



24th ANNUAL CATAWBA VALLEY POTTERY & ANTIQUES FESTIVAL, April 9-10 2021

A presentation of the Historical Association of Catawba County and North Carolina Pottery Center
Catawba Valley Pottery Festival, P. O. Box 2583, Hickory, North Carolina 28603

Planning Committee: November 5, 2020

Chad Alley

Marc Dagenhardt

Rebecca Hart

Susan Holbrook

Allen W. Huffman, Jr.

Daniel F. Huffman

Hailey Lail

Lindsey Lambert

Betty Lohr

Sidney Luck

Annarria Moose

Jane Pekman

Mandy Reavis

Loy Sellers

Christy Taylor

Bo Teague

Van Taylor

David Whitley

Terry Zug

Dear Exhibitor,

The Historical Association of Catawba County (HACC) and the North Carolina Pottery Center are hosting the 24th Annual Catawba Valley Pottery & Antiques Festival (CVPAF) on Friday April 9th and Saturday April 10th 2021 at the Hickory Metro Convention Center in Hickory, North Carolina. Friday evening will consist of a special Preview Party and an early sales opportunity from 7:00 pm – 10:00 pm. The Saturday show will welcome the public from 9:00 am – 5:00 pm. The goal of the CVPAF is to bring together traditional potters and dealers to create a quality show that will celebrate our region's pottery heritage, one of North Carolina's most treasured cultural resources. The mission of the CVPAF is to foster an educational event where the public may learn about traditional North Carolina pottery, within the wider context of Southern pottery, and to provide an opportunity to purchase, collect, and study this unique cultural resource through contact with working potters and knowledgeable pottery dealers.

As you know, last year's festival was cancelled. Sixty percent (60%) of last year's exhibitors have pre-registered for the 2021 event. Friday night Preview Party is planned for 2021. The CVPAF audience is drawn from a large group of pottery enthusiasts and individuals interested in this unique North Carolina and Southern treasure.

This year's CVPAF will continue to nurture educational programming to enhance our visitors' experience, as an educated guest is better suited to appreciate and purchase pottery. The CVPAF planning committee is planning a number of activities for the 2021 show, including pottery demonstrations and an exhibition entitled "Daniel Johnston: Single Pots to Clay Walls" with a lecture by Daniel Johnston and Dr. Henry Glassie.

Exhibitor spaces of 10ft x 10ft are currently available. Discounted booth rates are available with receipt of application and check or money order (postmarked *on or before* November 27, 2020): \$315.00 per 10ft x 10ft booth and \$545.00 per 10ft x 20ft booth. Prompt registration will ensure that your business will be listed in marketing and advertising efforts. The rate for late registration (postmarked *on or after* November 28, 2020) is \$355.00 per 10ft x 10ft booth and \$575.00 per 10ft by 20ft booth. The final deadline is January 16, 2021.



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Planning Committee: The registration fee includes booth rental for the entire show, decorative draping (8ft curtain backdrop and 3ft curtain side rails), two chairs, one 6ft table per each 10ft x 10ft booth, and dinner for two booth attendants on Friday night at 6:00pm in the exhibitor hospitality room adjacent to the main exhibit hall (Additional Friday night dinner tickets for two more booth attendants may be purchased at a later date). Exhibitors are encouraged to bring additional display units and tables. Electrical and/or telephone needs must be arranged through the Hickory Metro Convention Center at (828) 324-8600.

Chad Alley
Marc Dagenhardt
Rebecca Hart
Susan Holbrook
Allen W. Huffman, Jr. Exhibitors will be notified of booth assignments by January 29, 2021. Please register promptly to secure a booth. Exhibitors are permitted to begin booth set-up as early as 9:00am on Friday, April 9th. All booths *must* be ready for Fire Marshall Inspection by 4:00pm.
Daniel F. Huffman

Hailey Lail
Lindsey Lambert
Betty Lohr
Sidney Luck
Annarria Moose
Jane Pekman
Mandy Reavis
Loy Sellers
Christy Taylor
Bo Teague
Van Taylor
David Whitley
Terry Zug

The Hickory Metro Convention Center is located at 1960 13th Ave Drive SE Hickory, NC 28602. (Exit 125 off I-40) Lodging and travel information is available through the Hickory Metro Convention Center and Visitors Bureau at (828) 324-8600.

Enclosed is an application form to participate in the 24th annual Catawba Valley Pottery & Antiques Festival. Space is limited, so please respond promptly. The deadline for registration is November 27, 2020. After that, a late fee will apply and a booth cannot be guaranteed.

Make all checks payable to: **Catawba Valley Pottery Festival – CCHA.**

Mail completed applications to:

Allen W. Huffman
330 29th Ave. Drive, NW
Hickory, NC 28601.

For additional information, please contact Allen Huffman at (828) 322-3943.
We look forward to seeing you at the 24th Annual Catawba Valley Pottery & Antiques Festival!

Sincerely,

A handwritten signature in black ink that reads "Allen W. Huffman". The signature is written in a cursive style with a large, prominent "A" and "H".

Allen W. Huffman, Jr.,
Chairman
Catawba Valley Pottery & Antiques Festival Planning Committee

EXHIBIT SPACE APPLICATION/CONTRACT

24th ANNUAL CATAWBA VALLEY POTTERY FESTIVAL

April 9-10, 2021

I wish to participate in the 19th Annual Catawba Valley Pottery Festival in the category of:

Potter

**The Festival will include fully equipped demonstration areas for potters. 30-minute demos will be scheduled throughout the day. Sign up will be at check in on April 9, 2020 Please indicate if you might be interested in volunteering to demonstrate:*

Dealer

**In order to create a more attractive and exciting show, dealers can sell other antiques, crafts, and accessories. However, in keeping with the object of the festival, the focus of your stock must be devoted to NC or southern traditional pottery.*

Name: _____

Business Name: _____

Mailing Address: _____

NC Sales Tax I.D. #: _____

Website: _____

Telephone: () _____

Cell: () _____

E-mail: _____

PARTICIPANT REGISTRATION 2021

I will require the following size booth:

General Registration

(Must be postmarked on or before November 27, 2020)

10 x 10.....\$315

10 x 20.....\$545

Late Registration

(Must be postmarked between November 28, 2020 and January 16, 2021)

10 x 10.....\$355

10 x 20.....\$575

Payment must be attached. Make checks payable to: Catawba Valley Pottery Festival -- CCHA

I have read the rules and regulations with this application and agree to abide by them.

Signature _____

Date _____

Applications will be accepted only with payment and signature. Management may refuse acceptance of any contract if found not to be in the interest of the show. Payment will be returned. Mail to: Allen W. Huffman, Jr., 330 29th Avenue Drive, N. W., Hickory, North Carolina 28601.

2021 CATAWBA VALLEY POTTERY FESTIVAL RULES AND REGULATIONS

1. Management reserves the right to refuse any or all applications for space and to prohibit or remove any exhibit, display or part thereof, or proposed exhibit display or device, which in the opinion of show management is not suitable to or in keeping with the policy of show management.
2. Booths are assigned for the purposes of displaying merchandise and must be properly manned during the hours of the show.
3. Exhibit fee covers rental of exhibit space assigned for the period of the show.
4. All exhibitors must comply with the local fire protection code. This code will be strictly enforced.
5. Exhibitors will be held responsible for any and all property damage incurred by their employees. Violators will be held responsible and charged for repairs.
6. Selling activities and promotional efforts must be confined within the space assigned to each exhibitor.
7. Noisy or undignified displays are prohibited and will not be permitted, nor will noisily operated displays be allowed. Sound devices, megaphones, loud speakers, side show tactics, or undignified methods of attracting attention will not be permitted.
8. Exhibitors will be permitted to commence setting up their exhibits on the day indicated. After official opening, no cases or packing materials are to be left in the aisles or booths.
9. Any space either applied for or contracted for, of which the exhibitor does not complete his contractual obligation, shall be deemed as forfeited by the exhibitor, as shall any deposits or other monies paid. Show management is herein authorized to dispose of such space as is best for the success of the exhibit and shall retain as damages, any and all such monies that had been paid, as damages and expenses.
10. The exhibit facility, as well as any officer or staff member of the NCPC or CCHA mentioned, will not be responsible for any damage that might occur from fire, theft, loss of merchandise, water damage, personal injury to exhibitors, their personnel, their buyers or visitors, or for any other injury or damage alleged to have been caused or attributed to, by reason of any exhibitor's participation in the show. It is agreed that the exhibit facility and sponsoring parties shall be blameless for all liability which might ensue from any cause mentioned above.
11. Food and drink concessions are not allowed as part of any booth.
12. Animals and pets are not permitted in the Metro Trade Center building with the exception of hearing and seeing-eye dogs.
13. Booth signage or decoration must be approved prior to being attached to any Metro Trade Center surface.
14. Events or circumstances not covered in these operating policies and procedures may be subject to special consideration and stipulations as deemed appropriate by the Catawba Valley Pottery Festival management or the management of the Hickory Metro Trade Center.

