

**VERMONT CRAFTS COUNCIL'S FALL OPEN STUDIO WEEKENDS**  
**OCTOBER 1 & 2 AND OCTOBER 8 & 9, 2016 10:00 – 5:00**  
**REGISTRATION DEADLINE: JUNE 30, 2016**

**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 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 NEEDED – NOTE CHANGE FOR FALL 2016**

Please provide **BRIEF** directions to your site from a major road or town and include with this form. We will be using a **scaled down directions section** and may not include everything you give us.

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

1. \_\_\_\_\_ 2. \_\_\_\_\_

**6. DIRECTIONS 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!** E-mail ad to [sally@sallystetson.com](mailto:sally@sallystetson.com) by JULY 15, 2016.

\_\_\_\_ One Twelfth Page 2.3889 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 check appropriate options below**

\_\_\_\_ \$110 for one weekend. \_\_\_\_ **10/1 & 10/2** \_\_\_\_ **10/8 & 10/9 OR** \_\_\_\_ \$165 for **BOTH** weekends

+ \_\_\_\_ Ad in Studio Tour Guide = \_\_\_\_ Total Open Studio Fees

Payment Method? \_\_\_\_ Check enclosed. \_\_\_\_ Visa/MC.

Card #: \_\_\_\_\_ Exp \_\_\_\_/\_\_\_\_ Security \_\_\_\_\_

Signature: \_\_\_\_\_

**ALERT!! NEW OPEN STUDIO EXPECTATIONS – UPDATED 10/30/15**

1. Hours for Open Studio Weekend are from 10:00 to 5:00, Saturday and Sunday. You agree to be in your studio and available to visitors during that time.
2. In the event that you need to withdraw from OSW, you will communicate to the office ASAP. Refunds will not be issued after the map has gone to press.
3. 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).
4. Participating galleries will feature the work of Vermonters during Open Studio Weekend.
5. You will use Open Studio yellow signs for yourself only and **for the event** in which you are registered.
6. Promotion of your Open Studio event is a task you share with the Vermont Crafts Council. You should expect to spend some amount of money on advertising to your customers.
7. Maps and posters are promotion tools that you pay for, and they should be distributed as early and widely as possible. You are expected to pick up materials from a local contact in your area, from the Spring Marketing Conference or from the office at **104 Main St** in Montpelier.
8. In order to be most effective in bringing visitors to your studio, signs must be properly prepared to withstand the weather and placed in several locations along the road (not just in front of your door).

Failure to follow these expectations undercuts the success of Open Studio for you and for your customers.

**My signature below indicates that I understand and will abide by these expectations:**

Name: \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

**SEND THIS FORM TO** Vermont Crafts Council, PO Box 938, Montpelier VT 05601.

Questions? [Vt1crafts@aol.com](mailto:Vt1crafts@aol.com) or (802) 223-3380.