

CLAY FEST

2017

Clay Fest is an annual, non-juried, ceramics-only show and sale put on by **Local Clay**, to provide its members with a venue to showcase and sell their work. The Clay Fest show was started by a group of peers, who enjoyed the process of collaboration. In that spirit, a cooperative selling experience took form. Clay Fest has a centralized sales area. Customers are free to wander the show gathering items for a one-stop purchase at the door. For those who are not yet members of Local Clay, we have provided information to join at the same time as you apply for Clay Fest. We also offer a mentoring program. New participants can be paired with more experienced members, who will coach them in preparing for a booth at Clay Fest.

Clay Fest has developed a loyal following of customers who show up every year to add to existing collections and to discover new favorites. Clients enjoy meeting and talking with the potter-artist. For this reason no representatives or agents may sell in place of a show participant. In addition, only work produced by the show applicant may be sold in their space. To maintain the integrity of the show, no work from kits or commercial molds will be accepted.

All show participants do work shifts during the show. Booth participants do committee work usually before the show. This shared work experience provides opportunities for participants to meet one another and socialize, and many of the tasks provide a chance to see fellow members' work up-close and in detail, in a way that would not be possible in a traditional show experience. The Committee Work Form and Work Shift Form are included as part of this application.

The Gallery is a special feature of Clay Fest, drawing attention and offering alternative options for selling. Booth holders use it as a vehicle for spotlighting major work or unique one-of-a-kind pieces. Members who are just launching their careers in clay benefit from it as a first-time selling experience. In addition, any Local Clay member who does not get a booth space can participate in the Gallery as an alternative to having a booth. Each show participant may have one item on display in the Gallery at any one time. Gallery-only participants may submit three pieces during Gallery Check-In; one will be displayed immediately and the other two will be held in storage for re-stock when the first piece sells. Booth participants will be able to provide re-stock from their booths.

- **Clay Fest is held in Eugene at the Lane Events Center.**
- **This year's show dates are October 6, 7, and 8, 2017.**

**Applications must be postmarked on or before May 12, 2017
(Those posted late will be placed on the wait-list in order received.)**

Clay Fest accepts credit cards and PayPal for booth application fee. **All applicants are still required to send a check to complete their application.** At the booth selection meeting, participants will have the option of having their original check deposited, paying with credit card at the meeting and getting their check back, or obtaining a link to pay through PayPal and having their check shredded. (Credit card and PayPal payments will include an additional \$5.00 handling charge. This charge will not be refunded if applicant drops from show.) Those who cannot attend the meeting may contact Robin Russell, at 541.687.1971, prior to the meeting to make credit card or PayPal payment arrangements. If payment is a hardship, contact Robin to discuss payment options. Whether using check, credit card or PayPal, all applicants whose payments do not clear will be dropped from the show. **The potters and ceramic artists of Local Clay welcome you and invite you to join in the cooperative experience of Clay Fest.**

Important Details-Must Read/ Clay Fest 2017 Application

The Booth Assignment Process

Booths are assigned on Tuesday, June 6, 7:30 p.m. at McNail-Riley House, 601 West 13th Ave., Eugene (13th and Jefferson). Parking is on the south side of 13th, in the Fairgrounds parking lot. Priority for booth assignment is based on points. Points are earned by serving as a Clay Fest committee chair or a Local Clay board member. Any applicant not present at the booth assignment meeting may delegate selection of his or her space, or default to selection by one or more members of the Clay Fest steering committee or a random drawing. Those who wish to pay by credit card/PayPal will be able to do so at this meeting. For questions regarding credit card/PayPal payment option, contact Robin Russell: robin@robinrussell.com or phone number 541.687.1971.

1. Applicants with points and steering committee chair trainees will select their booth spaces first.
2. Applicants with no points will be pooled and names will be drawn at random to fill remaining booths.
3. Applicants not chosen for a booth space will be drawn for placement on the wait-list. (Checks from the first ten people on the wait-list will be held, the remaining checks will be returned)

Fire and Electrical Regulations

Each booth is limited in the amount of electricity to be used. The fire department requires an **approved fire extinguisher for each booth—you will need to supply it! They also require specific electrical cords and configurations.** The move-in packet will detail these requirements. All booths will be inspected on Friday afternoon prior to opening.

The show cannot open until all booths are in compliance.

Communications from Clay Fest

Our preferred method of delivering registration and participant materials is via e-mail and/or the Clay Fest web site <http://www.clayfest.org/ClayFest/ParticipantInfo.html>. (If you are planning on retrieving materials from our website, **make sure your software is compatible with ours and that you are able to download info** by going to our website prior to filling out your application).

Publicity

Advertising for Clay Fest 2017 includes: bookmarks, large color postcards mailed out to over 9000 addresses, 650 posters covering local areas, Clay Fest website (www.clayfest.org), advertisements in local newspaper(s), radio underwriting, and street banners in downtown Eugene. More detail about how you can contribute to publicity will be included in the booth notification letter. However, for your information please consider this:

- Your customers are important to Clay Fest success. Send your current customer list, by June 24, to the Mailing List Chair, Beth Johnson at mailinglist@clayfest.org, to be sure they will get a Clay Fest postcard.
- To have your e-mail address and/or web page linked to the Clay Fest webpage, please fill in the appropriate information on the application form.
- Participants interested in having images considered as advertising graphics should please go to the following link: <http://www.clayfest.org/ClayFest/ParticipantInfo.html> and/or contact Frank Gosar for more information at: graphics@clayfest.org
- Images for publicity are due on or before June 24.

CALENDAR

04/01	Application available online	10/05	Booth set-up	noon to 9 p.m.
05/12	Application postmark deadline due date		Gallery Check-in	3-6 p.m.
06/06	Booth Assignment Meeting	10/06	Gallery Check-in	8-11:00 a.m.
	McNail-Riley House, 601 W.13 th Ave, Eugene		Booth set-up	8 a.m. to 2 p.m.
06/13	Booth notification mailed/posted on website		Fire Marshal Inspection	2 p.m.
06/24	Advertising image deadline		Booth stocking	8 a.m. to 5 p.m.
06/24	Submit mailing list to the mailing list chair		Sales Training-Mandatory	1 p.m.
7/11	Gallery Only application postmark due date		Visa Training-Mandatory	1:15 p.m.
08/01	100% refund cancellation postmark deadline		Security training-Mandatory	1:30 p.m.
08/18	Move-In Packet mailed/posted on our website		Show open from	5-8 p.m.
08/29	50% refund cancellation postmark deadline	10/07	Show open from	10 a.m. to 6 p.m.
08/29	Gallery Only drop date	10/08	Show open from	11 a.m. to 5 p.m.
08/29	(NO REFUNDS AFTER THIS DATE)	10/08	Show tear-down	5-9 p.m.

Registration Form/Clay Fest 2017 Application

Name: _____

Street: _____

City/State/Zip: _____

Cell Phone: _____ Land Line: _____

E-Mail: _____ Web Page Link: _____

This is a shared booth application. My booth partner is: _____

People wishing to share a booth must complete separate applications. Please make sure your booth partner's name is included on **each** application. We prefer shared-booth applications be submitted together in the same envelope. **Each individual applicant must complete the entire application packet.**

▶ Business name (for publicity and signage): _____

▶ Which names do you want on your booth sign? First/Last Name Business Name Both

▶ I will accept ALL further communications from Clay Fest via E-mail and/or webpage: Yes No

▶ I am a current member of Local Clay: Yes, my 2017 Local Clay membership is paid and up-to-date.
 NO (I am including a **separate** \$15.00 check along with the member form)

Not sure of your membership status? Check with Molly Buckles at mollybuckles@gmail.com or (if needed) 541 521-9227

▶ I would like to link the Clay Fest webpage to my webpage: Yes No

▶ I live in the Eugene area and will host an out-of-town potter/artist during the show: Yes No

I AM APPLYING FOR:

Gallery Only: \$25.00 refundable deposit included with this application (returned after participants have participated in the show and completed all work assignments) plus 16% sales commission

Full Booth space: 10' x 10' (\$155 - , plus 16% sales commission on all sales-including gallery)

If Full Booths are gone I will take a Half Booth (If you get a Half Booth, you will get a refund)

Half Booth space: 5' x 10' (\$90 - , plus 16% sales commission on all sales-including gallery)

If Half Booths are gone I will take a Full Booth (You will have 30 days to pay the \$65 balance)

If I do not get a booth space, I will participate in the Gallery-Only category (\$25 refundable deposit, 16% sales commission)

I would like to participate in the Mentoring Program As a mentor Please match me with a mentor

I would like to rent:

Pipe and Drape for my space for \$35.00 per booth Color: WHITE BLACK (Default)

Tables \$10.00 ea. How many? _____ Chair(s) \$1.30 ea. How many? _____

Table fee of \$10.00, Chair fee of \$1.30 and Pipe and drape fee of \$35.00 will be deducted from your sales.

Do not send fee with your application!

APPLICATIONS MUST BE COMPLETE (WITH PAYMENTS) TO PROCESS- HAVE YOU INCLUDED ALL?

- Completed registration form--All must include signed check for booth fee, payable to Local Clay.
- Completed committee work form
- Completed work shift form

Please check these additional boxes if they apply to you:

After Booth selection, I will pay with credit card or PayPal (Additional \$5.00 fee charged at time of payment). Check will be returned or shredded. Call Robin Russell at 541.953.4370 for more information.

Local Clay membership form--if not 2017 member (with signed \$15 check payable to Local Clay).

For membership information and form, go to our website at: <http://clayfest.org/LocalClay/Join.html>

SEND APPLICATION FORMS AND CHECK(S) POSTMARKED ON OR BEFORE FRIDAY, MAY 12, 2017

Mail to: Clay Fest, attn: Registrar ♦ P.O. Box 50111 ♦ Eugene, OR 97405

I have read all application materials, including the "Important Details-Must Read" page, and agree to the terms herein. I agree to hold Clay Fest and Local Clay and its principals and members harmless against all damages, claims, losses, etc. that may arise from the exhibit and/or the activities of the participants, guests or visitors. **There is no formal security on Thursday October 5, 2017 from noon until 7 P.M.**

Signed: _____

Date: _____

Committee Work Form/Clay Fest 2017 Application

Please print form one side only-Thanks!

GALLERY ONLY Participants are not required to do committee work;

However, VOLUNTEERS are greatly appreciated!

Name: _____

City/State/Zip: _____

Cell Phone: _____ Land Line: _____

E-mail: _____

► Are you currently a committee chair? NO YES I am chair of: _____

I am an out-of-towner, working two additional work shifts, for a total of FOUR work shifts.

Out-of-towners, who are absolutely unable to do committee work prior to the show, may work: **two additional** 3-hour work shifts, for a total of **four 3-hour shifts**. (Please note, this is a grueling experience and we do not recommend it!)

► Gallery-only members are not required to do committee work, but do one 3-hour work shift during the show.

Most committee work is done PRIOR to the show and during CLOSED hours.

Please consider factors such as: age, physical condition, temperament, interests, etc. when selecting committee work. The goal is to have fun and not wear yourself out.

- Building Prep—Prepare building for show (tape spaces on floor, etc.) Wednesday morning - physical work.
- Building Security Patrol—Provide security during show set-up Thursday evening and Friday before the show opens and after the show closes on Friday, Saturday, and Sunday. (Will be divided into shifts.)
- Cash—Count tills throughout the show (accuracy is a must). No work shifts are required with this job.
- Gallery—Receive gallery work (includes typing) Thursday night and Friday morning **OR** set up the gallery display on Friday, **plus** mandatory 15 minutes take-down Sunday, at the end of the show.
- Gallery Set-Up—Preparation and set-up of gallery walls, lighting, pedestals, etc. Thursday morning and/or Sunday Evening, after the show closes. (Physically demanding!)
- Postering—Distribute and hang posters in designated areas, a few weeks before Clay Fest opens.
- Sales—Purchase bags and reams of paper prior to the show. Help set up sales area Thursday **OR** tear down Sunday evening; **plus** oversee sales area occasionally throughout show.

Committee Preferences: _____

ALL BOOTH HOLDERS are required to do one committee assignment. (We will do our best to assign you to your preferences).

► Indicate preferences below (1st, 2nd, 3rd) and check times you prefer to work, when applicable.

Building Prep: Wednesday morning

Building Security Patrol: Thursday Friday Saturday Sunday

Cash: On-going throughout the show

Gallery: Thursday 3-6 p.m. Friday 8-11 a.m. Friday 10 a.m. to 1 p.m.

(ALL Gallery Com. members required to work 15 minutes Sunday immediately after show closes.)

Gallery Set Up or Tear Down Thursday AM Sunday PM (after show closes)

Postering: A few weeks prior to show

Sales: Purchase paper and bags prior to show **and** set-up Thursday or take-down Sunday evening

Work Shift Form/Clay Fest 2017 Application

Please print form one side only-Thanks!

Name: _____

City/State/Zip: _____

Cell Phone: _____ Land Line: _____

E-mail: _____

► Are you an out-of-towner working two additional work shifts, for a total of FOUR work shifts? Yes/ No (circle one)

Shifts occur during the "OPEN" hours of the show.

Please consider factors such as: age, physical condition, temperament, interests, etc. when selecting work shifts. The goal is to have fun and not wear yourself out.

- Demo—Prepare a demonstration of some aspect of ceramics and then present to the public during Clay Fest.
- Gallery Host—Remain in Gallery area at all times during shift and help customers (some typing required).
- Info Desk/Greeter—Provide info and answer questions, make PA announcements, count and greet customers.
- Door Monitor—Work at entrances checking all packages for "paid" sticker (last shift of day works past closing time). Must be able to stand.
- Kids' Clay—Provide assistance in Kids' Clay area. Create happy and positive experience for children **and their parents**, amidst noise and chaos.
- Sales—Process sales to customers, handling cash and checks. Work quickly and accurately, using adding machine/calculator and cash box. Last shift of day works past closing.
- Sales Line Host—Assist customers in line to make sure they are in correct line for debit/credit or cash/check and maintain a positive, cheerful atmosphere. Help move packages to info area for pick up if needed.
- Credit / Debit Sales—Process customer sales using a Data-capture machine.
- Sales Tags—Handle sales tags during the show (sort-copy-record). Requires attention to detail and use of adding machine. Must be able to stand during shift.
- Wrapping—Properly wrap and bag (and/or box) customers' purchases, assembling boxes as needed. (Can be hard on the back).

Work Shift Preferences:

ALL booth participants work two work shifts. Gallery only participants work one work shift.

Do you have experience at credit/debit card processing? (If YES—Please consider selecting "credit debit" as first choice) **Indicate preference below (1st, 2nd, 3rd):**

<input type="checkbox"/> Demo	<input type="checkbox"/> Door Monitor	<input type="checkbox"/> Sales Line Host	<input type="checkbox"/> Sales Tags
<input type="checkbox"/> Gallery Host	<input type="checkbox"/> Kids' Clay	<input type="checkbox"/> Credit/Debit Sales	<input type="checkbox"/> Wrapping
<input type="checkbox"/> Info Desk/Greeter	<input type="checkbox"/> Sales	<input type="checkbox"/> I am willing to work any job at Clay Fest (Thank you!)	

Work Shift Times:

NOTE: Last shifts for Sales, Credit/Debit, and Security end when customers have completed their purchases and left the building.

► Indicate preferences below (1st, 2nd, 3rd):

<input type="checkbox"/> Anytime	<input type="checkbox"/> Both shifts on one day	<input type="checkbox"/> Same job for both shifts
<input type="checkbox"/> No back-to-backs	<input type="checkbox"/> Different jobs for each shift	Unavailable times:

- FRIDAY: 5-8:30 p.m.
- SATURDAY: 10 a.m. to 1 p.m. 1-4 p.m. 4-6:30 p.m.
- SUNDAY: 11 a.m. to 2 p.m. 2-5:30 p.m.

In addition to my work shifts, I can volunteer for a shift on these days: _____

At these times: _____