



## ARTIST & ARTISAN VENDOR INFO

### 2016 SPRING AND FALL DATES

- **MAY 21 - 22.** Application on line as of January 1
- **SEPTEMBER 17 - 18.** Application on line as of May 1

### TIMES

- Saturdays: 10am to 7pm | Sundays: 10am to 5pm
- Set-up: Saturday 6:30am to 9:30am
- Saturday overnight: Tents stay up; professional security is hired

### VENUE - LOCATION

- Historic District. Philadelphia, PA 19106
- Tents line sidewalks on Market, 6th, and Chestnut Streets between 6th and 7th
- Tree-lined fair route is U-shaped
- **Note**: Site map found on last page

### INVITED CATEGORIES

Ceramics, Fiber & Leather, Glass, Wood, Metal, Jewelry-Precious, Jewelry-Alternative, Accessories, Basketry, Mixed Media, ReCycled/UpCycled, Photography, Prints + Fine Art, Graphics, Paper & Book Art, Soaps & Candles, Comestibles

Note: Jewelry as adjunct to applied-for specialty limited to 10% of displayed work. Fine art permitted in Prints category. No buy-sell, non-US made goods, or kits.

### SELECTION CRITERIA

- Originality, finish, presentation
- Fit with local to global audience
- Compatibility with Fair identity

### SELECTION PROCESS

Juried and curated. Product and booth/display images, submitted info, website/social presence are reviewed by artist founders-producers: Leslie Manas, a Philly native, and Jean Huffenus, French master jeweler. Pro bono mentors to students from

UArts, Tyler and Moore Art Colleges since the 1980s, their workshop is located two blocks from the show site.

### **SPRING DEADLINES**

- MAY 21-22 Fair:

Extended No Late Fee Deadline: **Wednesday, APRIL 13**

Late entries with **\$35. late entry fee:**  
After 4/13, until full

### **FALL DEADLINES**

- SEPTEMBER 17-18 Fair:

On-time entries: **Tuesday, JULY 19, 2016**

Late entries with **\$35. late entry fee:**  
After 7/19, until full

### **EMAILED ACCEPTANCE NOTIFICATION**

- Two (2) weeks or sooner after you apply. A wait-list is maintained

### **FEES**

- **\$17.76:** On-time Entry Application
- **\$35:** Late Entry Application
- **Non-refundable**
  
- **\$276:** 10'x10' Booth/Space (tent required); Corner: \$76 additional  
Includes promotion and marketing to both regional and tourist markets; artist amenities, booth-sitting and load-in help, overnight security, curbside loading, attentive producers

### **ENTRY APPLICATION & BOOTH/SPACE PAYMENT**

- **Payment with Paypal.** You don't need to have an account. Paypal allows you to pay by credit card or bank account
  
- Submission becomes valid when payment for your entry fee is received; confirmation is emailed to applicant by EntryThingy
  
- **Booth/Space Payment**
  - DUE: Two (2) weeks after **on-time** acceptance
  - DUE: Right away after **late** application acceptance
  - Checks: CraftPhila [dot] org | 704 Sansom St, Studio 401 | Phila, PA 19106
  
- Non-payment of Paypal's booth space invoice revokes acceptance status

- Payment confirms that you agree to abide by all rules, regulations, terms, conditions, and instructions.

### **ENTRY APPLICATION**

- <http://www.craftphila.org/apply.html>
- Application management platform: EntryThingy
- **BEST TO APPLY FROM DESKTOP, AS SMART PHONE APPLICATIONS HAVE BEEN PROBLEMATIC**
- See pull-down menu with Application Tips: [pdf link](#)

### **FIVE (5) IMAGES ONLY:**

- Four (4) images of your work
- One (1) booth/display image
- Booth/display photo should be last image in series
- **Specs:**
  - Dimensions: minimum 550 pixels wide (largest side)
  - Format: 300 dpi jpeg
  - Size: minimum 100K; maximum 3MB
  - Color Space: Save images in RGB, preferably sRGB
  - Note: Upload original images directly. Do not upload images that have been downloaded from ZAPP™

### **WAIT-LIST, CANCELLATIONS, REFUNDS**

- Wait-listed vendors will be contacted by email if space becomes available
- Cancellations *must be emailed*
  - Full Refund: 60 days before Fair
  - Half Refund: 45 days before Fair
- Vendors who fail to notify of cancellation will not be accepted into future shows
- Vendors unable to attend may not sell or rent his/her booth space

### **ARTIST & ARTISAN VENDOR AGREEMENT**

- Vendor agrees to all CraftPhila [dot] org terms, conditions, rules and regulations when they submit their fees.
- Artist or Artisan of record *must be present* for the show's duration.
- Wares displayed must reflect submission. No refunds if Vendor is asked to remove or close down for misrepresentation or non-compliance with stated rules.
- No buy-sell, non-USA made goods, or kits.
- Vendor is expected to present an attractive booth with self-contained displays that should not extend beyond booth footprint. Tents must have sides.

- Free-standing tents must be weighted: four sets of 50# weights are required. No staking or attaching tents to public/private structures is allowed.
- No electric provided.
- Booths need to be set up, staffed and opened on time. All loading is limited to specified times and locations. Fairs are held rain or shine. No early breakdown.
- Insurance for loss, damage, injury, or liability is Vendor's responsibility.
- Vendor is responsible for obtaining City and State Business and Tax Licenses prior to exhibiting.
- Vendor receives all show news, updates, and announcements via email.

## **LIABILITY**

In no event shall CraftPhila.org's employees, officers, directors, representatives, volunteers and agents be held liable for refunds, claims or any other liabilities for failure to produce the show—either wholly, in part, or as promoted—due to circumstances beyond its control including, but not limited to: weather, fire, acts of God, tort, strikes, legal action, site damage or cancellation, governmental actions, or other causes.

Participating Vendor is responsible for following all terms, conditions, rules, regulations and instructions set forth by CraftPhila [dot] org.

## **LICENSES**

**LICENSES & PERMITS.** Click links.

All vendors doing business in Philadelphia are required to:

- a) Get a Business Tax Account Number - apply online, number emailed immediately.
- b) Get a Commercial Activity license - apply online, license emailed immediately.
- c) Print and mail the one page Business Tax Return for Trade Show Vendors. Here is the 2015 Return There is a \$50,000 exclusion on gross receipts for taxes due. Form should be submitted within 30 days of your last show in Philadelphia or by April 15 to avoid penalty.

- Please direct questions to Bruno Sousa who handles temporary trade show vendors at Phila Department of Revenue: [bruno.sousa@phila.gov](mailto:bruno.sousa@phila.gov) (best way to contact) or 215-686-6517.

## **VENDOR PR - ADVANCE PREP**

**PR. Postcards, Emails & Social Media**

- *PR synergy is our shared goal* and you can be sure we'll do our part!
- Best to mail advance postcards and emails to patrons in PA, NJ, DE, and MD
- Direct mail gets most noticed

- Best days to send emails are Tuesdays and Wednesdays
- Start social media posts 7-10 days before Fair
- Posts before, during, and after Fair benefits at-event traffic and increases patron follow-up after meeting you and your work

## **AT FAIR SITE INSTRUCTIONS**

- **CONTACT: Leslie Manas, mobile #267-679-3121**

**GPS LOCATOR.** Click on link for directions to Dow Building: 100 S Independence Mall West, Philadelphia, PA 19106

- FYI Navigating Philly: There is two way traffic on Market and Ranstead Streets. Most City streets are typically one way

## **DAYS & TIMES**

- Saturday 10:00am to 7:00pm
- Sunday 10:00am to 5:00pm

## **SATURDAY MOVE-IN**

- 6:30am to 9:30am

## **CHECK-IN at DOW BUILDING**

- All vendors **must first check-in at RED TENT** on south sidewalk of Market between 6th and 7th Streets. Tent is midpoint in front of Dow Building steps
- You will receive Fair Packet with Booth Assignment when you check in

## **EASY CURBSIDE LOAD-IN & OUT**

- Turn on *hazard flashers* during load-in/out
- Once booth/wares are unloaded, please *remove your vehicle right away*
- All vehicles must be off the street by 9:30am
- Saturday: Wares not packed down overnight may be loaded after 7:00pm
- Sunday: Curbside drop-off of wares is from 8:30am to 9:45am
- No vehicles are permitted at site before official closing times

## **PARKING**

- To be announced
- Oversized vehicles: Walmart parking lot, Columbus Avenue (10 minutes away)

## **BOOTH/SPACE**

Set-up is on sidewalks (exception: food partners)

- Tent must be weighted with 4 sets of 40#-50# weights
- Tent must have sides
- Do not attach your structure or display to existing public/private structures
- Storage and display should be kept within your 10' x 10' footprint
- A tidy booth appearance is expected at all times

- All trash and debris must be disposed of by vendor and not left at site

### **OVERNIGHT SECURITY**

- OPS Security will patrol site from 7:30pm on Saturday to 9:30am on Sunday
- National Park has 24/7 surveillance; Police routinely patrol the Historic District by car and on bike; there is a police station at 7th & Chestnut
- Security is only a deterrent and is no guarantee against damage, theft, or vandalism. Insurance for such losses is the vendor's responsibility
- Your tent must be completely closed and secured overnight

### **VENDOR NEEDS**

#### **LODGING**

- Hotels near the airport or in Cherry Hill, New Jersey (15-20 minutes from Fair site) and in surrounding suburbs offer least expensive rates

#### **RESTROOMS**

- Independence Visitors Center at NE corner of 6th/Market

#### **ATM**

- At 6th and Ranstead and 615 Chestnut

#### **WHERE TO EAT**

- Tented food vendors and food trucks at Fair. Many restaurants and cafés with menus from \$-\$\$\$\$, within easy walking distance

#### **WEATHER**

- Please plan to be outside with us in all kinds of weather. We will post any severe weather alerts on website, Facebook page and Twitter.

### **FAIR ROUTE FOOTPRINT**

#### **SITE MAP DETAILS:**

- Fair route is U-shaped: 10'x10' artist-artisan-vendor tents line sidewalks on Market, 6th, and Chestnut Streets between 6th and 7th
- 6th Street parking lane is closed to optimize visual experience of event/setting
- Music at two (2) corner locations:
  - 6th/Market (sw) and 6th/Chestnut (sw)
- Food trucks at two (2) locations
  - *Savory* food trucks
    - Parking cutaway on north-side Chestnut
    - Customers queue on sidewalk
  - *Sweet* food trucks

- Market, eastbound travel lane
  - Mid Market between 6th and 7th
  - Customers queue on sidewalk
- Tents set up by vendors are left up overnight. Security guards Saturday eve

\*\*\*[FAIR SITE MAP click link to view](#)\*\*\*

## **CRAFTPHILA [dot] ORG**

**MISSION:** Celebrating US HandMade Craft, Art, and Fashion!

[www.CraftPhila.org](http://www.CraftPhila.org) | [www.facebook.com/craftphila](http://www.facebook.com/craftphila)  
Twitter, Instagram @craftphila | #CRAFTPHILA

### **MAILING ADDRESS**

CraftPhila [dot] org | 704 Sansom St, Studio 401 | Philadelphia PA 19106

**CONTACT.** Leslie Manas. [artists@craftphila.org](mailto:artists@craftphila.org) | 267-679-3121

## **ABOUT CRAFT PHILA LIBERTY BELL FAIRS**

- Show and sale of **US HandMade Craft, Art and Fashion** at America's epicenter! Juried and curated. 5th and 6th Fairs. Limited to 76 artisans.
- Sell your work to a global clientele steps from the iconic Bell amidst history, museums, and greenery. Centrally located, easily accessed Historic District venue benefits from a built-in stream of tourist and local foot traffic.
- 6000+ fair-goers expected. *Local-regional-international* shoppers. 4000+ Liberty Bell visitors per weekend. Neighborhood and center city demographic is upscale, professional, and educated.
- Dual promotion and marketing to regional/national and tourist markets. Artist amenities, curbside loading, overnight security, booth-sitting and loading assist, attentive producers.
- Held on tree-lined sidewalks, this semi-annual event also features foot-taping music, Kids Art Zone, artisan demos, XO Art Sign-In, giveaways, the City's best bites, and mascot MAX.
- Outdoor. Free to attend. Rain or shine.

**CONTACT:** Leslie Manas [artists@CraftPhila.org](mailto:artists@CraftPhila.org) | 267-679-3121

**Note:** All Fair updates, info, and notifications are sent by *email only*.