

	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	

Fair Trade Exhibitor 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 the Floorplan on page 4. Fair Traders will be in spaces 527 through 531 and 627 through 631.
- All Fair Trade booths are 10'x10'. Inline is \$725, Corner is \$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, Expo Decor, www.exporentals.com. Prices in 2016 were \$4 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.
- 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 FAIR TRADE BOOTHS

- Art and craftwork in any media is eligible except jewelry. No jewelry in the Fair Trade booths!
- We may limit the work in the Fair Trade booths if it overlaps with that sold in the art & crafts booths, such as wearables and accessories, for instance.

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.
- Each application you submit must include 5 images of the products you intend to exhibit. Read on for the parameters for your application images.
- There is a \$25 application fee, payable by credit card.
- For Food & Body Products you 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.
- 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. We want to promote you! 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.

SHARING A BOOTHSPACE...

- 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.
- Purveyors 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.

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 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.....

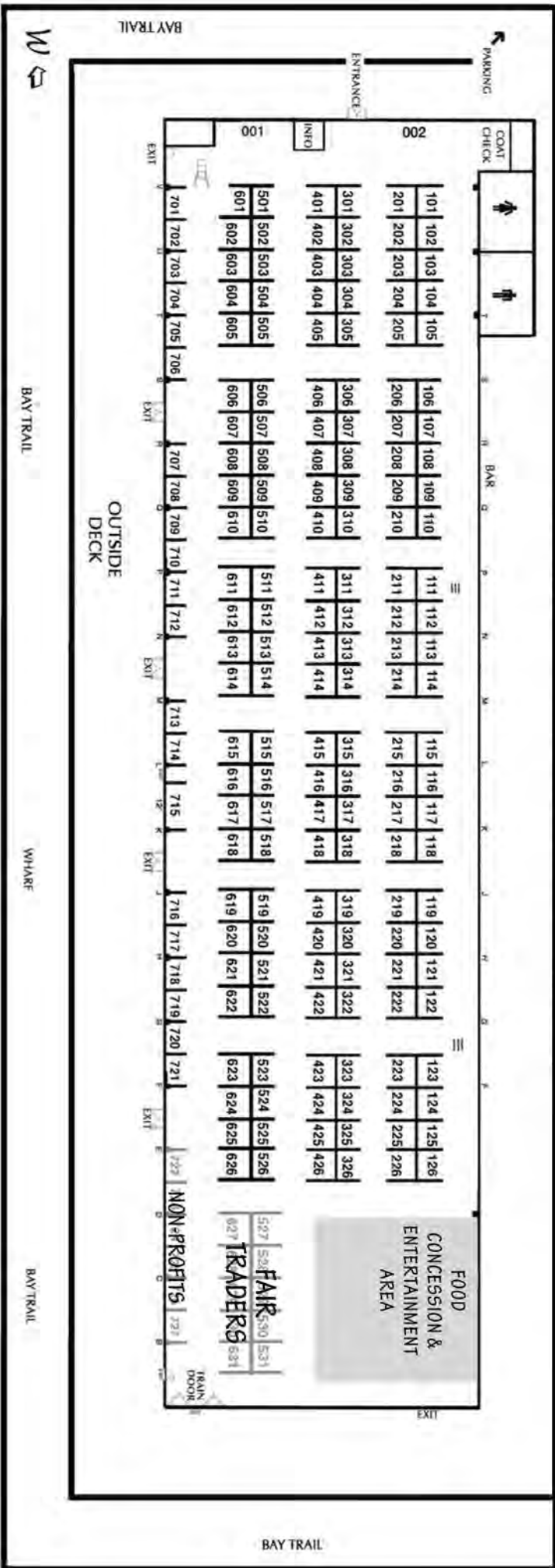
- KPFA Radio is a non-profit organization funded-mostly by listener donations made during on-air fund drives.
- Pacifists started the nation's first listener-sponsored, non-commercial, public radio station in Berkeley in 1949.
- KPFA's mission is to encourage cultural diversity and pluralistic community 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


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SAN FRANCISCO BAY

Fair Application@kpfafair.org • 510.848.6767 x 243 • 1929 MLK Jr Way, Berkeley, CA 94704

▲ JAN ETRE PRESENTS KPFA'S CRANEWAY CRAFTS FAIR ▲

▲ NOVEMBER 25 & 26, 2017 ▲ FAIR TRADE 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 _____

<p align="center">Inline or Corner? Indicate your first choice and second choice with the numbers 1 & 2.</p>	<p>10x10 Inline \$725 <input type="checkbox"/> 10x10 Corner \$800 <input type="checkbox"/></p>
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<p align="center">Refer to the floorplan and list 2 choices EACH for your first and second choices.</p>

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



<p>CATEGORIES: Circle all that apply, and send at least one image per category, totalling 5 images for your application.</p>	
<p align="center">FOR THE BODY</p> <ol style="list-style-type: none"> 1. No Jewelry in the Fair Trade booths! 2. Accessories 3. Leather 4. Wearables, Fabric Design 5. Wearables , Decorated Purchased 6. Wearables, Weaving, Knitting, Crochet, Felting 7. Body Products (send samples - no application fee) 8. Other (For the Body) 	<p align="center">FOR THE HOME</p> <ol style="list-style-type: none"> 1. Ceramics 2. Sculpture 3. Wood 4. Toys 5. Non-Wearable Textiles, including Weaving 6. Painting 7. Printmaking 8. Photography 9. Paper 10. Mixed Media 11. Metal 12. Glass 13. Food Products (send samples - no application fee) 14. Other (For the Home)

1. Give a description of your Fair Trade organization, including specifically who benefits from the sales of the merchandise.

5. What items will you be exhibiting and where are they made? _____

6. What is the price range of your best sellers?

<p>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.</p>	<p>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 ___ / ___</p>
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