

THE JURIED FINE CRAFT SHOWS AT CHAUTAUQUA

July 6–8 & August 10–12, 2012

PROSPECTUS

Please download, print, and read all these materials VERY carefully

THE SPONSOR

The Crafts Alliance is a non-profit organization dedicated to the development and promotion of fine crafts. Each summer it sponsors two Craft Shows on the grounds of the Chautauqua Institution, a world famous cultural center. Each Show features the work of seventy-four accomplished craft artists. The Crafts Alliance works consistently toward improving the overall quality of the Craft Shows from the standpoint of both the exhibitors and the buying clientele, and each year thousands of shoppers, both residents of the Institution and day guests, visit the Craft Shows.

ELIGIBLE APPLICANTS

Craft artists who create original work and agree to be present to sell that work personally may apply. (Photo identification may be requested during the Craft Shows) One application (and one application fee) serves for either one or both Craft Shows. If the work is in more than one media category, separate applications must be made. (For example: a fiber applicant also wanting to market jewelry)

Ineligible are dealers or agents selling on behalf of other crafts persons. Ineligible crafts include hobby-crafts such as ceramics cast from commercial molds, decoupage, embellished items, beads, dough art, commercially produced buckles, import items, kits.

APPLICATION PROCEDURE AND ONLINE DIGITAL IMAGE SUBMISSION

You are urged to employ the services of a professional photographer to generate the best possible representation of your work. You must fully and accurately represent the full range of items you wish to market.

UPLOAD ONLY ONE SET OF IMAGES EVEN IF YOU ARE APPLYING TO BOTH SHOWS.

Carefully fill out the online form and submit 5 images which accurately illustrate the work you intend to show and sell. Applicants may be asked to submit an outdoor booth shot via email to info@craftsalliance.com. A non-refundable processing fee of \$40 will be collected online when you submit your information and images. Only one application fee is collected whether you applying to one or to both shows.

SHOW FEE(S) AND CONTRACT

Applicants must separately send by US Mail ONLY a signed show contract and a show fee check in the amount of \$350 for each Craft Show being applied for. Applications will become complete only upon receipt of the Show Contract and Show Fee check(s). **The deadline for receipt of the contract and show fee(s) is March 2, 2012. All images must also be uploaded by March 2, 2012.**

A panel of professionals carefully selected for the 2012 season will review and evaluate applications during the month of March. Notices of their decisions will be mailed to applicants on **April 2, 2012.**

Checks for the July show will be deposited on **Monday, May 28, 2012** and checks for the August show will be deposited on **Monday, July 2, 2012.**

There is no refund of show fees after the deposit dates listed. No postdated checks will be accepted. Bounced show fee checks mean automatic disqualification.

Show fee checks from declined applicants will be returned after the jury has selected exhibitors. Show fee checks from wait-listed applicants will be held un-deposited pending the possibility of their inclusion.

CRAFT SHOW DETAILS

Exhibit spaces are located on the perimeter of Bestor Plaza, a lovely outdoor commons area in the heart of Chautauqua Institution. Each space measures 10' x 10' accommodating the standard size show tent. Exhibitors must provide all of their display materials. No tables, chairs, or electricity are provided. Your display system must reflect a high level of professionalism. No messy backspace storage will be tolerated. Because the venue is compact, exhibitors will be assigned a specific set up time that they must honor. Unloading may occur at or near the assigned space but parking is off the premises. Exhibitors may not bring pets to the venue.

SALES TAX COMPLIANCE

Exhibitors are individually responsible for collecting and reporting the New York State Sales Tax. Out of state exhibitors must obtain a temporary New York State Sales Certificate prior to arriving at the festival. (NYS does not provide on-site compliance) **BRING YOUR ORIGINAL TAX CERTIFICATE TO THE CHECK IN LOCATION SO THAT WE CAN RECORD YOUR SALES TAX NUMBER.** You may not sell without complying with this rule. **THERE WILL BE NO EXCEPTIONS!**

Going on line is the best way to secure your NYS Tax Certificate and we urge you to allow plenty of time for processing. Go to: www.nys-permits.org. Note that the State requires you to apply no sooner than 90 days and no later than 20 days prior to the event.

OTHER TERMS AND CONDITIONS

The Crafts Alliance considers your application a commitment to exhibit if selected by the jury. Accepted applicants are expected to participate with the full understanding of all the terms and conditions listed. You may only display the type of work that was juried into the Festival. Application images are retained to verify compliance. The exhibition or sale of any work not properly illustrated in the application materials is strictly prohibited.

This is a high quality show. No “sale” prices may be indicated and no seconds or damaged goods may be sold.

AT THE DISCRETION OF THE EXECUTIVE DIRECTOR OF THE CRAFTS ALLIANCE, EXHIBITORS WILL BE ASKED TO REMOVE ANY WORK FOUND TO BE OUT OF CHARACTER WITH THE APPLICATION IMAGES SUBMITTED.

APPLICATION DEADLINE

THE ABSOLUTE DEADLINE FOR RECEIPT OF ALL APPLICATION MATERIALS IS MARCH 2, 2012. MATERIALS RECEIVED OR UPLOADED AFTER THE DATES INDICATED WILL NOT BE CONSIDERED.

Further Craft Show information will be mailed to accepted applicants one month prior to each show date. Applicants are urged to print a copy of the prospectus and Show Contracts retaining one copy of the Contract for their own files.

QUESTIONS MAY BE ADDRESSED TO

Christina Rausa, Executive Director of the Crafts Alliance, Inc
PO Box 682
Fredonia, New York 14063

Telephone: 716-673-5479
Email: info@craftsalliance.com

MAIL YOUR CONTRACT AND FEE(S) TO

Crafts Alliance
P.O. Box 682
Fredonia, New York 14063