

## Clay Fest Overview

The following information is provided as a general overview of the show. Every effort has been made to be sure the information is as accurate as possible; however, things may have changed, and the information provided on the official application packet will supersede any information provided here.

Application to this show is open to all Local Clay members. See application for exact Requirements.

Acceptance to the show is determined in part by points. Points are earned by participating in the management of Clay Fest as a Committee Chairperson on the show's Steering Committee or by volunteering to be a Local Clay Officer or Committee Chair. These positions are open to all Local Clay members. Current Clay Fest Committee Chairs are guaranteed a space in the show.

Applicants with volunteer points will have the opportunity to select their booth space before applicants with zero points. Trainees for Chair positions choose before other applicants with zero points. The remaining booths are allocated by random draw. The date of the Booth Assignment meeting will be included in the application packet. Any applicant who is not present at the booth assignment meeting may delegate someone else to select their booth space. If neither the applicant nor a designee is present, show spaces will be drawn at random from the pool of available spaces, or assigned at the discretion of the Steering Committee and/or Registrar.

There will be a Gallery to showcase booth participants' work as well as provide exhibition and sales opportunities for non-booth participants. The Gallery area will be restocked as pieces are sold. Gallery-only participants may bring extra pieces for restocking and booth participants may re-stock from their booths. Booth applicants who do not get a booth are encouraged to participate in the Gallery.

There will be a centralized sales/check-out area to handle all sales: cash, check and Visa/MasterCard. This allows you to be free to visit with customers and to perform your work shift assignments.

Advertising for Clay Fest includes a large color postcard mailed out to over 8000 addresses plus 750 posters covering local areas. In addition, there will be advertisements in the Eugene Weekly, other area publications, and radio, and street banners in downtown Eugene.

Clay Fest maintains a webpage promoting the show and the participants. Participants are encouraged to provide images, email addresses, and webpage links for inclusion on our webpage. Particulars will be included in the application packet.

Participants are encouraged to submit images for consideration as advertising graphics. Images deadlines will be included in the application packet.

### Please Note the Following

Clay Fest presents a unique opportunity for art patrons to meet with the individual artists. The concept is that "the maker is the seller", and therefore you may not utilize representatives or agents to sell/market your work during the show. Additionally, work from kits or commercial molds is not accepted. No work can be sold that is not made by the booth's artist(s),

Clay Fest is covered by an accident and liability policy, but has no property damage insurance. Clay Fest does have a limited Broken Pot fund to pay for some types of breakage. This is not an insurance policy and there is no guarantee that breakage will be compensated by Clay Fest.

No canopies are permitted on booths.

You MUST have a fire extinguisher in your booth. Minimum size/type is 2A10BC. You are responsible for providing your own booth lighting. Maximum wattage per booth may total no more than 500 watts. You MUST use grounded (3-prong), commercial, heavy-duty cords, and grounded, fused power strips. There are stringent regulations regarding the electrical/lighting set-up of your booth, you can download an Adobe (pdf) formatted overview of these at this link [www.clayfest.org/Clayfest/ClayFestElectrical.pdf](http://www.clayfest.org/Clayfest/ClayFestElectrical.pdf) Cardboard containers used as pedestals will be permitted ONLY if they are treated inside-and-outside with an approved flame-retardant paint. More information will be available in the Move-In packet.

Clay Fest provides appropriate background music during the show. Individual artists are not permitted to provide music in their booth

### Sample General Timeline

Note: Exact deadlines will be in the application packet

Application available: April

Application deadline: May

Booth Assignment Meeting June

Booth notification emailed One week after Booth Assignment Meeting

You need not attend the Booth Assignment Meeting. The Group will pick the best available space for you.

Advertising image deadline Late June for postcard and poster - late July for print ads

100% refund deadline As stated in Application Packet

Move-In Packet mailed Mid - August

50% refund cancellation Early September

Gallery Only deadline Early September

Show set-up Thursday of the show weekend - Noon to 10PM

Show Friday 5-8 PM, Saturday 10 AM-6PM, and Sunday 11AM-5PM

### Sample Show Fees and Commissions

Note: Exact fees and commissions will be detailed in the application packet.

Current membership in Local Clay is required to participate in Clay Fest (annual membership is \$20).

Full booth (10' x 10') : \$165.00 plus 16% sales commission on all sales, including Gallery sales

Half booth (10' x 5') : \$100.00 plus 16% sales commission on all sales, including Gallery sales

Gallery Only participation : \$25 refundable deposit plus 16% sales commission on all sales only

Note: Incomplete or unsigned applications may be disqualified, and will certainly delay processing.

### Committee and Work Shift General Information

Clay Fest is produced entirely by the participants - your efforts are critical to the success of the show. All participants are required to support the Steering Committee's efforts by completing committee and work shift assignments.

All participants are required to work on a Committee in preparation for the event).

Booth participants are required to work two, three-hour work shifts during the show.

Gallery-Only participants are required to work one three-hour shift during the show.

Out-of-towners who are absolutely unable to do Committee work prior to the show have the option of doing 2 additional 3-hour work shifts, for a total of 4 (3 hours each) shifts, during the show. Note: this can be tiring.

Participants are responsible for reporting on time and performing their work shift(s). There is a five minute grace period only.

Without exception, an additional 5% commission is assessed for non-performance of Committee assignment(s) and for each late or missed work shift.

A missed Committee or work shift for Gallery-only participants may affect their eligibility for next year's Clay Fest.

### Committee position summary

Show set up Preparation and set-up of Gallery walls/lighting, pedestals, etc.

Physically demanding. Thursday AM or Sunday PM

Publicity Assist in promoting the show

Postering Distribute and hang posters in designated areas a few weeks before Clay Fest opens

Security Provide security at entrances during booth set-up. Thursday PM or before show opens on Saturday and Sunday

Sales Purchase materials, help set up and tear down sales area. Thursday AM and Sunday PM

Building Prep Prepares the building for the show (tapes the floor for all spaces, etc). Wednesday PM - physical work

Gallery Receive Gallery work (typing), set up and take down the Gallery display (ability to use basic tools). Thursday or Sunday PM

Signage Assists with the preparation/installation of booth signs, banners, site map and other signs as necessary.

Work shift assignment summary

Kids Clay Provide assistance in Kid's Clay area. Must like to work with kids (and their parents), noise and chaos

Sales Process sales to customers, handling cash and checks. Efficient and courteous.

Info Desk/Greeter Answer questions, make PA announcements, provide info to and greet customers, be courteous.

Security Provide security at entrances - check all packages that leave for paid sticker

Gallery Host Remain in Gallery area at all times during shift and be helpful to customers. Requires an outgoing personality.

Visa Process sales to customers using a Visa-type machine. Efficient and courteous.

Sales Tags Handle sales tags during the show (sort-copy-record). Good with numbers (10-key) and detail oriented.

Wrapping Wrapping of all customer purchases. Efficient and outgoing personality.

Demo Prepare for and present a demonstration of some aspect of ceramics to a "customer" audience