



# CRAFT FAIR 2017

47<sup>th</sup> Annual Peters Valley Craft Fair  
September 23 & 24, 2017

**Location:** Sussex County Fairgrounds, Augusta, NJ  
less than 60 miles from NYC

**Digital Application:** *All applications accepted through Juried Art Services*  
December 1 – April 1 \$40  
April 2– April 15 \$45

**Paper Application:** \$60

**Notification of Acceptance:** May 12, 2017

**Size of Show:** 150 Exhibitors

## **NEW Special Incentives/Programs:**

**Emerging Artists:** The Peters Valley Craft Fair will award a limited number of emerging artist spaces. Each will include a 10'x10' standard booth space, pipe & drape, electric & insurance fee for a discounted flat rate of \$250 (*that's a \$405 discount!*). Peters Valley considers anyone who has been exhibiting professionally for less than 3 years to be an emerging artist.

**Wholesale:** Peters Valley is committed to generating artist sales. Any artist who wishes to be specially listed as offering wholesale options to resellers (galleries and stores), will be specially marked as such in the program.

**Former Artistic Staff:** Peters Valley offers former Peters Valley Artist Fellows and Studio Assistants reduced rates for the first 3 years participating in the Peters Valley Craft Fair. We offer a standard 10'x10' booth at a reduced rate, we cover your insurance fee and you give a % of your gross profits back to us after the show up to but never to exceed the cost of a full booth fee (You will never pay us more than \$455 total - the cost of a standard booth). We offer this as a way for you to use your money to build up your inventory and display in the first few years on the circuit. Year #1: You pay \$100 and give 10% back. Year #2: You pay \$200 and give 20% back. Year #3: You pay \$300 and give 30% back.

**Outdoor Booths:** For the first time, we will be offering a limited number of outdoor exhibition spaces.

**Overview:**

In 1970 the first Peters Valley Craft Fair was held and its success was the catalyst that formed Peters Valley School of Craft. Peters Valley is a nationally recognized non-profit (just 60 miles from NYC) focused on cultivating creative thinking through fine craft media and educating the public about fine craft. We do this through immersion learning workshops for adults and youth (blacksmithing, ceramics, fibers, fine metals, photography, woodworking, and special topics/glass), outreach events, artist residencies as well as public lectures and gallery exhibitions. The Craft Fair is an exhibition and selling venue for artists, showcasing fine craft. The event is well known throughout NJ, PA and NY and is one of the most influential fundraising events supporting the educational programming and scholarships at Peters Valley.

**Jurying:**

Peters Valley brings three outside jurors to be consultants to the exhibition. Jurors independently score each application. Those scores are passed along to the exhibition committee who makes the final determinations. 2017 Jurors are Marlene True and Keun Ho Peter Park.

**Awards:**

Peters Valley Craft Fair gives exhibitor awards based on artistic merit (GOLD, SILVER, BRONZE, HONORABLE MENTION, EMERGING ARTIST). Each award winner is given a significant amount of credit (\$) towards next year's fair, their application fee is waived and they are jury exempt. Cash prizes are awarded in some cases.

**Set Up / Break Down:**

Friday 8am—8pm

Saturday 8am—9:30am

No assistance is provided by the event organizers. If you wish to hire help, we are happy to pass your contact information on to people who may be available.

**Show Hours:**

Saturday 10am – 6pm

Sunday 10am – 5pm

Exhibitors are required to man their booth for the full duration of the event and all hours that it is open to the public.

**Who should apply:**

Work should be original and the unique vision of the artist applying. Work created from commercially available kits is not accepted. Work that is created under the direct supervision of the applicant in a small-studio production scenario is acceptable if the artist has a constant hand in direction, feedback, and assistance in the making process. Manufacturers, importers and agents other than craft artists



should not apply. The Fair Committee reserves the right to determine whether a particular type of work is determined unacceptable or in keeping with the standards of the show. If the work is determined unacceptable or misrepresented in the images submitted, the applicant will not be allowed to exhibit during the event.

#### **Exhibition Categories:**

Each exhibitor will be listed in ONE category area in all craft fair materials. No artist should apply under the category 'other'. We ask that you choose an exhibition category based on the primary identifying material or technique used in your body of work. 'Mixed Media' category implies that you are using multiple media in each of your works and does not mean that you are exhibiting two or more distinct bodies of work that would otherwise fall under distinctively different categories. If you are wishing to do this, you must be juried into both of those categories and must pay the full application fee for each of those categories. Once accepted under both categories you may exhibit them in one booth and will be listed in both categories in our craft fair materials. *Anyone interested in exhibiting artisanal food should apply under the category of 'OTHER. There are a very limited number of spaces allotted for that category. \* Please see 'Specialty Food Exhibitor Permits' below.*

#### **Exhibition Spaces & Fees:**

The bulk of the exhibition spaces are enclosed, sheltered from the elements and have concrete floors and a solid roof. New for 2017, there will be a limited number of outdoor booths available. Standard booth spaces measure 10'x10'. All booths include an additional 2' behind the booth for storage. A limited number of corner spaces and enlarged spaces are available and will be allotted on a first come basis. Exhibitors must design a complete booth with a back wall, side walls or drapes, chairs, tables, etc. Tablecloths must extend to the floor. Banners may not be hung on the front of the booth (front bar) but should instead be located inside the booth on one of the walls. If you are a previous exhibitor you may request a booth space. No requested booth space is guaranteed.

Indoor Booths:

10' x 10' Standard \$455

10' x 10' Corner \$515

#### **NEW! Outdoor Booths:**

10' x 10' Standard \$355

10' x 10' Corner \$415

**For all booths:** 50% deposit is due by June 1<sup>st</sup>

Remaining balance due by July 31<sup>st</sup>

*\$20 fee for splitting payment into two installments*

#### **Electric:**

300 watts of electricity is included with the purchase of your booth space. An additional 300 watts of electric is available for purchase (\$60).

**Collaborations:**

Artists who work collaboratively on all work that they wish to exhibit may submit one application jointly. Two or more artists that create independent bodies of work that wish to exhibit together in one booth must be accepted into the show independently. They are NOT considered collaborators.

**Wait List:**

Those placed on the wait list will be contacted and offered space in the exhibition if and when an artist in their category declines our invitation to participate or cancels their participation in the show. This is done on a rolling basis and continues up to the actual exhibition date.

**Insurance:**

The venue requires that all exhibitors are required to carry general liability insurance with limits of not less than \$1,000,000 per occurrence and name BOTH: **Peters Valley School of Craft, 19 Kuhn Rd, Layton, NJ 07851 & Sussex County Fairgrounds, 37 Plains Rd, Augusta, NJ 07822 as additional insured parties** for the dates of the event. A certificate of insurance from your insurance company as proof of this coverage is required to be emailed or faxed to Peters Valley (973)948-0011. If you do not carry this insurance you can purchase general liability coverage (this DOES NOT include product liability) through Peters Valley at a cost of \$50, payable with your booth fee. We strongly encourage exhibitors to also carry product liability.

**New Jersey Sales Tax:**

In order to sell work at the Craft Fair, you must have a New Jersey sales tax number and certificate. Your sales certificate must be clearly displayed in your booth. New Jersey sales tax is 7% with articles of clothing exempt. Note: The NJ Division of Taxation sends representatives regularly to the Craft Fair. They have the authority to shut you down immediately so please make sure you are properly registered. For online access, information and forms please go to: <http://www.nj.gov/treasury/revenue/revprnt.shtml> The NJ Reg (first line) is the form itself. For instructions please open second line (NJ Reg and instructions). Once you print, fill out and mail the form. It takes approximately 7-10 days to receive the necessary documentation.

**Cancellation Policy:**

*Accepting our offer to exhibit is a commitment to the event.* Exhibitors canceling prior to July 1st will have their money refunded, less a \$100 processing & cancellation fee. Exhibitors canceling July 1st - July 31st will have their money refunded less a \$200 cancellation fee. Exhibitors canceling after August 1st will receive no refunds. Application fees are not refundable.

**Housing:**

Camping is available on site with shower facilities and electric hookup available. Peters Valley's campus also has housing available by calling (973)948-5200. Additional housing options can be found on our website [http://www.petersvalley.org/html/Craft\\_Fair\\_Exhibitors.cfm](http://www.petersvalley.org/html/Craft_Fair_Exhibitors.cfm)



### **Specialty Food Exhibitor Permits:**

Peters Valley will accept a very limited number of specialty food exhibitors. If you are an Artisanal (specialty) Food Exhibitor, (exhibiting under the category "Other") you will need to apply for the following permits whether you sell open or prepackaged foods. You will need to apply for a food license from **Frankford Twp** (\$50) and also complete and submit a temporary food application to the **Sussex County Division of Health** (\$100). ***Because of these added fees, specialty food booths will be given at the reduced rate of \$355/\$415.*** The Board of Health often visits our event. It is the exhibitor's responsibility to obtain these permits.

Sussex County Division of Health: Go to [www.sussex.nj.us](http://www.sussex.nj.us) and click on Form Center located on the left of the web page. Scroll down to the Division of Health forms and select Food Establishments: Temporary. It will take you to the form you need to fill out. It is formally titled 'Farmer's Market or Temporary Retail Food Vendor Application'. If you have any questions, you can call the Health Department at (973)579-0370.

Frankford Twp: Contact Marcy at (973)948-6453

### **Additional Information:**

Pipe and drape are available for a fee. Booth sitters are provided, as available, for one 15 minute break per day free of charge. This event has easy drive-up and unloading, with most exhibitors being able to drive up to their booth space. This show draws thousands of buyers from throughout the tri-state area (NY, NJ, PA) ***We will also be offering special advertising opportunities for exhibitors.***

### **Show Contact Information:**

Peters Valley School of Craft

Attn: Craft Fair

19 Kuhn Rd., Layton, NJ 07851

[www.petersvalley.org](http://www.petersvalley.org)

Phone: (973)948-5200

Fax: (973)948-0011

Email: [craftfair@petersvalley.org](mailto:craftfair@petersvalley.org)