2020	Notifications emailed, booth purchases begin
March 8, 2020	Corner booth discount expires
April 1, 2020	Acceptance and Booth Fees Due
May 15, 2020	Exhibitor Contract Due

Refunds only according to cancellation policy below. No refunds will be made after June 1, 2020.

Craft Expo hours: Set up Times

July 16, Thursday, 10:00 am to 8:30 pm

July 17, Friday, 7:00 am to 10:00 am

Delivery of rental equipment is not guaranteed before 5:00 pm as well as police assisted load-in and designated parking spaces.

Craft Expo hours: Open to the Public

July 17, Friday, 11:00 am to 7:30 pm

July 18, Saturday, 10:00 am to 7:00 pm

July 19, Sunday, 12:00 pm to 5:00 pm

Admission Fees

Adult \$9.00

Senior (over 65) \$7.00

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

Multi-day Pass: \$15.00

\$1.00 off coupon will be widely distributed in the media and will be posted on the Guilford Art Center website.

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

EMERGING ARTIST 2020 PROGRAM

A juried showcase of emerging artists who demonstrate excellence in their work and a commitment to their careers that are seeking an opportunity to apply to an established marketplace at a reduced rate. This program will offer Emerging Artists opportunities to build their customer base, establish relationships with fellow master craftsmen, and provide a pathway into Guilford Art Centers established competitive fine arts craft show. **Eligibility** - An Emerging Artist is an Artist who is at the beginning of their artistic careers (regardless of age) who have never shown in Guilford Craft Expo. The applicant has not established a solid reputation by receiving regional or national recognition and is not recognized as an established artist by other artists, curators, critics, or art administrators.

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, or dried flower arrangements. 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 & IMAGE REQUIREMENTS

1. 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, sculpture, and wood. If your work falls outside of these categories, but is still considered a fine craft, please use the "other" category.
2. Applications must include images of 5 different individual pieces of your work.
 - Detail shots of the same item are not admissible as separate application photos.
 - Application photos should not contain any text unless it is an integral part of the artwork,

such as words in a collage or painting.

- The artist's name and company name or logo or any other identifying words should not appear in the photo itself, or in the photo description, so that the jury process is impartial.
- **Returning applicants are encouraged to submit new images of their work;** marketing and promotional materials will feature new artist works. If you have used the same images for 2 or more years, or if your work has changed since your last application to the show, you will need to submit new images of your work.

3. Artist Statement: This is not a marketing or promotional statement, and it should not include your name or company name. It should describe your artistic method or process. It may state how your work has developed and what makes it unique. For printmaking and photography, include how your work will be presented: matted and framed, acrylic mounted, etc.

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 been juried into, and have exhibited in, both categories in a prior year.**

1. **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.
2. **OTHER:** Likewise, artists who wish to show work in more than one medium must apply in both appropriate categories and complete two separate applications.

To apply in more than one category on www.zapplication.org, you must apply twice, which you can do using one artist profile. All you have to do is log in to your ZAPP account, apply, and check out as normal. Then, repeat for the second category you are applying in.

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 12, 2020.

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 a Vendor's Agreement 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. Exhibitors can apply for a tax number online at: www.ct.gov/drs/cwp/view.asp?a=1477&Q=269922&drsPNavCtr=|40829|. 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](tel:8602975962).

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 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. Corner spaces generally do not, because of the slope of the tent roof. Tented corner booths should be prepared for a loss of 6-12" 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 by calling either Connecticut Rental at [860-347-4688](tel:8603474688) or General Rental at [203-288-8271](tel:2032888271).
- 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.
- **Rugs or other flooring covering the grass in your booth are not allowed per town regulations.**
- 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.
- 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 location can only be honored if booth is purchased by the April 1 deadline.** A working map of the 2020 show can be found guilfordartcenter.org/expo/.

BOOTH FEES AND DIMENSIONS

Please note: All 2020 booth fees include the \$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

10'x10'

15'x10'*

20'x10'*

**Purchased
before March 8**

\$780

\$1,105

\$1,430

**Purchased
after March 8**

\$830

\$1,155

\$1,480

**Limited availability*

Emerging Artist Space- (specific rules apply)

5'x10' \$345

Electricity: 500 watts included with booth fee; 250 watts in emerging artist booths. If you need extra power, there is a \$20 fee per additional 100 watts.

Please note: outdoor freestanding booths, where you will be providing your own tent, do not have electricity unless you request it. Please indicate whether or not you need electricity for your outdoor booth 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 \$35 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 must be in writing. A 90% refund is available April 1st - April 30th only if the exhibitor's space can be filled from the wait list. A 50% refund is available May 1st - May 30th only if the exhibitor's space can be filled from the wait list. No refunds will be made after June 1st. All refunds will be made by Guilford Art Center check. If original payment was made by credit card, any credit card processing fees incurred by Guilford Art Center will be deducted from the refund.

EXTRAORDINARY CIRCUMSTANCES

If Guilford Art Center is forced to cancel the show due to Acts of God, Extreme Weather Events, Governmental Order, War, Civil Unrest, Terrorism, etc., there will be no refund of booth fees. Nor will refunds be issued for any other liabilities whatsoever concerning the failure to fulfill this contract due to reasons of the venue being destroyed by fire, weather, or other calamity, or by any act of God, public enemy, strikes, statutes, ordinances, or any legal authority, or any cause beyond our control. If we cancel the show by our own choice, we will completely refund your payment to that show.

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 203-453-2788.
- There is free shuttle bus service and free parking at the two commuter lots at Exit 58 of I-95, and also at Adams Middle School, 233 Church Street, Guilford (Rte. 77).
- 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 at the Whitfield Street Gate (Headquarters).

- 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 and are also posted online: guilfordartcenter.org/expo.
- Exhibitors are provided with up to 4 exhibitor, assistant or associate badges.
- A list of [accommodations](#) is available on our website:
<http://guilfordartcenter.org/expo/craft-expo-lodging-information/>.
- 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 150 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.

In addition, Guilford Art Center will provide a "Marketing Toolkit" that will include social media graphics, a customizable press release, event hashtag information and links to Guilford Art Center's Craft Expo social media sites. You will receive this information approximately 4-6 weeks in advance of the event. We hope these "tools" will help you engage your customer base and ensure they know to find you at Craft Expo 2020!

PUBLICITY AND ADVERTISING

Guilford Art Center's promotional efforts on behalf of Craft Expo include detailed press releases, paid print, radio 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.***

To submit your application in the mail, please complete the attached application and mail to:

Guilford Art Center
411 Church Street
Guilford, CT 06437

Scan and email completed application to: dtiscia@guilfordartcenter.org

Craft Expo 2020 Application and Contract

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

POSTMARK DEADLINE: JANUARY 21, 2020

Late application deadline: JANUARY 23, 2020

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 3/9/20)	\$ _____
___ Emerging Artist 5' x 10', \$345.00	\$ _____
___ Electricity (500 watts are included), \$20.00 per add'l 100 watts (based on availability)	\$ _____
___ \$40.00 application fee (postmarked by January 21, 2020)	\$ _____
___ \$20.00 manual application processing fee: Guilford Art Center uploads your images to zapplication.org; must be postmarked by January 21.	\$ _____
___ \$60.00 late application fee (postmarked by January 23, 2020). No upload of images by Guilford Art Center allowed for late applications.	\$ _____

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

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 _____

1. 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 1 _____ TITLE _____ MATERIAL/TECHNIQUE _____ PRICE \$ _____

IMAGE 1 _____ TITLE _____ MATERIAL/TECHNIQUE _____ PRICE \$ _____

IMAGE 1 _____ TITLE _____ MATERIAL/TECHNIQUE _____ PRICE \$ _____

IMAGE 1 _____ TITLE _____ MATERIAL/TECHNIQUE _____ PRICE \$ _____

IMAGE 1 _____ 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 _____
- CLAY _____
- FIBER – wearable _____
- FIBER - non-wearable _____
- GLASS _____
- LEATHER _____
- JEWELRY – metal _____
- JEWELRY - non-metal _____
- LEATHER _____
- METAL _____
- MIXED MEDIA _____
- PAINTING/PRINTMAKING _____
- PAPER _____
- PHOTOGRAPHY _____
- Sculpture _____
- WOOD _____
- OTHER _____

IMAGE SUBMISSION

If you are mailing your application, please send or email 5 high-resolution digital image files clearly marked with your name. Email to: dtiscia@guilfordartcenter.org. Please identify your 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 2020 (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 or her name. _____

I will need an extra name badge for each of the following people. Indicate Exhibitor, Associate, or Assistant. Please print. Must be legible.

How did you hear about Craft Expo? _____

Would you be willing to provide a demonstration of your art during the event?

YES _____ NO _____

Would you like to donate one of your works to the Silent Auction which supports Guilford Art Center's scholarship fund?

YES _____ NO _____

Name to be printed on my booth sign, plus company name, if applicable. Please print. Must be legible.

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, upon your request.

_____ I need electricity for my **outdoor booth**.

_____ I do not need electricity for my **outdoor booth**.