

	<p>JAN ETRE PRESENTS KPFA'S 47TH ANNUAL CRAFTS FAIR</p>	
	<p>CRANEWAY CRAFTS FAIR</p>	
	<p>NOVEMBER 25 & 26, 2017 10 am to 5 pm both days</p>	
	<p>ORIGINAL ART AND CRAFT EXHIBITED BY THE PEOPLE WHO MAKE IT</p>	
	<p>CRANEWAY PAVILION Richmond CA Marina</p>	

Art/Craft Booth Exhibitor Information & Application

CALENDAR

July 21st: Application Deadline

August 25th: Jury Results/Contracts Out

September 8th: Contract & Fees Due

November 1st: Last Day To Cancel for 50% Refund

Fri, 11 am to 6 pm, Sat, 7 am to 10 am: Load In

Sat & Sun, 10 am to 5 pm: Show Hours

Sun, 5 pm to 9 pm: Load Out

.....**FAIR NEWS**.....

- The 47th Annual KPFA Crafts Fair moves to Thanksgiving weekend! www.cranewaycraftsfair.com
- Independently produced as a fundraiser for KPFA by Jan Etre, who has coordinated this Fair since 1989.
- The Fair takes place at The Craneway Pavilion on the waterfront in the Marina District in Richmond, CA.
- Parking is FREE and plentiful. A free shuttle will run from the Richmond BART Station.
- We are thrilled with the success of this event since we moved it to the Craneway in 2014 (from its former location, the Concourse in San Francisco).

.....**BOOTH SPACES/PRICES**.....

- The fair layout has almost 200 booth spaces in two sizes, 10'x10' or 10'x 6'. See page 4 for the floorplan.

100's: 10'x10' Inline \$725, Corner \$800
 200's: 10'x10' Inline \$725, Corner \$800
 300's: 10'x 6' Inline \$525, Corner \$600
 400's: 10'x10' Inline \$725, Corner \$800
 500's: 10'x 6' Inline \$525, Corner \$600
 600's: 10'x10' Inline \$725, Corner \$800
 700's: 10'x 6' Inline \$525, Corner \$600
 715: 12'x6' \$800

- Exhibitors sharing a space pay their portion of the booth fee plus an additional \$25 each.

EXHIBITOR PACKAGE.....

- **Exhibitors are completely responsible for their displays.** It is advised to have at least a backwall in your booth for your display to have visual clarity.
- Pipe & drape will be available to rent from our decorator. Prices in 2016 were \$ to \$5 per linear foot. You can rent just a 10' backwall or side walls too, as you wish.
- 500 watts of electricity is included in your booth fee. Bear in mind this is November when it gets dark by 5:00 pm, so lighting can be useful towards the end of the day
- Chairs are provided free of charge.
- Wi-fi is spotty in the building. Better to create a Personal Hotspot on your phone or tablet, or you can rent wifi from the Craneway for a fee (approx \$30) for the weekend.
- Each exhibitor will have web presence for a year on www.cranewaycraftsfair.com. The 2016 site for the fair is up at www.cranewaycraftsfair.com. We hot link to your website from the Complete Exhibitor Listings under the **EXHIBITOR** tab.

PAYMENT OF FEES.....

- An application fee of \$25 will be charged to your credit card. If you apply in more than one category, each subsequent application fee is \$15.
- We do not ask for a deposit or a booth fee until you have been notified of acceptance.
- You will be billed when you are accepted and will then have two weeks to return your contract with booth fee.

- Booth fees will be payable by check or credit card. If you opt for using a credit card we will add a service fee of 4% to the transaction.

.....THE APPLICATION PROCESS.....

CRITERION FOR EXHIBITING ARTISTS/CRAFTSPEOPLE.....

- Art and craftwork in any media is eligible. For the most interesting overall exhibition, we jury in the greatest variety of expression in art and craft.
- Exhibitors must display only their original hand-made fine art and craftwork.
- Exhibitors must not only be the designers/creators of the work displayed, but must also have their hands in the production of the work.
- All of the work must have been made in the United States.
- The creator of the work must be present at the Fair.
- It is unacceptable to display for sale imports, audio or video media, embellished purchased objects, and work produced from kits or commercial molds (work from original molds is acceptable).
- We encourage all traditional printmaking techniques, produced in numbered and signed editions, to be shown in the Fair. These include photography, etching, engraving, lithography, monoprinting, serigraphy, and block printing.
- Unaltered commercial reproductions, including offset lithographs, giclée/digital prints (except for photography), books, posters, notecards and postcards, may be presented in bins or other supplemental display props, but they must not comprise more than 10% of your total display.

SUBMITTING AN APPLICATION.....

- Deadline is JULY 21st for emailing applications.
- 1) Print out the Application (page 5). 2) Fill it out and scan it. 3) Email it with your images attached, to **FairApplication@kpfa.org**. If you cannot scan and email the application back, you may mail it to the address below. Be sure to write Crafts Fair on the envelope. Then let us know you have mailed the form when you email the images.
- Each application you submit must include 5 images of the work you intend to exhibit. Read on for the parameters for your application images.
- There is a \$25 application fee, payable by credit card. Additional applications (if you work in other categories) are \$15 each.
- Jewelry images may not be included within applications of other media. You must apply in two categories if your work includes jewelry and another set of items.
- Makers of Food & Body Products must send samples instead of paying an application fee.

DIGITAL IMAGES.....

- **High quality photography of your work is crucial for your visual presentation to make a favorable impression.** A weak photographic presentation may make the difference between acceptance and non-acceptance of your application.
- Each application must include 5 images, no more and no less, of **current** work you wish to exhibit at the Fair. Email these to us at FairApplication@kpfa.org.
- Please send your most recent images.
- Images must be of work not more than 3 years old.
- The images **MUST** be jpgs.
- As a general guideline, the images should **EACH** be at about 1 MB, not smaller, not bigger. If your images are not at least 1 MB, they lose critical detail in the viewing and we cannot make the best use of them in our publicity efforts.
- Do not send a booth image.
- The work in the images you send must be in proportion to the work you intend to exhibit. This means that you may not send in 5 images of your finest pieces and then display a majority of lower-end items.
- Images are used extensively for publicity purposes. It is therefore very important that your images be of high quality!

NOTES FOR YOUR PHOTOGRAPHER.....

- The background must be plain and neutral.
- The object must be photographed up close.
- Limit the number of objects in the frame to a minimum.
- Focus and exposure should be perfect.
- The images should not include your personal or business name or hang tags. Exceptions are signatures on artworks.

MULTIPLE APPLICATIONS & BOOTH SHARING.....

- An application must be submitted for each category in which you work.
- Email each application group of images separately along with the application form for that group of images.
- Jewelry must apply separately; it may not be included within other applications.
- Sharing booth spaces is encouraged. If you're seeking an exhibitor with which to share a booth, we may be able to find a suitable boothmate for you.
- If you wish to share a booth with another exhibitor, each must submit an application. Each application is judged on its own merit, therefore each must be accepted. Please indicate on your application with whom you would like to share a booth space.
- There is an additional fee of \$25 per exhibitor for

those sharing a booth space, which will be added to your contract when the time comes.

- Makers of Food Products or Body Products are required to send samples. Because of the added cost incurred, you will not be charged the \$25 application fee. Include photos of your products with your application.
- A team working on one body of work may submit a joint application.

ABOUT THE CRANEWAY PAVILION.....

- 1414 Harbour Way South, Richmond, CA 94804. www.craneway.com.
- The Craneway's natural light is stunning. It has received numerous awards for its architecture. Its location on the waterfront and 180 degree views of the San Francisco Bay are breathtaking.
- The skylights, which run the length (400') of the building in two rows, let in a lot of direct sunlight when the sun is out. Shade may be needed at some time during the day if the sun is out when it's passing over the skylights.
- Covering booths is permitted if your display does not have walls of any kind of material, hard or soft. A market umbrella is permitted in booths that do have walls.
- The even-numbered rows face the bay which is all windows and has terrific light. The odd-numbered rows face east and are not quite as bright. In general the brightest spots are in the 600 row. Bear in mind this is November when it gets dark by 5:00 pm.
- The weather coming off the Bay can be too extreme for use of the doors along the Bay wall. However, if it's not too windy, we hope to be able to ventilate the building using these doors, as needed. So please do not request being in front of any doors on the Bay side of the building, such as 606-7, 613-4, 618-9, 624-5 unless you can tolerate the doors being wide open if it's hot and/or the building needs the ventilation of the breeze coming off the bay.
- The building has a cement floor. You may wish to bring your own flooring such as carpeting or rent it from the decorator.
- Secure parking for trailers and campers is available for the weekend in the north lot. The vehicles must be registered with us to be parked overnight there. Cars are \$25 per night and trailers/campers are \$40.
- Originally a Ford Motor plant, the Craneway was transformed in WWII for the war effort. On site is the Rosie the Riveter WWII Home Front National Historic Park Visitor Education Center which opened in 2012.

- It is 10 minutes by car from Berkeley, 5 minutes from the Richmond/San Rafael Bridge. It's accessible by public transit via BART and AC Transit. It sits on the pedestrian and bike-friendly Bay Trail.

.....**MORE**..... **SELLER'S PERMIT & SALES TAX RATE.....**

- All exhibitors - except those in the category of Food Products, which are exempt - must have a current and valid California Resale Number, permanent or temporary. Google <http://efile.boe.ca.gov> for the website.
- Sales tax in Richmond is 9.25%.

KPFA & PACIFICA FOUNDATION.....

- KPFA Radio is a non-profit organization funded mostly by listener donations made during on-air fund drives.
- Pacifists started the nation's first listener-sponsored, non-commercial, public radio station in Berkeley in 1949.
- KPFA's mission is to encourage cultural diversity and pluralistic community expression; to contribute to a lasting understanding between individuals of all nations, creeds and colors; to promote freedom of the press & to serve as a forum for various points of view; and to maintain an independent funding base. The Fair accomplishes many of these promises!
- KPFA broadcasts on 94.1 FM and KPFB 89.3 FM, Berkeley, and KFCF 88.1 FM, Fresno, and on the web worldwide at www.kpfa.org. The signal is a very powerful 59,000 watts, reaching one third of the state. Pacifica Radio, www.pacifica.org, owns the signal that KPFA broadcasts from, as well as signals in Los Angeles (KPFK), Washington DC (KPFW), New York City (WBAI), and Houston, TX (KPFT).

CONTACT.....

- Our fabulous team members include Karin Conn, publicity agent; Bobby Acker, website designer; and more wonderful and talented people to assist in producing and promoting the Fair tba.
- For other matters or concerns contact Fair Coordinator Jan Etre at jan@kpfa.org (preferred mode), or call 510.848.6767 x 243, or write to Craneway Crafts Fair, 1929 MLK Jr Way, Berkeley, CA, 94704.
- We thank you for your creativity and dedication to your art/craft!

www.cranewaycraftsfair.com

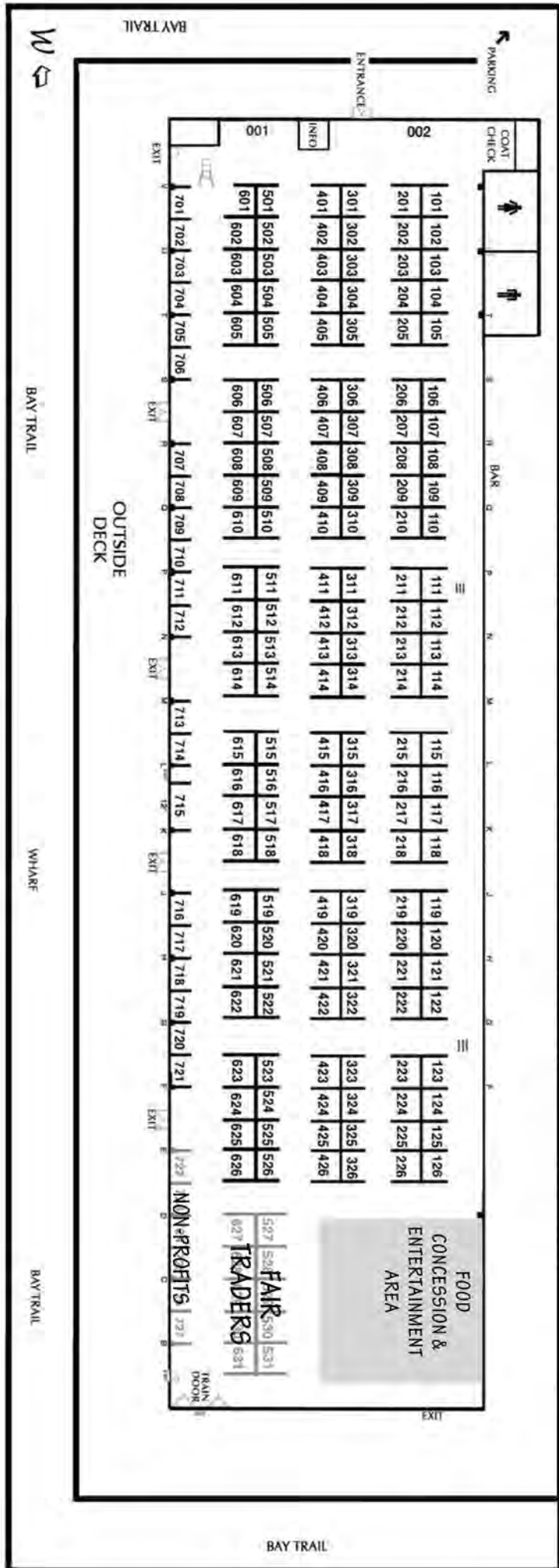
JAN ETRE PRESENTS
KPFAS 47TH ANNUAL CRAFTS FAIR

CRANEWAY CRAFTS FAIR

NOVEMBER 25 & 26, 2017
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ORIGINAL ART AND CRAFT EXHIBITED
BY THE PEOPLE WHO MAKE IT

CRANEWAY PAVILION
Richmond CA Marina

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600's: 10'x10'	Inline \$725, Corner \$800
700's: 10'x6'	Inline \$525, Corner \$600
715:	12'x6' \$800



SAN FRANCISCO BAY

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FairApplication@kpfaf.org • 510.848.6767 x243 • 1929 MLK Jr Way, Berkeley, CA 94704

▲ JAN ETRE PRESENTS KPFA'S CRANEWAY CRAFTS FAIR ▲

▲ NOVEMBER 25 & 26, 2017 ▲ ART/CRAFT BOOTH APPLICATION ▲ DEADLINE JULY 21 ▲

First Name _____ Last Name _____
 Partner's Name _____ Business Name _____
 Mail Address _____ City _____ State _____ Zip _____
 Phone 1 _____ Phone 2 _____
 Email _____ Website _____

STEP ONE	Booth Size? Inline or Corner?	10x10 Inline \$725	<input type="checkbox"/>
	Indicate your first choice, second, and third choice with the numbers 1, 2 & 3.	10x10 Corner \$800	<input type="checkbox"/>
		10x6 Inline \$525	<input type="checkbox"/>
		10x6 Corner \$600	<input type="checkbox"/>

STEP TWO	_____	Refer to the floorplan and list 3
	_____	choices EACH for your first, second
	_____	and third choices.
	_____	Spread your choices around the fair.

Check this box if you are sending in more than one application.

Check this box if you intend to share with someone, and if so, indicate with whom. _____

CATEGORY: <input style="width: 100%;" type="text"/>	Indicate only one per application. If you work in more than one category, especially jewelry, you must submit a complete application for each. See "Multiple Applications" on Page 2.
FOR THE BODY	FOR THE HOME
<p>1. Jewelry has FOUR sub-categories. Indicate ONE.</p> <p>a) Metal: You are transforming raw metal (fabrication, casting, etc)</p> <p>b) Non-Metal: You are transforming a raw material (such as glass or clay)</p> <p>c) Mixed Metal & Non-Metal: You are transforming BOTH a raw metal and a raw non-metal material</p> <p>d) Composed: Purchased materials, including beads, findings, beading and wirework.</p> <p>2. Accessories</p> <p>3. Leather</p> <p>4. Wearables, Fabric Design</p> <p>5. Wearables , Decorated Purchased</p> <p>6. Wearables, Weaving, Knitting, Crochet, Felting</p> <p>7. Body Products (send samples - no application fee)</p> <p>8. Other (For the Body)</p>	<p>1. Ceramics</p> <p>2. Sculpture</p> <p>3. Wood</p> <p>4. Toys</p> <p>5. Non-Wearable Textiles, including Weaving</p> <p>6. Painting</p> <p>7. Printmaking</p> <p>8. Photography</p> <p>9. Paper</p> <p>10. Mixed Media</p> <p>11. Metal</p> <p>12. Glass</p> <p>13. Food Products (send samples - no application fee)</p> <p>14. Other (For the Home)</p>

Exhibitors are required to not only be the designers of the work but must have their hands in the production of the work as well.

1. Give a 2 sentence description of you/your work. _____

2. What specific items do you make? _____
3. What materials are you transforming in your work? _____
4. What methods are you using? _____
5. What components of your finished work are you purchasing pre-made? _____
6. What is the price range of your best sellers? _____

By submitting this application I hereby assure JAN ETRE PRESENTS that I have read, fully understand, and will comply with all of the information contained in this application.	Checklist: ▲ Application, all filled out and legible; ▲ 5 jpg images @ approximately 1 mb each (not bigger, not smaller!); ▲ \$25 Non-refundable Application Fee, \$15 Second Application Fee. Payable by Visa & MC only. CC # _____ ex: mo/yr __ __ / __ __
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Email to FairApplication@kpfa.org with 5 images of your work, 1 MB each image (not smaller, not larger).

Mail to: Craneway Crafts Fair, 1929 MLK Jr Way, Berkeley CA 94704 ▲ 510.848.6767 x 243 (no fax) ▲ www.cranewaycraftsfair.com