

# WHEATONARTS

## Festival *of* Fine Craft

### 2020 Show Prospectus

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For questions about the show or application process, please email our show coordinator at [events@wheatonarts.org](mailto:events@wheatonarts.org).

**Overview**

WheatonArts is an internationally acclaimed arts community dedicated to nurturing the creative spirit in us all. The Festival of Fine Craft, now in its 22nd year, is our premier annual event and one of the most highly rated shows in the Mid-Atlantic region. Named one of Sunshine Artist's 200 Best in 2018 & 2019, this campus-wide event continues to grow in attendance, programming, and quality overall. Approximately 150 exhibitors, ranging from new & emerging artists to masters in their mediums, are carefully selected by a jury of WheatonArts professionals and experienced staff artists. We take pride in maintaining an artist-friendly show with a high standard of quality, and are continually working toward a balance of mediums, styles and techniques. WheatonArts provides convenient day-before set up, overnight security, booth sitters, and unequalled hospitality throughout the show. Lodging at reduced rates are offered to exhibitors at some nearby hotels. Open Studios, craft demonstrations, live music, exceptional food, and a variety of interactive activities add to the excitement, making the festival both entertaining and educational.

**Attendance & Sales**

The WheatonArts Festival of Fine Craft is attended annually by over 11,000 people from the Mid-Atlantic region. Our attendees are well-educated shoppers and collectors with a deep appreciation for unique, handmade items. Artist testimonials reveal the continued excitement and engagement of both new and loyal customers. Annual artist sales total more than \$250,000 for the weekend. Individually, sales range up to \$10,000 and average \$2,500 - \$3,000 per exhibitor.

**Marketing Support**

WheatonArts is dedicated to engaging the public and is continually expanding outreach to connect with new audiences and build excitement for this event. Our comprehensive marketing plan includes extensive print, radio and electronic media campaigns, full color publicity and year-long promotion through our other events and outreach programs. All marketing is done in-house with a team of experienced staff members devoted to keeping our audiences engaged and informed with the most up-to-date event information. Throughout the 2019 electronic campaign, WheatonArts obtained nearly 150,000 organic social media impressions. Our extensive print campaign includes a 20,000 piece card mailing, additional show cards for each exhibitor, a national and regionally-focused press release contact list, featured articles in regional publications, and locally placed banners, yard signs and posters. Exhibitors will be featured on our website, in digital and print ads, and in special "Festival Highlights" on social media leading up to the show.

WheatonArts will provide each exhibitor with additional marketing opportunities including show cards and posters for mailings or display, a Festival of Fine Craft Social Media Toolkit, and opportunities to share links from our website to yours for promoting your business and the show as a whole. Our marketing and event teams work side by side in order to ensure the best possible communication between artist, staff and audience.

### **Applications and Eligibility**

We encourage you to apply if you produce original work in any of the following mediums or categories: artisan food, clay (decorative, functional, or sculptural), clothing, fiber (decorative or wearable, including basketry), fine arts (2D paintings or drawings), furniture and lighting, glass (decorative, functional, or sculptural, including stained glass), handmade soaps or other household/skincare items, jewelry (fine or fashion), leather, metal, mixed medium, musical instruments, photography, stone, and wood (decorative, functional, or sculptural).

Application links are available at <http://www.wheatonarts.org/artists/opportunities/> and on the Festival of Fine Craft webpage:

<http://www.wheatonarts.org/calendar-eventon/festival-of-fine-craft/>

Paper applications are available upon request.

Deadline to apply: **April 20, 2020**

Jury results will be mailed to applicants in early June 2020. Upon acceptance, deposits will be processed. If your application is not accepted, your deposit check will be returned to you.

### **New and Returning Artists**

WheatonArts welcomes new and returning artists to the Festival of Fine Craft. Upon applying, please let us know which category you fall under. Returning artists (consecutive years only) will have the option to request their previous location\*. All booth locations are determined post-jury and are based on the effort to create a mix of mediums throughout the campus in order to provide a positive experience for both exhibitors and attendees. Indoor booths are limited and will be determined based on a “first applied, first supplied” basis.

\*Please note that you must be a returning artist from the previous year or years and you may only request your previous year’s location. Special requests will be considered for health purposes only.

### **Demonstrating Artists**

WheatonArts welcomes artists willing to demonstrate their techniques during the Festival. Please indicate on the application if you are willing and able to demonstrate inside your booth space during the Festival of Fine Craft. If accepted, your technique will be evaluated for demonstration purposes. Demonstrating artist slots are limited, and acceptance into the Festival does not guarantee a demonstration booth. You will be notified of your status as a traditional exhibitor or “Demonstrating Artist” on your acceptance letter. Demonstrating artists are offered a discounted booth rate for service during the Festival. For questions, please email our show coordinator at [events@wheatonarts.org](mailto:events@wheatonarts.org).

### **What is eligible?**

- Two-dimensional, original artworks such as paintings, drawings, or photographs. Prints and reproductions of original designs are accepted as additional items for sale within the selling space.
- Three-dimensional, handmade craft of original designs.
- Three-dimensional printed work provided that all work is original to the artist and all printing and designs are executed by the artist or printed under direct supervision of the artist.
- Small-studio production work made under the direct supervision of the applicant. Direct supervision requires that the artist or maker oversees production work as it occurs and provides constant direction, feedback, and assistance in order to ensure that the work is consistent with the artist’s or makers original design.

### **What is not eligible?**

- Commercially manufactured art
- Work assembled (wholly or in part) from commercially available kits, patterns, or designs
- Embellished commercially-made objects (such as t-shirts, totes, charms, notecards, etc.)
- Jewelry or accessories made from stringing commercially-made beads or charms (does not apply to complex bead threading and handmade beads)
- Dried or silk flower arrangements
- Work that incorporates illegally-sourced items such as ivory and/or materials acquired from the killing of endangered species

All decisions made by the Festival of Fine Craft Jury Committee are final in regards to the acceptability of exhibitors’ work.

### **Artisanal Food Exhibitors**

All exhibiting "artisanal food" artists must comply with the NJ Board of Health standards for packaged goods. Each exhibitor must be able to show proof of inspection and approval. Foods must be properly stored, sealed, and labeled in order to be sold. Labels must include the name and address of seller and/or processor, the name of the product, the ingredient list in descending order, and the net weight of the product.

In addition, all accepted exhibitors will be required to submit a "Risk 1 Mobile Application" to the Cumberland County Board of Health. Each application requires:

- A \$50.00 application fee (includes pre-inspection)\*
- Any NJ state inspection approvals
- For retail sales only: inspection approval for any facilities used in the creation of the product
- For retail sales with tasting/sampling: the booth must have a hand wash sink setup with igloo with spout, soap, paper towels, warm water and catch basin. Gloves, utensils, barriers where needed, and disposable utensils & dishware for tasting are required. Please bring a trash receptacle for any waste created by your tasting area.
- If the facility/business is already approved in Vineland, Salem, Burlington, Gloucester, Atlantic, or Camden counties, an amendment form is required in lieu of application.

\*NOTE: All accepted "artisanal food" exhibitors that incur a \$50.00 fee from the Cumberland County Board of Health will be granted a \$50.00 deduction from their total booth fee to accommodate the additional charge. A receipt from the Cumberland County Health Department will be required.

For questions about the "Risk 1" Mobile Application, please contact:

Registered Environmental Health Specialist Cumberland County Health Department  
309 Buck Street  
Millville, NJ 08332  
Contact #: 856-327-7602  
Fax #: 856-327-6275

### **Jury Standards\***

To ensure a high level of quality in the work exhibited at the Festival of Fine Craft, each juror is instructed to adhere to the following guidelines in making decisions:

- Work is handmade and reflects a unique vision, refined technique, and consistency in quality
- Work submitted is of original design and is the direct product of the applicant or made under the applicant's direct supervision
- Booth images must showcase a well-conceived and executed display. The exhibitor or work submitted must be seen clearly in the booth image.

\*Note that applications submitted without clear, digital images will not be accepted into the jury process. Please see the image requirements section for more information.

### **Collaboration**

Shared booth space is not permitted at the Festival of Fine Craft. Exhibitor collaborations or partners will be accepted if the pieces displayed are all collaborative pieces. Collaborations will be listed with side-by-side exhibitor names or under the collective business name. The primary artist or collaborative partner must be present in the booth space during the show.

### **General Policies & Show Guidelines**

The 2020 WheatonArts Festival of Fine Craft will be held on October 3 & 4 from 10 a.m. to 5 p.m. Booth set up will be Friday, October 2 from 10 a.m. to 5 p.m. and Saturday October 3 from 7 a.m. to 9:30 a.m. Breakdown is not permitted until Sunday, October 4 after 5 p.m. Due to the layout of our campus, WheatonArts expects all exhibitors to abide by the traffic patterns and regulations provided within the exhibitor information packet. Absolutely no exhibitors will be permitted to drive on the grounds outside of sanctioned set-up and breakdown hours. **If for any reason you feel that these policies will not work for you, please do not apply. Any exhibitor that does not abide by show policies will not be asked back.**

Barring travel restrictions, the Festival of Fine Craft is a rain or shine event.

Artists may apply in more than one medium, but may sell work only in the category in which they have been accepted. Artists intending to sell jewelry in any medium must apply under the "Jewelry" category.

Exhibiting artists may choose from locations inside the WheatonArts Event Center or outdoors on the extensive grounds. (Indoor spaces are limited and will be given on a "first applied, first supplied" basis.)

The festival provides space only. Artists are required to furnish and install booth walls, booth lighting and display units. Indoor booth spaces are electrified. Basic electrical access outdoors is provided at a nominal charge of \$40.00 and must be pre-arranged due to limited availability.

Available booth space fees are as follows\*:

- Outdoor Space 10' X 12' without electric: \$300.00
- Outdoor Space 10' X 12' with electric: \$340.00
- Inside Event Center (electric included): 10' X 10': \$390.00
- Event Center Corner (electric included): 10' X 10': \$415.00

\*NOTE: Indoor spaces and outdoor spaces with electric are available in limited supply. Booth preference must be indicated on the application and will be provided on a “first applied, first supplied” basis.

WheatonArts and/or the Festival of Fine Craft Jury Committee reserve the right to:

- Require removal of objects at the show that are inconsistent with the application submission. Exhibitors must display work that is consistent with the type and quality represented on the application.
- Refuse submissions that fail to meet the application requirements and/or that fail to meet the level of quality as stated in the standards statement.
- Remove an artist from the show if all work is not the design of the applicant and made by the applicant or under their direct supervision
- **Retain all fees for accepted applications and booth reservations if not cancelled prior to July 31, 2020. Cancellation after July 31, 2020 will result in forfeiture of all fees paid up to the date of cancellation.** Exceptions to this policy may be considered in extraordinary circumstances.

Applicants will be notified of jury results by mail early June 2020. If accepted, you will receive a confirmation letter, followed by your artist agreement & additional show information. Accepted applications are considered reserved booths unless cancelled by exhibitor. All cancellations must be made prior to July 31, 2020. Final payment and artist contracts will be due by August 31, 2020

### How to Apply:

- Follow the application link found on the Festival of Fine Craft webpage: <http://www.wheatonarts.org/calendar-eventon/festival-of-fine-craft/> or on the Opportunities for Artists page here: <http://www.wheatonarts.org/artists/opportunities/>
- Submit five digital images (see image requirements below) with a completed online application via <https://www.tfaforms.com/4712280> by **Midnight on April 20, 2020 EST**
- We encourage returning applicants to submit at least two images of **new work. Marketing and promotional efforts focus on newer pieces.**
- Be sure to complete the application in its entirety and SUBMIT. Each submission should receive a kick-back email notifying the applicant of receipt. If you do not receive this email, please contact the show coordinator immediately to ensure that your application will be juried.
- Paper applications are available upon request only and must be accompanied by a disk with images that meet the image requirements found below.

### Image Requirements

WheatonArts requires each applicant to submit five (5) digital images to be uploaded with the application. Applicants should prepare four (4) images of their most recent work and one (1) image of their intended booth display. Image requirements are as follows:

- All submitted images should be a high resolution (**minimum 300 dpi at 5 x 7 inches**) and should be submitted in **.jpeg** or **.jpg** or **.tiff** format. In order to upload images properly, pixel count on the longest side of the image should be at least 2100 pixels.
- Each file name should be titled with Artist's Last Name ONLY and numbered 1 through 5 to correspond with the entry form. Example: Smith1, Smith2, etc.
- WheatonArts will not accept emailed or printed images for jury.
- Images must display an accurate representation of the object as it was originally photographed. Acceptable manipulations include: size of the file, lighting, color correction, background manipulation, and/or adjustments that do not affect the object itself.
- Booth images should represent a current, previous, or intended display that includes either objects being submitted or the artist/exhibitor. Booth images should be clear and unmanipulated with the exception of file sizing and lighting or color correction.
- Professional photography of all objects is highly recommended. Acceptance into the Festival of Fine Craft is based largely on the quality of the work shown in your images. Quality images also allow for more marketing opportunities. WheatonArts suggests using a single color or gradient grey background for all object images.

WheatonArts maintains the right to use any submitted images for marketing purposes, including social media. For help with image quality and sizing, please [click here](#).

### **Artist Information**

Information collected in the application, such as name, business or studio name, city, state, website URL, business social media URL, and/or business email address, is used for our show directories both in print and on our website. Please review this information carefully prior to submitting your application. Artist bios will be published on our website. Please proofread and edit your bio for grammar and structure prior to submitting.

### **Acceptance Criteria**

Applicants will be asked to categorize their work based on the primary medium (clay, fiber, glass, leather, metal, mixed medium, photography, or wood) or type (wearable, fine art, other, artisan food, jewelry, furniture). WheatonArts reserves the right to reclassify prior to jury or the show if the type of work pictured does not fit the category selected or is more appropriate in another category. NOTE: Any artist submitting jewelry for jury must apply in the jewelry category. Jewelry images on applications in any other category will be removed. Accepted artists will not be permitted to bring jewelry if they were accepted into any category other than jewelry. Artists may apply in more than one medium, but may sell work only in the category or categories in which they have been accepted. The bodies of work displayed at the show must reflect what the artist has been accepted for.

### **Accepted vs. Waitlisted**

WheatonArts will accept up to 150 artists into the Festival of Fine Craft. Applicants may be waitlisted if the accepted number of applications exceeds 150 or if the number of applicants in one category exceeds the amount of exhibitors permitted in that category. Waitlisted applicants will be on stand-by up to the week prior to show or until cancelled by the applicant.

### **Jury Process**

The WheatonArts Festival of Fine Craft Jury will meet mid-May to review all submitted applications. When reviewing applications, jurors consider images, their descriptions, and any information supplied in the application pertaining to the work itself. Accepted applicants will be sent an acceptance packet and will be assumed to be exhibiting unless the applicant notifies the show coordinator otherwise. A waitlist in each media is created based on applicants that meet the accepted criteria but were not chosen to exhibit. WheatonArts does not release individual juror comments and does not provide an explanation as to why a submission was or was not accepted. The show coordinator does not participate in the jury process and will not answer questions pertaining to the jury's decision.

### **Deadlines & Dates**

- The deadline to apply to the Festival of Fine Craft is Monday April 20, 2020 EST
- Late applications will not be processed or sent to jury. A post-jury application may open by invitation only if there is a need for additional exhibitors in a specific category and with no waitlisted applicants in that category.
- Jury results will be mailed to applicants in early June 2020.
- Cancellations for accepted applications must be made by July 31, 2020 in order to receive a refund for your booth deposit.
- Final payment for accepted applicants will be due by August 31, 2020.

### **Application Fees**

WheatonArts does not currently require an additional fee to apply to the Festival of Fine Craft. All submissions must be accompanied by a check or money order in the amount of 50% of your total booth fee. Upon acceptance, your deposit will be processed and you will receive a remaining balance notification. Should your application not be accepted, your deposit will be returned to you.

### **Booth Fees**

Available booth space fees are as follows\*:

- Outdoor Space 10' X 12' without electric: \$300.00
- Outdoor Space 10' X 12' with electric: \$340.00
- Inside Event Center (electric included) 10' X 10': \$390.00
- Event Center Corner (electric included) 10' X 10': \$415.00

All stock and crate storage must be stored out of sight and within or directly behind your booth space (outdoor booths only). Additional space for storage will not be made available to you.

\*NOTE: Indoor spaces and outdoor spaces with electric are available in limited supply. Booth preference must be indicated on the application and will be provided on a “first applied, first supplied” basis.

Booth fees include the following:

- Space rental
- Booth sign
- Exhibitor badge plus one assistant badge (additional badges can be purchased)
- Artist listing in the print show directory and on the show website

Booth fees DO NOT include:

- Decorative or display services or items such as tents, pipe and drape, shelving, tables, linens, carpet, etc.
- Crate removal or storage
- Move-in or move-out assistance

Exhibitors are responsible for having their booth displays visually pleasing from all sides, inside and out. All unsightly packaging materials must be hidden out of sight. Tables must be covered to the floor. No large signage may be displayed outside of your booth and absolutely no merchandise or furniture may be placed or displayed outside of your booth perimeter and/or in walking areas.

### **Exhibitor Information & Show Rules (Post Acceptance Information)**

NOTE: Upon acceptance, a copy of this information will be provided to you. Please read it completely and be prepared to comply with all regulations set forth for the show to ensure a positive experience for all. If you feel that you cannot comply with our show regulations, please do not apply.

- Exhibits:
  - This show is held rain or shine. Please secure all outdoor exhibits properly and provide cover in case of rain. The outdoor exhibit areas are located on wooded ground, so be prepared to adjust for uneven surfaces.
  - Exhibitors are responsible for all booth walls, exhibit materials and supplies. Exhibit tables must be covered to the floor. All unsightly packaging and storage must be out of sight.
  - You must arrange for electrical service in advance on your initial application. If you have requested electrical service for an outdoor space, bring a heavy duty extension cord (minimum 25 ft).
- For Set-up:
  - Exhibitors may enter the grounds for registration and set-up on Friday, October 2, 10 AM - 5PM. No exhibitors will be admitted to begin set-up after 4 PM. All vehicles must be off the grounds and displays must be completed by 5 PM on Friday. Exhibitors who must register Saturday morning may enter from 7:00 AM - 9:00 AM. All vehicles must be off the grounds and displays must be completed before 9:30 AM. All exhibitors will be expected to adhere to the strict traffic patterns given out prior to the show.
  - Outdoor Exhibitors will enter the WheatonArts grounds through the red shipping gates on Glasstown Road for registration. At the registration table, you will be given a packet of information including show badges, door prize donation cards and parking permits, and will then be directed to your exhibit space. You may drive to your space to unload, but please be considerate of others when parking.
  - Indoor Exhibitors will enter through the back of the Event Center on Glasstown Road. You will receive your registration packet inside.

- Exhibitor Parking:
  - On Saturday and Sunday, please park your vehicle in the designated lot (across from the Administration lot) on Glasstown Road. Show your vehicle permit for admission to that lot. Please DO NOT park in the visitor lots.
  - If you are planning to bring an RV or other large vehicle, you must make reservations in advance (with your signed Artist Contract.) We have limited spaces but will accommodate as many as possible on a first-come, first-serve basis.
- Security:
  - Security for the show grounds will be provided from 5 PM Friday to 8 AM Saturday and 5 PM Saturday to 8 AM Sunday. No one will be permitted on the grounds or in any exhibit space after the show staff have left the area.
- NJ Taxes:
  - Be aware that you are obligated to have your New Jersey sales tax certificate with you. Sales tax in NJ is 6.625%. For information on business registration, visit: [www.nj.gov/treasury/revenue/gettingregistered.shtml](http://www.nj.gov/treasury/revenue/gettingregistered.shtml)
- Breakdown Information:
  - Breakdown may not begin until Sunday after 5 PM. No vehicles will be permitted to return on the ground until visitors have exited, grounds are secure and exit passes are issued. WheatonArts will not begin to issue exit passes until at least 5:30 PM and will not allow vehicles back on the grounds until the food vendors have been led out. Please do not seek out exit passes. Please make sure that you have packed your booth as much as possible prior to retrieving your vehicle. All vehicles entering or exiting the grounds must adhere to the traffic pattern provided.
- Other Information:
  - No pet animals are permitted on WheatonArts grounds. Assistance dogs are welcome.
  - No smoking is permitted in or within 25 ft of any WheatonArts building.

**For questions about the show or application process, please email our show coordinator at [events@wheatonarts.org](mailto:events@wheatonarts.org).**

**Paper applications are available upon request only and must be accompanied by a disk with images that meet the image requirements found on page 8.**