

APPLICATION PROCESS & CRITERIA

Applications: All applications must be completed online for this show by midnight on April 30th. If you apply before midnight on March 31st, your name will be entered in a drawing to have your space fee reimbursed. A completed application includes an online application form, as well as the uploading of three current photos per medium for the jury process and a W-9.

Acceptance Process: This is a juried show; artists will be chosen for the show by review of only the photos submitted (see information on photos below). Following the jury's decisions, artists will be notified by email with show acceptance information. Be sure and add shows@craftguildofdallas.org to your contacts to make sure our emails are not sent to your spam box.

Photographs: Artists are required to submit three (3) photos in each medium in which they apply. These need to be new photographs, not ones that have been used in the past! Clear and professional photos are essential, and photos should be examples of the type of work they plan to sell. Photographs must be digital and in a .jpg format and uploaded at the time of registration. Images not uploaded at this time will disqualify the application from the jury process. *Spring Show Artists it is still important to have new high quality images to help us advertise the show.

Multiple entries: Artists are welcome to enter into more than one medium. Photographs must be submitted for each category. If only one medium is accepted, you may only exhibit work in that medium. You may not submit the same picture in more than one category.

Show application Fee: A \$15 nonrefundable application fee and your selected display space fee. The nonrefundable application and display space fees are used to cover expenses which make the event successful for you: advertising, signage to increase our audience, and wrapping materials for your art. Fees must be paid at the time of registration.

In the event an applicant voluntarily chooses to withdraw from the show, Display space fees are refundable up until April 20th. The application fee is non-refundable.

Work Shifts: Our show is successful due to your excellent artwork and customer service efforts during the show. Exhibiting artists are requested to work three (3) shifts during the event. Additional artists in a personal tents are asked to work 1-2 shifts. If you have a personal tent and want to man it during the show, you are free to do so and not required to work a shift. Possible job assignments include customer service and assistance, wrapping purchases, writing sales tickets, etc. Shifts are assigned ahead of time, and we make every effort to meet your choices of shift times selected. You will select your shift times after being accepted through an email. Failure to work all assigned shifts will result in the Craft Guild retaining 50% of sales instead of 30%.

THE SHOW: SET-UP AND WHAT TO EXPECT

Display space: Artwork will be exhibited on tables and free standing displays provided by the artists. Each full display space is approximately 3'x 6'. Display spaces will be assigned to artists at random and in advance by the Show Committee. Each artist is encouraged to arrange his or her space to best show off their work, while maintaining a professional look customers expect to find in a fine gallery. Please use a neutral color palette that showcases the artwork. Artists will be furnished with a black cloth, but can bring their own neutral-themed coverings if they desire. We ask you to be considerate of your fellow artists when setting up your table so that it does not pointedly affect any adjoining product or display area. Please see additional notes in the FAQ section regarding display setup. Set up time will be from noon to 4:30 pm, on May 9th.

Payment: The Craft Guild collects all monies, including tax, during the Show and Sale weekend through a central point of sale. Commission checks are mailed to the artist shortly after the show or can be picked up at the front desk. A percentage of all sales from the Fall Show and Sale will be retained to support the event's costs, advertising and future events at The Guild.

We have implemented a new sliding scale:

- The first \$0 - \$1,000 The Guild will retain 30%
- Following sales of \$1,001 - \$2,000 The Guild will retain 20%
- Then sales of \$2,001 + The Guild will retain 10%

Publicity: The Craft Guild makes every effort to advertise our artist events each year. Press releases will be sent to local magazines and newspapers, area arts councils and organizations, online event calendars, and postcard mailing to a wide population. The Craft Guild website, www.craftguildofdallas.org, will also highlight the event.

QUESTIONS?

The most commonly-asked questions are in the following FAQ. If your question isn't answered, please email the CGD Show Committee at shows@craftguildofdallas.org.

FAQs

1. Can I have more than one display space (i.e. more than one 3'x 6' table or 6' wall space?)

Yes! You will have the ability to purchase additional display space during the application process.

2. I make 3D pieces and 2D pieces. Do I fill out more than one application? Can I have wall space and tablespace?

One application accommodates one or two medium entries. Additional display space can be chosen when applying.

3. What are the guidelines/suggestions for displays?

Tables should be approximately 3' x 6". When designing your display space, please be considerate of your fellow artists; keep in mind your table may be placed back to back with another artist's table or against the tent side. We ask that all displays be professional and aesthetically pleasing. The Show Committee can use its discretion to request your display to be altered to ensure a professional image. Pieces which are not handcrafted or appear to be imported and/or simply purchased and hand-assembled are not acceptable items and you will be requested to remove them. Wall artists will be required to have their own free standing display unit. Nothing may be attached to the walls of the tent. If you have questions about your display, please email them to shows@craftguildofdallas.org.

4. As an exhibiting artist, do I need to be set up to take purchases and package my sold items?

No. The Craft Guild collects all monies during the Show and Sale through a central point of sale. Commission checks are mailed to the artist shortly after the show or can arrange pick up at the front desk. It is important we have your correct address on file via the W-9 you submit. All purchases are wrapped in the checkout area with materials provided by the Craft Guild.

5. Can I display an item that is different from what I submitted to the jury?

Items on display should be of the same caliber of quality and media type as the photos that were submitted to the jury. If they are not, you may be asked by a member of the Show Committee to remove these items from your display.

6. Can I mark down my prices during the Show and Sale?

Please do not make any noticeable changes to the prices of your items. If you wish to change the price for an item during the event, please replace the whole label AND update your inventory sheet at the front desk. Discount or "SALE" signs are not permitted.

7. Can I print my own price stickers or does the Guild provide stickers?

Artists must make their own tags but they **MUST use the artist code The Guild** assigns to them on all products. Failure to do so can result in the inability of the Guild to attribute the sale of the item to the correct artist and

provide them with accurate payment! Each price tag/sticker must contain 3 pieces of information. The artist's number/code (assigned by The Guild), inventory number which must correspond to the artist's inventory sheet, and the price. Remember that The Guild retains a percentage of the sale and price accordingly.

8. Am I required to have a full list of all of my inventory?

Yes, it is highly recommended that you fill out an inventory sheet and turn it in to the front desk when you finish your set up. This inventory will help identify the item's price if it is missing or illegible. So please have a good description of the item.

9. I am setting up in my own 10'x10' tent. Can I share it with someone else?

Yes. You will apply as 'First artist' and anyone you share with will apply as an 'Additional Artist'. Each artist must pay the application fee of \$15.00. Display space fee is \$35.00 for members and \$50 for non-members. How you split the display space cost will be between the artists in the tent.