

WMPG Spring Show 2023 - Application

Saturday, April 22, 2023

Name.....

Phone - Home..... Cell.....

Mailing Address.....

Email Address.....

BOOTH FEE: check one (full booth and booth+half can be shared)

- ___ \$100/\$105 half booth (ONLY IF AVAILABLE)
- ___ \$140/\$145 full booth paying with check
- ___ \$210/\$220 booth+half
- ___ \$280/\$290 double booth

If the booth is a shared; member names here.

The lower fee is if the fee is paid with a check. The higher fee is if the fee is paid with a credit card
(<https://wmpg.square.site/>).

BOOTH PREFERENCE: (1=First Choice, 2=Second Choice, 3=Third Choice) Main

- ___ Room - Center (single row 5 booths)
- ___ Main Room - Center (double row 10 booths) Main
- ___ Room - West wall (4 booths)
- ___ Main Room - East wall (4 booths) Main
- ___ Room - South wall (6 booths) West
- ___ Hall (6 booths)
- ___ Lobby (3 booths)

Does your booth require electricity?

SHOW COMMITTEE PREFERENCE:

- First Committee Choice..... Lead (Yes/No)
- Second Committee Choice..... Lead (Yes/No)
- Third Committee Choice..... Lead (Yes/No)

Check List:

- Make Committee choices.....
- E-mail photo to Madeline..... (with your name in the e-mail)
- Sign and date application.....
- Choose booth location.....
- Send payment to Robin.....

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

Signature..... date.....

WMPG Spring Show 2023 - Guidelines

ADMINISTRATIVE INFORMATION:

Mail the signed and filled out application, along with your check, made out to WMPG to: Robin Nidelcheff, -1834 Ruddiman Dr., N. Muskegon, MI 49445

1. **Also- mandatory this year:** a picture of your work with your name in the e-mail and one sentence about your piece, e-mailed to: Madeline Kaczmarczyk madelineclay@gmail.com

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 annual dues have not been paid, you will be tentatively accepted and placed on the waiting list until the annual dues have been paid. Please do not send your annual dues with this application.

2. Applications are prioritized by member status and post mark date. Only applicants who have paid their annual WMPG dues for the 2022/2023 fiscal year will be eligible. Those members who were on the WMPG roster between June 1, 2022 and May 31, 2023 will have priority over those members who were not on the WMPG roster between June 1, 2022 and May 31, 2023. The postmark date (on the mailed application) will chronologically order the applications. Acceptance notifications will be sent via e-mail.
3. If the applicant's dues for the 2022/23 fiscal year have not been paid, they will be placed on the waiting list until their dues are paid.
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 38 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 April 1, 2023.

ARTWORK:

1. 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 committee lead person). 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).

SPRING SHOW COMMITTEES:

The work to set up for the spring 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 communicates the committee's progress to the spring 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 either springshow co-chair (Madeline Kaczmarczyk, 6167456752, or Robin Nidelcheff, 2158884779) 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. 4-5 people to run this committee.
2. Booth Layout
 - a. Responsibilities: Assign participating artists to available locations based on the artist preferences, and postmark of the application. 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 (SO'), 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 spring show co-chairs prior to any purchase/reimbursement. Make sure coffee and hot water for tea are available each day of the show (including supplies as required - cream/sugar/hot chocolate/filters/stirring sticks). 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 coffee and tea all day on Saturday. Participants are allowed to bring "pot-luck" items to share in the break room. Please remove your serving plates and bowls before you tear down so the room may be cleaned quickly.
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, A morning spot on WZZM Channel 13, WWMT Channel 3. An interview on WGVU's Morning Show with Shelly Irwin. As the spring show includes the Weavers Guild, the public service announcement should include the Weavers Guild. There is a budget that needs to be discussed with the spring show co-chairs prior to any commitments.

7. Postcards

- a. Responsibilities: Contact members for images of current/new work for inclusion on the spring show postcard. The post card should include images of past members as well as new members. The postcard needs to include a reference to the WMPG facebook page as well as a graphic showing the location of the show and information about the hours of the show.

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. However, discussions with past committee members will also help. Key areas to consider are high traffic areas that lead people to the facility from East Paris, 28th Street, Cascade Road, Burton, Breton, etc..

9. Fall Show Flyers

- a. Responsibilities: Develop a layout for the WMPG Fall Show flyer. The flyer needs to include the location/time/date of the fall show. Approximately 2,500 flyers are needed (2,000 for distribution during the show and 500 'extra' for distribution by members)

DATES:

1. Friday, April 21: set up committee at 12:00 noon, exhibitors at 2 p.m. - 8 p.m..
2. Saturday, April 22: artists may set up booths 7 a.m. - 9 a.m. Show opens to customers at 9 a.m.
3. Saturday, April 22: Show opens at 9 a.m. and closes at 4 p.m. Pack out 4 - 7 pm.

LOCATION:

1. St. Nicholas Cultural Center, 2250 East Paris SE Grand Rapids, MI.
2. one level with multiple entries on the south side, easy entry for carts & hand trucks; only the doors on the south side of the facility can be used to transport displays and product into and out of the facility. 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 spring show co-chair, Robin Nidelcheff 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.

2023 spring SHOW CO-CHAIRS:

[Robin Nidelcheff, 215-888-4779, rnidelcheff@verizon.net](mailto:rnidelcheff@verizon.net)

[Madeline Kaczmarczyk, 616-745-6752, madelineclay@gmail.com](mailto:madelineclay@gmail.com)