

VERMONT CRAFTS COUNCIL'S FALL OPEN STUDIO WEEKEND
OCTOBER 4&5 2014
APPLICATION DEADLINE: JUNE 30, 2014

1. Business Name: _____

Maker/Contact Name: _____

We will use this info on Map Listing and on our Website.

Ph: _____ Check One --> ___ Home or ___ Studio/Gallery?

Postal Address: _____ **Town:** _____ **Zip** _____

We prefer to send Open Studio news, updates and directions proof to you by **e-mail**. We will mail an Open Studio information packet to all.

E-mail: _____ Web Site: www. _____

2. Site Location and information IF DIFFERENT THAN ABOVE ADDRESS:

Physical Address _____ Town: _____

County _____ Zip _____ Ph: _____

3. Please check the one that BEST applies (all registrants pay the same fee \$110):

- A. ___ My site is my studio.
- B. ___ I'll be doing Open Studio as a guest at someone else's site. _____
- C. ___ My site is a gallery exhibiting the work of many artists year round.
- D. ___ My site is a gift shop, with my work as one part of a broader mix.
- E. ___ My site is a hub site that will host a group of artists for Open Studio. **Note that only artists who register with us and pay all fees will be included in our promotion.**
- F. ___ My site is an art or craft school at times other than Open Studio.

4. MAPS AND DIRECTIONS

Past Open Studio Participant?

Are the directions we used still accurate? Yes ___ No ___ (attach new directions)

Was your location on the map correct? Yes ___ No ___ (attach map with correct location)

What YEAR did you **last** participate? _____ Spring ___ or Fall ___?

New Participant – DIRECTIONS SUBMISSION GUIDELINES

Please use a computer to provide directions to your site from a major road or town and include with this form (Do not substitute Google or Mapquest directions as these are sometimes not accurate in rural areas).

5. INDEX DESCRIPTION: ONLY 2 WORDS (not phrases) that describe your work

1. _____ 2. _____

6. COUNTY SECTION:

Choose **ONLY 5 WORDS** (not phrases) that describe what (your artwork) visitors will find when they visit your site:

1. _____ 2. _____

3. _____ 4. _____ 5. _____

7. Make your studio stand out by placing an ad in the Vermont Open Studio Tour Guide!

We will place your ad in or as near as possible to your County section. E-mail ad to sally@sallystetson.com by JULY 1, 2014.

____ One Twelfth Page 2.4 X 2.4 \$160
____ One Third Page Vertical 2.4 X 8.5 \$510

____ One Sixth Page 2.4 X 4.12 \$285
____ Half Page Horizontal 7.5 X 4.12 \$660

ARE YOU A MEMBER? ____ Yes, I've included membership form and fees. ____ Yes, I'm already a member.

PAYMENT SUMMARY - Please enter appropriate amounts in the blanks below

_____ Fall Open Studio \$110 _____ Ad in Fall Studio Tour Guide

_____ **Save \$30 when you sign up for BOTH Fall 2014 and Spring 2015 (\$190) by June 30.**

_____ **Save \$20 when you buy an Ad for BOTH Fall 2014 and Spring 2015 Studio Tour Guides**
Note that fees must be paid by June 30th but you'll be able to change your information if needed before the Spring Map goes to print. USE THIS FORM FOR BOTH EVENTS.

_____ **TOTAL OSW Fees** Payment Method? ____ Check enclosed. ____ Visa/MC.

Card #: _____ Exp ____/____ Security _____

Signature: _____

Please read the following and sign at the bottom to indicate your understanding and agreement with these expectations (please contact us with questions or concerns).

1. You, or your qualified representative, **should be in your studio or gallery** during the Open Studio Weekend from 10:00 to 5:00.
2. Education of the public through explanation, exhibition or demonstration of processes and materials is a **required** element of all participant sites in this event with the exception of galleries.
3. If you are applying as a gallery, you agree to showcase the work of Vermont artists or craftspeople during the weekend.
4. You will use Open Studio yellow signs for yourself only and **for the event** in which you are registered. You agree **not to give any signs to those not registered for the event.**
5. Although we promote the overall Open Studio Weekend in press releases, social media and advertising, we expect you to promote your own open studios individually as well. Participants should plan to put up the posters we provide, work to promote their clusters, tailor the VCC press release to their own studio tour and send it to local papers, and cross-promote their tour and others on social media.
6. In order to keep costs down, we distribute Open Studio maps, posters, and signs through a grass roots network usually coordinating with the Open Studio Seminar or the Spring Marketing Conference. **Every participant is required to pick up or otherwise arrange to get materials from a local contact** (we will let you know who that is) or from the VCC office in Montpelier at **104 Main St.** If you can't do this, we can ship them but you must bear the cost of shipping (\$15 - \$25).

I understand and will abide by these expectations:

Name: _____ Date _____/____/____

SEND THIS FORM TO Vermont Crafts Council, PO Box 938, Montpelier VT 05601. **FAX:** (802) 223-7974
Questions? Vt1crafts@aol.com or (802) 223-3380.