

WMPG Fall Show 2023 – Application

November 3 & 4

Name _____

Booth Partner (if sharing a booth) _____

Phone - Home _____ Cell _____

Mailing Address _____

Email Address _____

BOOTH FEE: check one (booths can be shared). On the next page there is a booth layout showing only full booths. There is space for a booth and a half on the east, south, and west walls (they are not depicted but there is room to accommodate a booth and a half on each wall). The booth fee can be paid by check or by using the on-line web page <https://wmpg.square.site/>

_____ \$125/(\$130 on-line) half booth (ONLY ISSUED ON AVAILABILITY)

_____ \$225/(\$230 on-line) full booth

_____ \$350/(\$355 on-line) booth+half

_____ \$450/(\$455 on-line) double booth

Please try to find a partner who also wants a half booth (there is only 1 half booth location). We can help if you cannot find a booth buddy.

BOOTH PREFERENCE: (1=First Choice, 2=Second Choice, 3=Third Choice) When selecting, either list a location or a number. If a number is already taken by an earlier applicant, you will be called and advised of available booths.

_____ Main Room – Single Row (5 booths) – Booth number _____

_____ Main Room – Double Row (10 booths) – Booth number _____

_____ Main Room – West wall (4 booths) – Booth number _____

_____ Main Room – East wall (4 booths) – Booth number _____

_____ Main Room – South wall (5 booths) – Booth number _____

_____ Dance Floor (4 booths) – Booth number _____

_____ West Hall (6.5 booths) – Booth number _____

_____ Lobby (2 booths) – Booth number _____

_____ Electricity needed (Yes/No)

SHOW COMMITTEE PREFERENCE:

First Committee Choice _____, Lead (Yes/No)

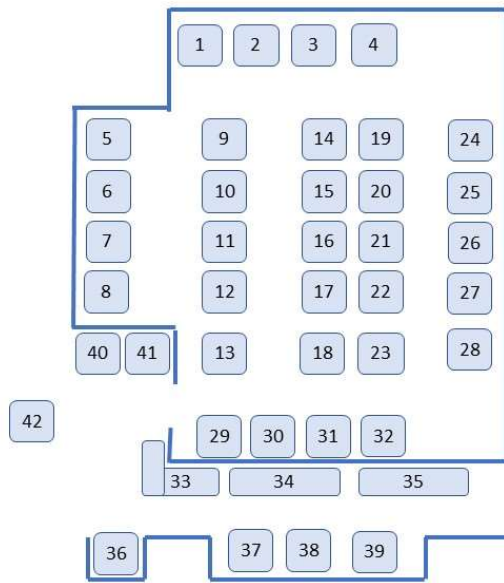
Second Committee Choice _____, Lead (Yes/No)

Third Committee Choice _____, Lead (Yes/No)

I have read and will comply with the duties, responsibilities and product quality guidelines as set forth in this document

Signature _____ date _____

Please note – There is no central sales desk. Each participant is responsible for their own sales and wrapping.



1. East Wall	22. Center Double Row
2. East Wall	23. Center Double Row
3. East Wall	24. South Wall
4. East Wall	25. South Wall
5. Dance Floor	26. South Wall
6. Dance Floor	27. South Wall
7. Dance Floor	28. South Wall
8. Dance Floor	29. West Wall
9. Center Single Row	30. West Wall
10. Center Single Row	31. West Wall
11. Center Single Row	32. West Wall
12. Center Single Row	33. West Wall
13. Center Single Row	34. West Wall
14. Center Double Row	35. West Wall
15. Center Double Row	36. West Hall (½ Booth)
16. Center Double Row	37. West Hall
17. Center Double Row	38. West Hall
18. Center Double Row	39. West Hall
19. Center Double Row	40. Chris Trabka
20. Center Double Row	41. Lobby
21. Center Double Row	42. Lobby

WMPG Fall Show 2023 – Guidelines

ADMINISTRATIVE INFORMATION:

1. Mail the signed and filled out first page of this application, along with your check, to:
Chris Trabka
3096 Dean Lake Ave. NE
Grand Rapids, MI 49525
2. A check for the booth fee must accompany the application. Upon receipt of the application the WMPG treasurer will be asked if your annual dues have been paid. If your dues for the 2023/24 fiscal year have not been paid, you will be tentatively accepted and placed on the waiting list until the dues for the 2023/24 fiscal year have been paid. Please do not send your annual dues with this application.
3. Applications are prioritized by member status and post mark date. Only applicants who were on the WMPG roster between June 1, 2022 and May 31, 2023, and have paid their annual WMPG dues for the 2023/24 fiscal year will be eligible, until July 15, 2023. After July 15, 2023, all applicants who have paid their annual WMPG dues for the 2023/2024 fiscal year will be eligible. The postmark date (on the mailed application) will chronologically order the applications. Acceptance notifications will be sent via e-mail.
4. Checks for accepted applicants will be deposited immediately. Checks for applicants on the waiting list will be held until a space opens, or returned to the artist the week after the show.
5. After a maximum of 44 full booth equivalent spaces have been assigned, remaining applicants will be placed on the waiting list. You will be notified if you are placed on the waiting list.
6. There are NO refunds, after October 25, 2023.

ARTWORK:

Only original ceramic objects made by the artist may be sold. Exhibitors should jury their own work for quality, integrity and the intent of the objectives of the WMPG. Accessory items are allowed, i.e. honey dippers in honey pot. Commercial slip cast items are not allowed. Multi-media items are OK provided 1) the focus is on the clay item made by the artist, i.e. tiles on a wood table, wood sculpture w/ clay accents, 2) Multi-media work must account for less than 20% of the booth display area, 3) Multi-media work is not a purchased or commercially made item for resale.

SHOW RESPONSIBILITIES:

As this is a guild run show we rely on everyone's participation to make the show run smoothly. Each exhibitor must do 1 or 2 show jobs.

SOCIAL MEDIA:

Each year we, as a group, endeavor to better promote the show, the art available at the show and the artists participating in the show. To better coordinate that collective effort the SOCIAL MEDIA committee will take information provided by each of the participants and post that information on social media so that the public can better see what art is available at the show and why the artists have chosen clay as their media. Social media, like the news, wants 'sound bytes' that can be easily shared. To ensure the success of this promotion, each artist is strongly encouraged to send photographs of their work; either casual (e.g., taken with a smart phone) or professional, including a short sentence or two about the work that can be posted on social media (send the images and text to the fall show chair so it can be forwarded). The committee will work with the artists input, post those images and text to social media in a campaign that starts 8 weeks before the show and has almost daily updates (40 artists, 2 images each, 2 short pieces of text = 80 updates for a 48 day campaign).

FALL SHOW COMMITTEES:

The work to set up for the fall show is divided into committees (so to organize and divide the work of preparing for the show). Each committee will have 2 to 6 people and a single person in that committee that communicates the committee's progress to the fall show chair. Some committees have the bulk of their work complete before the show starts while other committees have the bulk of their work the day before, or the last day of the show. The total participation on most committees will take one to three hours. The following list is an outline of the responsibilities for each committee. If there are questions, call the fall show chair (Chris Trabka - 616.318.4817) for clarifications.

1. Social Media

- a. Responsibilities: Obtain pictures and short text from participating artists during summer early fall. Publish to social media (Facebook, Twitter, etc.) daily (information about a participating artist) for 8 weeks prior to the show. Members of this committee should be knowledgeable about paid advertising on social media accounts.

2. Booth Layout

- a. Responsibilities: Assign participating artists to their assigned locations. On the day of setup, meet with the full committee at noon at the venue. Working in pairs, the committee measures, tapes and labels each booth. This committee helps the electric layout committee finish their work after booths are marked. Equipment required during setup: measuring tapes (50'), masking tape, felt markers.

3. Electrical Layout

- a. Responsibilities: On day of setup, meet with the full committee at noon at the venue. Electrical cords are laid out according to the diagram. The cords are secured to the carpet/floor with Gaffers Tape (Gaffers tape does not leave a sticky residue on the cords). Outlets/cord ends are labeled with the name of the artist who uses each outlet. The committee is responsible for un-taping and coiling the cords after the show for storage.

4. Clean-up
 - a. Responsibilities: Expect to remain on site at the end of the show, and until most everyone has packed up. Remove booth marking tape and all debris from the floor. Organize the trash as it collects in the designated areas. Go through all rooms that have been used (break room, storage areas, etc...) and tidy up as needed.
5. Break Room
 - a. Responsibilities: In order to contain costs, a budget has been set for the break room, and needs to be discussed with the fall show chair prior to any purchase/reimbursement. Make sure coffee, hot water for tea, and bottle water are available each day of the show (including supplies as required – cream/sugar/hot chocolate/filters/stirring sticks). Some snacks for Friday & Saturday morning (bagels/doughnuts) should be available. At the end of the show make sure the coffee makers are ready for storage and the break area is clean.
 - b. As described above, the break room will provide bottled water, coffee and tea all day on Friday and Saturday. Please feel free to bring your donated ‘pot-luck’ snacks to share with other guild members. Coordinate your donated snacks with the break room committee.
6. Publicity
 - a. Responsibilities: Placing ads in print, radio, and other commercial media. This includes the coordination between the ads that are paid for as well as the ads that are ‘public service announcements’. In the past the ads have included WYCE, WBLU/WBLV, Grand Rapids Press, On the Town, spots on WOOD Channel 8, FOX17 Channel 17 and WZZM Channel 13. There is a budget that needs to be discussed with the fall show co-chairs prior to any commitments.
7. Post Cards
 - a. Responsibilities: Contact members for images of current/new work for inclusion on the fall show post card. The post card should include images of past members as well as new members. The post card needs to include a reference to the WMPG face book page as well as a graphic showing the location of the show and information about the hours of the show (Friday noon to 7:00 pm and Saturday 9:00 am to 4:00 pm)
8. Signage
 - a. Responsibilities: Deployment of the large sign in front of the venue before the show (the number of days prior to the show, needs to be agreed upon with the venue) and approximately 20 signs (similar to reality signs) the morning of the show and collection of all the signs at the end of the show. A map of locations for the reality signs will be provided.
9. Spring Show Flyers
 - a. Responsibilities: Develop a layout for the WMPG Spring Show flyer. The flyer needs to include the location/time/date of the spring show. Approximately 2,500 flyers are needed (2,000 for distribution during the show and 500 ‘extra’ for distribution by members).
10. Booth Sitters
 - a. Responsibilities: Organize a team of volunteers to cover for Artist, if they need a short break.
11. Electronic Guest Book
 - a. Responsibilities: Develop a plan for collecting customer e-mail addresses during the show; a tablet will be supplied by the Guild to fit your requirements.

DATES:

1. Thursday, Nov. 2; set up committee at 12:00 noon, exhibitors at 2pm - 6pm.
2. Friday, November 3; artists may set up booths from 7:00 am – noon. Show open customers from noon until 7:00 pm. There will be a pizza party starting at 7:00 pm in the break room. Artists have access to the facility from 7:00am to 8:30 pm.
3. Saturday, Nov. 4; Show opens at 9:00 am and closes at 4:00 pm. Pack out 4:00 pm - 7:00 pm. Artists have access to their booths from 7:00am to 7:00pm.

LOCATION:

1. St. Nicholas Cultural Center, 2250 East Paris SE Grand Rapids, MI.
2. The venue is on one level with multiple entries, easy entry for carts & hand trucks. For set up/take down, artists may use the east entrance by the kitchen, both south entrances, and the west main entrance. Please be careful of door frames on that entrance. Parking in handicapped spots during set up/take down is permitted. Parking for artists after unloading is at the back of the east parking lot.

EMERGENCIES - ILLNESS:

Please inform the fall show chair, Chris Trabka, as soon as possible if you are unable to participate, so your booth space and jobs can be given to another artist. Inclusion in the show is based on member status and date the application is received. Unaccepted artists will be placed on a wait list and may be notified ASAP, if a place is available.

STORAGE ITEMS:

Please do not have any visible inventory or storage items visible in the show area. You should cover them with fabric or store them in the designated storage areas within the facility, or in your personal vehicle.

2022 FALL SHOW CHAIR:

Chris Trabka, 616.318.4817, cdtrabka@att.net