

**VERMONT CRAFTS COUNCIL'S SPRING OPEN STUDIO WEEKEND**  
**MAY 24 & 25 2014**  
**APPLICATION DEADLINE: JANUARY 15, 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 \$95):**

- 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 registered with us 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 (optional) 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](mailto:sally@sallystetson.com) by FEBRUARY 1, 2014.

\_\_\_\_ One Twelfth Page 2.3889 X 2.4 **\$150**  
\_\_\_\_ One Third Page Vertical 2.4 X 8.5 **\$500**

\_\_\_\_ One Sixth Page 2.4 X 4.12 **\$275**  
\_\_\_\_ Half Page Horizontal 7.5 X 4.12 **\$650**

**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**

**NEW** (\$95 for **each** registrant) \_\_\_\_ Open Studio + \_\_\_\_ Ad in Studio Tour Guide = \_\_\_\_ Total Open Studio 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? [Vtcrafts@aol.com](mailto:Vtcrafts@aol.com) or (802) 223-3380.