



SPRING, SUMMER, FALL 2011

APPLICATION DEADLINE is JANUARY 10, 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.

This application is for **2011 Spring, Summer, Fall** season:

- **Spring CraftMorristown** – New Jersey – March 18, 19, 20
- **Spring Crafts at Lyndhurst** – New York – April 29, 30, May 1
- **Guilford Craft Expo** – Connecticut – July 14, 15, 16, 17
- **Fall Crafts at Lyndhurst** – New York – September 16, 17, 18

IMPORTANT NOTE: *We have several applications that come out in one year. The Spring, Summer, Fall 2011 application is for the above shows and is due January 10, 2011. The holiday application will be available in 2011 and will be for our shows in November and December 2011. If you apply to the Spring, Summer, Fall 2011 shows, 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.*

The CraftNewYork application is a separate application that may only be submitted online at www.zapplication.org with a separate jury fee and deadline.

For this application you may apply **ONLINE** at www.zapplication.org (look for **ARTRIDER's Spring, Summer, Fall 2011 Events**) or print out the two page paper **MAIL-IN** application at the bottom of this document. If you need assistance in applying or have questions about our shows, please contact crafts@artrider.com or 845-331-7900.

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!

CRAFTMORRISTOWN – 21 years

March 18, 19, 20, 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 February 4, 2011

Set-up

Friday, March 18, 2011

Show Hours

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

CANCELLATION SCHEDULE

To Feb 4	0%
Feb 5 - Feb 18	25%
Feb 19 - Mar 4	50%
Mar 5 - Mar 18	75%
After Mar 18	100%

GUILFORD CRAFT EXPO - 54 years

July 14, 15, 16, 17 2011

Produced in conjunction with the Guilford Art Center, this landmark outdoor show, located midway between NYC and Boston, is held at the height of the summer season. The *Guilford Craft Expo* is one of the most successful and longest-running craft shows in America, with gate proceeds supporting the Guilford Art Center and its programs.

- 175 booths in historic Guilford, CT
- Charming and affluent seaside community
- Four days, new Sunday hours
- Most booths under tents; some free-standing booth spaces available
- Booth fee *includes* 500 watts of electricity
- Tables and chairs available at an additional cost
- Payments may be postdated to April 15, 2011

Set-up

Wednesday, July 13; Thursday morning, July 14, with special permission only

Show Hours

Thursday 12pm – 9pm; Friday 12pm – 9pm; Saturday 10am – 6pm, Sunday 1pm – 5pm

CANCELLATION SCHEDULE

(% reflects payment due)

To April 15	0%
Apr 16 - Apr 29	25%
Apr 30 -May 20	50%
May 21 - June 17	75%
After June 17	100%

CRAFTS AT LYNDHURST - 27 years

The award winning Crafts at Lyndhurst enjoys a reputation for being among the best-known, best-attended and most successful arts festivals in the northeast. Drawing audiences from Westchester, New York's most affluent county,) and the surrounding tri-state area, these semi-annual shows benefit the National Trust for Historic Preservation. The show is held on the beautiful grounds of the historic Lyndhurst estate which overlooks the majestic Hudson River and is located in Tarrytown, New York, twenty miles north of Manhattan.

- 250 booths on 67 park-like acres
- 20 miles north of NYC
- Booths available in large tent or open area
- Abundant free parking
- Electricity (large tent only), tables and chairs available at an additional cost
- "A very beautiful show in an exceptional setting" (Art Fair Source Book)

Spring CRAFTS AT LYNDHURST

April 29, April 30, May 1, 2011

Checks may be postdated to March 4, 2011

Set-up

Thursday, April 28 from 7am - 6pm

Friday, April 29 from 6:30am - 8 am *

**with special permission only*

Fall CRAFTS AT LYNDHURST

September 16, 17, 18, 2011

Checks may be postdated to May 6, 2011

Set-up

Thursday, September 15 from 7am - 6pm

Friday, September 16 from 6:30am - 8am*

**with special permission only*

CANCELLATION SCHEDULE

(% reflects payment due)

SPRING

To March 4	0%
Mar 5 - Mar 11	25%
Mar 12 - Mar 18	50%
Mar 19 - Apr 1	75%
After April 1	100%

FALL

To May 6	0%
May 7 - June 10	25%
June 11 - July 22	50%
July 23 - Aug 12	75%
After Aug 12	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 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**.

APPLICATION DEADLINE and FEES

The application deadline for Spring, Summer, Fall 2011 is January 10, 2011. Notification for all shows will be sent starting in mid-February with Spring CraftMorristown notifications coming out first. Call us if you do not receive notification by March 1, 2011.

Once you apply to the Spring, Summer, Fall 2011 shows, there will be no application fee for the upcoming Holiday 2011 application. CraftNewYork has a separate jury fee.

If you have never applied to an Artrider event before, your application fee will be waived. Your application must be postmarked by January 10, 2011 for this discount to apply:

First time applicants.....	\$0
Online application at www.zapplication.org	\$40
Mail-in application postmarked on or before January 10, 2010.....	\$40
Late applications (subject to availability) postmarked after January 10, 2010.....	\$45

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 2009 or 2010 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 "2009/2010 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 2009 or 2010 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.

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, 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
New York State: 800-462-8100 or tax.state.ny.us
Connecticut: 860-297-5962 or ct.gov

DISPLAY

You are required to provide a self-contained display (except for Crafts at Morristown, where all booths are provided with pipe & drape). Backdrops or enclosures, such as drapes, panels, walls, etc., are required. 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) electronic advertising (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 SPRING, SUMMER, FALL 2011 APPLICATION AND CONTRACT

DEADLINE: January 10, 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 2009/2010 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: _____			

IMAGES: Number .JPG files and/or thumbnails to match with description above.

Do NOT send DVD's or PowerPoint presentations.

Attach additional descriptive information if desired.

**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.**

POST-DATE CHECKS TO THE FOLLOWING DATES:

SPRING MORRISTOWN - FEB 4, 2011
 SPRING LYNDURST - MAR 4, 2011
 GUILFORD EXPO - APR 15, 2011
 FALL LYNDHURST - MAY 6, 2011

Spring CraftMORRISTOWN
March 18, 19, 20

10' x 10' @\$475 \$ _____
 15' x 10' @\$712.50 \$ _____
 20' x 10' @\$950 \$ _____
 I request a corner @\$195 additional* \$ _____
 I require ___ watts of electricity @\$65 per 300 watts \$ _____
TOTAL ENCLOSED \$ _____

Check # _____ Credit Card
 I require (#) _____ postcards and/or (#) _____ stickers

Spring CRAFTS AT LYNDHURST
April 29, April 30, May 1

Outside space 10' x 10' @\$745 \$ _____
 Outside space 15' x 10' @\$1117.50 \$ _____
 Outside space 20' x 10' @\$1490 \$ _____
 Outside corner \$195 additional* \$ _____
 In large tent 10' x 10' @\$845 \$ _____
 In large tent 15' x 10' @\$1267.50 \$ _____
 In large tent 20' x 10' @\$1690 \$ _____
 Tented corner \$295 additional* \$ _____
 I require ___ watts of electricity @\$65 per 300 watts \$ _____
 (Tented only)
TOTAL ENCLOSED \$ _____

Check # _____ Credit Card
 I require (#) _____ postcards and/or (#) _____ stickers

2011

APPLICATION FEES

- **No Charge** for new applicants only
- **\$40** postmarked by Jan. 10, 2011
- **\$45** postmarked after Jan. 10, 2011 waiting list only
- **Send only ONE application fee**

ALL DIMENSIONS ARE WIDTH x DEPTH

20' x 10' booths available on a limited basis.

CHECKLIST

- Write the Primary Artist's name on everything.
- Sign and return this form; make copy for your files.
- If paying by check:
 - Send a separate check for each show.
 - Send a separate check for the application fee (see above)

GUILFORD CRAFT EXPO
July 14, 15, 16, 17

Outside space 10' x 10' @\$600 \$ _____
 Outside space 15' x 10' @\$900 \$ _____
 Outside space 20' x 10' @\$1200 \$ _____
 In large tent 10' x 10' @\$625 \$ _____
 In large tent 15' x 10' @\$937.50 \$ _____
 In large tent 20' x 10' @\$1250 \$ _____
 Corner \$150 additional* \$ _____
 Electricity 500 watts *included* \$ _____
 \$20 per additional 100 watts (based on availability)
 Town green maintenance fee (required) \$30 \$ _____
TOTAL ENCLOSED \$ _____

Check # _____ Credit Card
 I require (#) _____ postcards and/or (#) _____ stickers

Fall CRAFTS AT LYNDHURST
September 16, 17, 18

Outside space 10' x 10' @\$795 \$ _____
 Outside space 15' x 10' @\$1192.50 \$ _____
 Outside space 20' x 10' @\$1590 \$ _____
 Outside corner \$195 additional* \$ _____
 In large tent 10' x 10' @\$895 \$ _____
 In large tent 15' x 10' @\$1342.50 \$ _____
 In large tent 20' x 10' @\$1790 \$ _____
 Tented corner \$295 additional* \$ _____
 I require ___ watts of electricity @\$65 per 300 watts \$ _____
 (Tented only)
TOTAL ENCLOSED \$ _____

Check # _____ Credit Card
 I require (#) _____ postcards and/or (#) _____ stickers

The application for the November and December 2011 holiday shows will be posted at a later date. CraftNEWYORK is a separate application and is available at Zapplication.org and is due October 20, 2010

GENERAL RELEASE AND ACCEPTANCE OF RULES - I, the applicant, do expressly release the producer, Artrider Productions Inc., the Owners of the show sites 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(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. 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 SPECIAL 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