



HOLIDAY 2011

APPLICATION DEADLINE is JULY 1, 2011

Artrider Productions Inc. has been nationally acclaimed for producing innovative events in the Northeast since 1982 and produces shows that maintain the highest standards and reflect an unwavering commitment to excellence.

Artrider announces two major craft shows, perfectly timed for holiday gift-buying:

- **CraftWestport** - Connecticut- November 19 & 20
- **Holiday CraftMorristown** - New Jersey - December 2, 3, 4

Loyal and sophisticated craft-buying audiences are the hallmarks of these shows.

- If you are a new applicant or already applied to the Spring Morristown, Spring or Fall Lyndhurst, CraftNEWYORK or Guilford 2011 shows THIS YEAR, there will be no application fee for the Holiday 2011 application.
- If you already applied to the Spring Morristown, Spring or Fall Lyndhurst, CraftNEWYORK or Guilford 2011 shows THIS YEAR you may apply by filling out the **MAIL-IN** application at the end of this document. **DO NOT apply using Zapplication.**
- If this is the first time you are applying this year you may apply **ONLINE** at www.zapplication.org (look for **Artrider Holiday 2011**) or print out the two page **MAIL-IN** application at the end of this document . If you need assistance in applying or have questions about our shows or application process, please contact crafts@artrider.com or 845-331-7900.

Applications will be considered for the waiting lists only (no jewelry or wearable fiber), for the upcoming Guilford Craft Expo in Guilford, Connecticut on July 14, 15, 16, 17 and Fall Crafts at Lyndhurst in Tarrytown, New York on September 16, 17, 18. You may call our office, or email, if you are interested in applying to either of these shows.

Artrider is committed to keeping our show standards high and keeping booth fees as low as possible, not an easy task in this economic environment. If you're having cash flow issues, upon acceptance, **please contact us to discuss payment options.** We want to work with you to make this a successful year for all of us.

We welcome your application!

CONTINUE TO PAGES 8 AND 9 FOR PRICES AND THE APPLICATION FORM...

CRAFTWESTPORT – 36th Year
Staples High School, Westport, CT
November 19 & 20, 2011

Located on Connecticut's Gold Coast, just 30 minutes from Manhattan and Westchester County, Westport is one of the most culturally attuned towns in America and has one of the highest per capita incomes. The show is held in a spacious field house on the beautiful Westport schools campus. Net proceeds from admissions at this long running event, go to the Westport Young Women's League where they are distributed to worthy charities.

- 160 booths
- Booth fee *includes* pipe & drape
- Electricity, tables, chairs available at an additional cost
- Payment may be postdated to August 15, 2011

Set-up

Friday evening, November 18, 6pm – 10pm

Show Hours

Saturday, 10am – 6pm; Sunday 10am – 5pm

CANCELLATION SCHEDULE

(% reflects payment due)

To Aug 15	0%
Aug 16 - Aug 31	25%
Sept 1 - Sept 20	50%
Sept 21- Oct. 20	75%
After Oct 20	100%

CRAFTMORRISTOWN – 21st Year
December 2, 3, 4, 2011

A loyal and sophisticated craft-buying audience is the hallmark of *CraftMorristown* at the popular and convenient Morrystown Armory. Morris County is in one of the most affluent suburbs in the country. Artists will appreciate the easy load-in and breakdown, spacious exhibit area on one floor and cost-effective booth fee that includes full pipe & drape.

- 150 booths on one ground-level show floor
- Drive-in loading
- Booth fee *includes* pipe & drape
- Electricity, tables, chairs available at an additional cost
- Payments may be postdated to September 1, 2011

Set-up

Friday, December 2, 7am – 2pm

Show Hours

Friday, 4pm – 8pm; Saturday 10am – 6pm; Sunday 11am – 5pm

CANCELLATION SCHEDULE

(% reflects payment due)

To Sept 1	0%
Sept 2 - Sept 15	25%
Sept 16 - Oct 1	50%
Oct 2 - Nov 1	75%
After Nov 1	100%

STANDARDS

All work displayed must be original and made in North America. It must be created by the artist or under the artist's direct supervision. Whether one-of-a-kind or limited editions, all work should be expertly executed without technical faults. Work should be made by hand or with the use of appropriate tools, and should demonstrate imagination and the mark of the artist's individual vision.

All media are acceptable except: any item not made by the applicant; assembled jewelry; silk flower arrangements; cut bottles; bonsai; objects from commercially available kits, parts or patterns; pottery, glass or other materials made from pre-manufactured molds; embellished commercial objects and clothing; factory-made items; tee shirts. Such items and/or exhibitors may be removed from the show, at the discretion of the show management, without prior notification and/or refund.

Painting, photography, sculpture and hand-pulled prints are acceptable. Reproductions of 2D artwork may not exceed 25% of the work in your booth and must be clearly labeled as reproductions.

SELECTION PROCEDURE

Selection will be done by Artrider Productions with the assistance of artist advisors. All applications are scored numerically and invitations are extended to those who receive the highest scores. Work will be evaluated on the basis of design, craftsmanship and originality. Final cut-off scores will vary from one medium to another and one event to another. A waiting list is created from the scores immediately following those awarded exhibition space. Our decision is final with regard to acceptability of applicants' work.

APPLICATION PROCEDURE

You may apply **ONLINE** at www.zapplication.org or you may print out a **MAIL-IN** application **at the end of this document**. If you already applied to the Spring Morristown, Spring or Fall Lyndhurst, CraftNEWYORK or Guilford 2011 shows **DO NOT apply using Zapplication**.

APPLICATION DEADLINE and FEES

The application deadline for Holiday 2011 is July 1, 2011. Late applications will be accepted until July 7, 2011 with an additional \$25 fee. Notification for these shows will be sent by August 15, 2011. Contact Artrider if you have not heard by then.

If you are a new applicant or already applied to the Spring Morristown, Spring or Fall Lyndhurst, CraftNEWYORK or Guilford 2011 shows THIS YEAR, there will be no application fee for the Holiday 2011 application.

If you have never applied to an Artrider event before, your application fee will be waived.

First time applicants	\$0
Current 2011 applicants (only one application fee due yearly).....	\$0
Online application at www.zapplication.org	\$40
Mail-in application postmarked on or before July 1, 2011.....	\$40
Late applications (subject to availability) postmarked after July 1, 2011.....	\$65

INSTRUCTIONS FOR MAIL-IN APPLICATIONS

You must use a Primary Artist Name that will remain consistent throughout your application and

future records. The Secondary Artist Name is for collaborating artists whose name will appear on your booth sign. Please put the Primary Artist's name on everything (slides, cds, checks, etc.) you send us. Applicants must submit digital images or slides for review.

If you applied to an Artrider show in the 2010 or 2011 season, we have your images on file. You do not have to resubmit your images unless you wish to show new work but **we urge you to send us new images** because images are reviewed with each new submission. Check the box on the application that says "2009-2011 images are on file."

If accepted, you will receive a confirmation form which will verify booth size, electricity and corner requests. You may make special booth requests at that time. Do not put booth requests on your application.

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

If you did not apply in 2010 or 2011 you must submit five professional quality, high-resolution digital images on CD (preferred) representing the type of work you intend to sell at the events. **Images may not be more than two years old.** Do not send PowerPoint presentations or DVD's. Sharp, accurate color reproduction is essential. Images must represent one-of-a-kind and production items in approximately the same proportions as they will be shown in your booth. Only the type of work shown in your images is acceptable for display. An image of your booth/display is also required. CDs will be retained. **Do not send samples**, they will be returned unopened. We reserve the right to use images for publicity and advertising and encourage you to include a résumé or biographical information.

Digital Images: Submit 5 high-resolution digital images of your work on a CD clearly marked with your Primary Artist Name. The following are the specifications: 300 dpi, approximately 5" wide or deep, saved in .JPG format. ZAPP™ or Juried Art Services formats are also acceptable on CD. Please call us if you need further instructions.

Booth Fees: You may use Visa, MasterCard, Discover or Amex or enclose separate checks payable to Artrider Productions, Inc. When paying by check:

- Make a separate check for each show.
- Checks may be postdated to the dates indicated in this information, - You may not combine checks and credit card payments for a single show.
- Your check(s) will be deposited or your credit card charged on the appropriate payment dates indicated in this material.
- If you are not accepted, your check(s) will be returned and/or credit card not charged.

IMPORTANT NOTE: *Your signed application form implies a contract with Artrider affirming that you are ready, willing and able to participate in the event. Therefore, **all payments will be due, checks will be deposited, and all credit cards will be charged on the confirmation due date or postdated check date, whichever is later, regardless of when we receive your signed confirmation form, unless we have verified a written cancellation.** There will be a \$50 charge for all returned checks.*

JEWELRY - SPECIAL INSTRUCTIONS

If you are not applying as a jeweler, but intend to sell jewelry, you must submit an additional set of 5 images of your jewelry.

- For MAIL-IN applications, indicate jewelry as your secondary medium on the application form and include a second image description sheet
- For ONLINE ZAPP Applications you must apply twice (you will need to create two separate profiles on Zapp to do this).

BOOTH SHARING & SPECIAL REQUESTS

Please do not include special requests pertaining to booth locations, set-up, health issues, etc. on this application. Upon acceptance you will receive a confirmation form which must be signed and returned to us. There is a designated section for special requests on that form. If you wish to share a booth with another artist, you each must submit an application, go through the selection process and be accepted. Both applicants should indicate sharing preferences on both applications.

WAITING LIST

If you are placed on a waiting list, you will receive a waiting list number. Booth fees will not be deposited until a space becomes available and you authorize deposit.

REFUNDS AND CANCELLATIONS

Notice of your intent to withdraw from an event, and requests for refunds, must be in writing and postmarked according to the dates on the cancellation schedules below. Please confirm with Artrider that your fax, e-mail or letter has been received, since none of these methods have proven 100% reliable. If you pay by check, refunds will be issued after your payment has cleared. If you pay by credit card your refund will be credited, when applicable.

IMPORTANT NOTE: In cases where cancellations occur before fees have been deposited (e.g., bounced checks, special requests to hold payment, payment plans, non-payment, etc.) THE PERCENTAGE OWED ARTRIDER IS STILL DUE.

HARDSHIP CANCELLATIONS

Cancellations that occur due to last minute emergencies or unusual hardships will be handled on a case by case 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 Artrider and will vary on a case by case basis. Artrider also encourages exhibitors experiencing hardships and emergencies to contact the Craft Emergency Relief Fund (CERF+), www.craftemergency.org, for assistance.

SALES TAX

Exhibitors must have a valid state sales tax certificate from the state in which each event is held. Exhibitors are responsible for collecting and reporting sales tax. Certain wearables are exempt from some tax collection in New Jersey. It is your responsibility to find out if your work qualifies for exemption. Tax certification processing may take up to six weeks. You may submit an application without your tax certificate but you must have your certificate before you can participate in an event. No one is allowed to set up without the appropriate sales tax certification. Contact info is as follows:

New Jersey: 609-292-6400 or state.nj.us/treasury/taxation
Connecticut: 860-297-5962 or ct.gov
New York State: 800-462-8100 or tax.state.ny.us

DISPLAY

All booths come with pipe & drape. You must provide all other display items and lighting, where

applicable. Tables and chairs are available for rent at all shows. Booth displays should be consistent with the quality of your work. All stored inventory and crates must be out of public view. All signage must be professional (no handwritten signs). All inventory, display units, chairs, etc. must fit within the designated boundaries of your space. You may not expand into the aisles. Please design your booth accordingly. All events will be held rain or shine. Outdoor exhibitors should prepare for every type of weather.

SECURITY AND LIABILITY

Twenty-four-hour security is provided during Artrider events. However, we assume 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.

TRUCKING

Art In Motion is an independent trucking firm that services most Artrider shows. Art In Motion provides drop off and pick up directly to and from your booth space and can transport from one show to another (e.g., ACE, GLM, etc.) or to your studio or rendezvous point. (Services are limited to availability and locations.) Please contact Art In Motion directly at 802-893-7777 or artmoves60@aol.com.

SET-UP, ACCOMMODATIONS, TRAVEL INFO

Detailed travel and set-up instructions and information on parking, hotels, etc. will be sent to exhibitors upon acceptance.

ADVERTISING AND PUBLICITY

To maximize exposure in the extensive metro New York market, Artrider has one of the largest advertising budgets in the industry. Artrider's award-winning advertising campaigns are designed to convey the unique value of the hand-made object and the vision of contemporary craft makers in the United States. Artrider employs multiple marketing approaches in order to cultivate and capture the highest-quality clientele. Our innovative marketing campaign comprises:

- 1) print advertising (newspapers, magazines, billboards and posters)
- 2) broadcast media advertising (radio and television)
- 3) social media networking (Web and e-mail campaigns)
- 4) direct mail campaigns (full-color pieces sent to 65,000 carefully targeted households, including previous Artrider show attendees, and unlimited color postcards available to exhibitors for their mailing lists)
- 5) public relations campaign (media releases, media kits, public service announcements and the creative leveraging of longstanding relationships with media professionals)

MAILING LISTS

We will provide to you with as many promotional postcards and/or stickers (for your own postcards) as you request. We will also send a list of targeted zip codes for your use in preparing your mailings.

We urge all exhibitors to cultivate and utilize their own mailing lists. Direct mail is the most effective way of getting proven buyers to see your work.

ABOUT ARTRIDER

Artrider Productions Inc. has been nationally acclaimed for producing innovative craft shows

since 1982. Artrider produces events that maintain the highest standards and reflect an unwavering commitment to excellence. Artrider has also demonstrated a longstanding commitment to the craft and arts communities, raising more than three million dollars for the National Trust for Historic Preservation, and has supported numerous nonprofit arts and social organizations. Stacey Jarit, former enamelist and Artrider director, served on the executive boards of the Craft Emergency Relief Fund and the Woodstock Byrdcliffe Guild, the country's longest continually running arts colony.

ANY QUESTIONS?

- Call us at 845-331-7900 from 10am to 5pm, Monday thru Friday, Eastern Time
- E-mail us at crafts@artrider.com Monday thru Friday, Eastern Time
- Fax us at 845-331-7484
- Go to www.zapplication.org to apply online
- Visit our website at www.artrider.com
- Write to us at: P.O. Box 28, Woodstock, NY 12498

CONTINUE TO THE FOLLOWING 2 PAGES FOR APPLICATION FORM...

Artrider Productions reserves the right to alter information, facts and figures at any time without prior notification.

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P.O. Box 28 • Woodstock, NY 12498 • Tel: (845) 331-7900 • Fax: (845) 331-7484 • www.artrider.com • crafts@artrider.com

FOR OFFICE USE ONLY

PLEASE READ ACCOMPANYING 2011 INSTRUCTIONS BEFORE FILLING OUT THIS FORM

PM DATE	APP FEE	BTH FEES	IMAGES	DESC	BTH	SIG	DATE ENTERED
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ARTRIDER 2011 HOLIDAY APPLICATION & CONTRACT

DEADLINE: July 1, 2011

Primary Artist Name (use name on mailing label if applicable)

FIRST _____ LAST _____

Secondary Artist Name (collaborating artist only)

FIRST _____ LAST _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Studio Phone () _____ Fax () _____

Home Phone (if different) () _____

Cell () _____ Emergency Contact () _____

These numbers are for internal use only and must be different from the number above.

E-mail address _____

Website URL _____

Tax ID#: NY _____ NJ _____ CT _____

Shipping Address (if different than above) _____

City _____ State _____ Zip _____

CHECK ALL THAT APPLY:

- I am a new applicant My 2009-2011 images are on file

MEDIA:

- Wearable Fiber Clay Metal
 Non-Wearable Fiber Leather Painting, Printmaking or Drawing
 Metal Jewelry Wood Photography
 Non-Metal Jewelry Glass Mixed Media

Other (describe): _____

IF YOU ARE USING A CREDIT CARD TO PAY FEES, PLEASE COMPLETE THIS SECTION:

Charge to: Visa MasterCard Discover Amex

Account # _____

Expiration Date _____ Security Code _____

Authorized Signature _____

Name on Card _____

Billing Address (if different from mailing address) _____

City _____ State _____ Zip _____

IMAGE DESCRIPTIONS

Description & Technique	Material	Size	Retail Price
1. _____ _____	_____	_____	_____
2. _____ _____	_____	_____	_____
3. _____ _____	_____	_____	_____
4. _____ _____	_____	_____	_____
5. _____ _____	_____	_____	_____
6. Booth display, location & date: _____			

DIGITAL IMAGES: Number .JPG files and/or thumbnails to match with description above. **SLIDES:** Number slides to match with description above.

Do NOT send DVD's or PowerPoint presentations.

Attach additional descriptive information if desired - resumes or bios recommended.

**BE SURE TO COMPLETE BOTH PAGES OF THIS FORM AND MAKE COPIES FOR YOUR RECORDS.
 MAIL COMPLETED APPLICATION WITH IMAGES AND PAYMENT TO ADDRESS ABOVE OR APPLY ONLINE AT WWW.ZAPPLICATION.ORG.**



**CraftWestport
November 19 & 20**

10' x 10' @\$545 _____
 15' x 10' @\$817.50 _____
 20' x 10' @\$1090 (limited availability) _____
I request a corner @\$195 additional* _____
I require _____ watts of electricity @\$20 per 100 watts _____
Electricity is limited to 300 watts per 10' x 10' booth.
TOTAL ENCLOSED \$ _____

Special Request for extra electricity:
How much extra electricity do you need and why?

(Extra electricity will be reviewed on a case by case basis.)

Check # _____ Visa MasterCard Discover Amex
I require (#) _____ postcards and/or (#) _____ stickers

**Holiday CraftMorristown
December 2 - 4**

10' x 10' @\$495 _____
 15' x 10' @\$742.50 _____
 20' x 10' @\$990 (limited availability) _____
I request a corner @\$195 additional* _____
I require _____ watts of electricity @\$65 per 300 watts _____
TOTAL ENCLOSED \$ _____

Check # _____ Visa MasterCard Discover Amex
I require (#) _____ postcards and/or (#) _____ stickers

**Artrider's Holiday Craft Show
December 9 - 11**

10' x 10' @\$595 _____
 15' x 10' @\$842.50 _____
 20' x 10' @\$1190 (limited availability) _____
I request a corner @\$195 additional* _____
I require _____ watts of electricity @\$50 per 300 watts _____
TOTAL ENCLOSED \$ _____

Check # _____ Visa MasterCard Discover Amex
I require (#) _____ postcards and/or (#) _____ stickers

**APPLICATION DEADLINE
JULY 1, 2011**

APPLICATION FEES

- **No Charge** for first time applicants or those who have already applied for a 2011 Artrider show.
- **\$40** postmarked by July 1, 2011**
- **\$55** postmarked after July 1, 2011 (late applications)
- **Send only ONE application fee per YEAR**

YOU MAY POST-DATE CHECKS TO THE FOLLOWING DATES:

CRAFTWESTPORT AUGUST 15, 2011

CRAFTMORRISTOWN SEPTEMBER 1, 2011

CANCELLATION SCHEDULES

CraftWestport		CraftMorristown	
To August 15	0%	To September 1	0%
Aug 16 - Aug 31	25%	Sept 2 - Sept 15	25%
Sept 1 - Sept 20	50%	Sept 16 - Oct 1	50%
Sept 21 - Oct 20	75%	Oct 2 - Nov 1	75%
After Oct 20	100%	After Nov 1	100%

ALL DIMENSIONS ARE WIDTH x DEPTH

CHECKLIST

- Write the Primary Artist's name on everything.
- Sign and return this form; make a copy for your files.

If paying by check:

- Send a separate check for each show.
- Send a separate check for the one time application fee (see above).

GENERAL RELEASE AND ACCEPTANCE OF RULES - I, the above applicant, do expressly release the producer, Artrider Productions Inc., the owners of the show sites, event beneficiaries, event sponsors, and their employees from any and all liability for damage, injury or loss to any person or goods which may arise from participation in the event(s). 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, unless specifically prohibited by applicant. I make this application in good faith and am ready, willing and able to participate in the event(s) upon acceptance. I understand that written notification of acceptance into the event(s) implies a contract with all the duties, fees and obligations incumbent therein. I understand that requests for cancellations and refunds must be made in writing and postmarked by the dates indicated on the cancellation schedules. I have read the show rules and I agree to abide by said rules, payment schedules, and cancellation schedules

X Applicant Signature _____ Date _____
X Print Name _____

DO NOT INCLUDE BOOTH REQUESTS ON THIS APPLICATION
BE SURE TO COMPLETE BOTH PAGES OF THIS FORM AND MAKE COPIES FOR YOUR RECORDS.
MAIL COMPLETED APPLICATION WITH IMAGES AND PAYMENT TO ADDRESS ABOVE OR APPLY ONLINE AT WWW.ZAPPLICATION.ORG.

* subject to availability

** Online application fee \$40 at www.zapplication.org