



2021 Artist Prospectus

for the **VIRTUAL Wedgwood Art Festival**
July 8th starting at 9 AM through July 18th at 10 PM

WEDGWOOD
ART FESTIVAL

WedgwoodFestival.com
wafestival@gmail.com

Facebook.com/WedgwoodFestival
Twitter.com/WedgwoodFest

[Artist can apply via our website's online EntryThingy Application.](#) Starting Jan 26th, 2021

This year, the virtual Wedgwood Art Festival will be an online event.

Artists can sell their work from a beautiful full page featured on a high-quality website.

Benefits include:

- Professionally designed website with technical support
- Assistance available for information entry
- Several levels of virtual 'booths' to choose
- One free restocking session during show
- Central check out for shopping ease
- Full artist sales pages with 12 distinctive items and options (if you choose level #2 or 3) up to 96 options
- Page links to artist website's, FB and Etsy pages for additional sales
- Promotion of the event and your artwork
- WAF collects and pays sales tax to the state
- Orders emailed to you by end of each day
- Delivery and Pick-up options available as well as shipping

JURY FEES are due at time of application

Application/Jury fee; non-refundable.

\$25 per artist (not per booth) if received **by March 29th.**

\$35 per artist (not per booth) if received **late from 3/30-4/3.**

Upon acceptance on April 12th, you will be sent a notification email and ask the booth level you chose. Then, you will receive a PayPal invoice for your booth fees.

(Please notify us if you prefer paying by check)

BOOTH LEVELS:

There are 3 levels of virtual booths depending on the amount of options you require for your items. You can have up to 3 variables/ each with 8 options for an item with levels #2 & #3. **Examples** - if you are a potter, your item can be a tea cup with glaze as the variable, offering up to 8 different glaze options. Photographers can have an image as an item, with size as the variable and offer that image in 5x7, 8x10, 11x14. A jeweler can have a ring as an item with metal and size as the variables and offer it in gold, silver and platinum in sizes from 6-12. Under Level 3, you may group similar work under one item (e.g. various teapots) as long as it will not confuse the customer. We recommend you have an image of the grouping to show as your main image so customers know what is included under that item. This gives the artist many ways to offer their work for sale.

Please note- 20% commission is taken on show sales.

Level #1 - \$80 12 items; No options on items. **Only one of a kind or multiples of same item** (i.e., reproductions of a one of a kind piece in one size). **Only free delivery/shipping offered**, subject to commission. You can also use this level if you do not want to add inventory but just process sales through a link to your own site or online store (*see more below).

Level #2 - \$100 12 items; up to **5 of your 12 Items can have options/variables** **OR** all items can have the same set of options/variables (size, material or original/reproductions). Good choice for artists with only a few items that have variables or especially for photographers/artists who offer the same set of size/price options for all their images/reproductions. **This level can include shipping charges that are added separately with no commission taken.**

Level #3 - \$140 12 items; **all items can have with up to 8 options and multiple variables** (color, size, etc). This is the highest level of options with images. This is a good choice for jewelers or artists with many different options. **Can include shipping charges that are added separately and no commission taken.**

The booth prices include 1 free restocking session during the event (unlimited inventory number change and/or 3 new items). 20% commission will be deducted from your sales and shipping (ONLY if you choose Free Shipping, level #1). On levels #2-3, no commission will be deducted from added shipping/delivery fees. These fees can be listed separately from the item price.

You may purchase 2 pages (booths) for 2 different mediums. You will need to apply showing the 2nd medium and it will need to be accepted into the show.

*It is possible to have your artist page directly connected to your website for sales. This would be a Level 1 booth. Then you will need to enter limited information. But you would be responsible to create a code for customers so you can track sales and pay WAF 20% commission for sales directed from the show. You will also be responsible for collecting and paying sales tax.

Please read through this written prospectus to familiarize yourself with our requirements and policies
Apply at: <http://www.wedgwoodfestival.com/call-to-artists.html>

Cancellation policy- Notice of cancellation by the Artist of participation in any event must be provided to WAF in writing (email acceptable). If provided before page development begins, 50% of fees will be returned, excluding Application fee. If provided after the web page development has begun, no refund will be issued

GUIDELINES FOR SUBMITTING DIGITAL IMAGES

Submit 4 digital images of your work and 1 image of your booth (used in your artist listing). Images submitted to the jury must represent your work & items exhibited at the festival must be similar in quality, nature & price range. Provide a short description & price of each artwork image. Artwork images must be jpeg (.jpg) format, 300 dpi (dots per inch) and no larger than 1024 x 768 pixels.

JURY -Artisans will be selected based on quality of craftsmanship, originality of design.

To provide an appropriate balance of artists in the festival, the jury will score & select applicants by category. Jury comments/scores are confidential and will not be available to the applicants.

Past participation does not guarantee acceptance.

By applying to Wedgwood Art Festival, you agree to these terms.

Terms of Entry for Entrants:

Open to US and Canadian artists only. The Artist agrees to sell, display or promote during an event only his or her own individually handmade products that are not mass-produced or made by an assembly line process. Only US or Canadian-made reproductions and cannot be more than 50% of the work, The Artists will be asked to enter their item information and images within the guidelines of the shows formatting. They will be responsible to make any changes asked by the web designers to fit their information into this format. The Web designers will create an artist page using the information and images provided by the Artist to be reviewed and signed off on the Artist webpage before it is open to the public. At a point, WAF is not responsible for the content of their page. The Artist is responsible for their promotion of this event. The Artist is asked to make

contact with their customers after orders are received and ship sold items within the timeframe agreed upon. WAF will provide management of the event and mail the Artist any sales from the event, minus 20% commission within agreed time. Artist allows release of their artwork for the purpose of promoting the Wedgwood Art Festival.

If all or part of the event is prevented from being held because of war, fire, strike, government regulation, public catastrophe, act of God, or other cause beyond the control of WAF, WAF shall determine and refund to the Artist his/her appropriate share of the aggregate booth fees received which remains after deducting all expenses incurred by NWAA related to the event. No case shall WAF be liable to the Artist for lost sales or any expenses the Artist incurs that are related to said event

If WAF, in its sole discretion, determines prior to an event that an Artist fails to exhibit behavior conducive to providing a supportive environment for all artists participating in the event, it reserves the right to terminate this Agreement.

without liability to the Artist. If the behavior of the Artist is determined to be unacceptable to NWAA staff or others, the Artist will not be refunded for booth or be allowed to participate in future NWAA events.

Wedgwood Art Festival

PO Box 142

Clinton, WA 98236