

JAN ETRE PRESENTS
KPFA'S 47TH ANNUAL CRAFTS FAIR

CRANEWAY CRAFTS FAIR

NOVEMBER 25 & 26, 2017

10 am to 5 pm both days

ORIGINAL ART AND CRAFT EXHIBITED
BY THE PEOPLE WHO MAKE IT

CRANEWAY PAVILION
Richmond CA Marina

Non Profit Booth Information & Application

CALENDAR

August 21st: Application Deadline

September 11th: Contracts Out

September 25th: 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.....

- See page 3 for the floorplan. Non Profits will be in spaces 722 through 727.
- Booth size is 10'x6', fee is \$250.
- Non Profits 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 a backwall in your booth to block the light coming in from the windows directly behind you and 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 as well.
- 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.....

- 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. See calendar above.
- 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 NON PROFIT BOOTHS

- You must have a 501(C)(3) letter to have a Non Profit booth in the Fair.
- No jewelry in the Non Profit booths!

SUBMITTING AN APPLICATION.....

- Deadline is August 21st for emailing applications.
- 1) Print out the Application page. 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.

- Your application must include information about your non-profit.
- If you are selling art and/or crafts we would like to see images of the products you intend to exhibit. Read on for the parameters for your application images.
- For Food & Body Products you must send samples.

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.
- 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.
- 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.

SHARING A BOOTHSPACE...

- Sharing booth spaces is encouraged. If you're seeking another Non Profit with which to share a booth, we may be able to find a suitable mate for you.
- If you wish to share a booth with another Non Profit, each must submit an application. Each application is considered 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.

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 Non-Profit spaces are against a window wall. It is advised that you shade this wall with your own mate-

rials or order a back wall from the decorator. This will keep you from too much light exposure behind you, especially if it's sunny.

- 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.....

- If you are selling anything, you must have a current and valid California Resale Number, permanent or temporary. Google <http://efile.boe.ca.gov> for the website. The category of Food Products is exempt from this.
- 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).

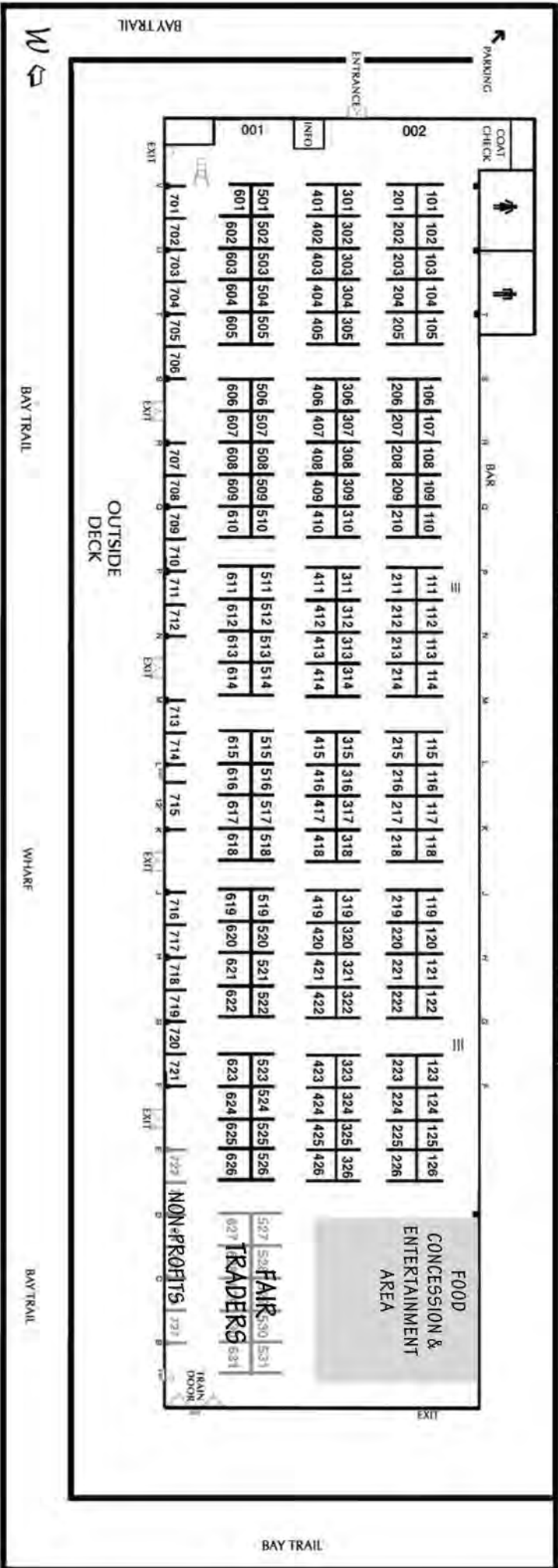
CONTACT.....

- 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



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SAN FRANCISCO BAY

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▲ NOVEMBER 25 & 26, 2017 ▲ NON PROFIT BOOTH APPLICATION ▲ DEADLINE AUGUST 21 ▲

First Name _____ Last Name _____

Partner's Name _____ Business Name _____

Mail Address _____ City _____ State _____ Zip _____

Phone 1 _____ Phone 2 _____

Email _____ Website _____



1. Give a 2 sentence description of your Non Profit. _____

2. What is your main purpose for participating in this event? _____

3. What specific items will you be displaying? _____

4. If any are for sale, what is the price range of the items? _____

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.

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