



MEMPHIS ARTS COLLECTIVE HOLIDAY ARTIST MARKET

NOVEMBER 26TH - DECEMBER 24TH, 2021

Location: 3484 Poplar Avenue, Space D-2 Poplar Plaza, (Formerly Spin Street Records)

Date: November 26th, 2021, through December 24th, 2021

Market Hours: Mondays - Saturdays ----- 10:30 am to 6:30 pm
Sundays ----- 12 noon to 5:00 pm

Pre-Show Meeting: Thursday November 18th ----- 6:00 pm to 8:00 pm

Set Up: Friday & Saturday, November 19th & 20th 10:30 am to 6:30 pm
Sunday, November 21st ----- 12 noon to 5:00 pm

If other times become available, then they will be posted via mass email.

Breakdown: Sunday December 26th ----- 12 noon to 5:00 pm
Monday December 27th ----- 10:30 am to 6:30 pm

Artists working December 24th may begin breakdown after closing the market that day. All other artists will breakdown their booths the 26th and 27th. Any artist who breaks down their booth early will not be invited to future shows.

Fee Schedule				
MAC Members	Large Booth ▪ Typically, 10 ft x 10 ft ¹ ▪ 100 square feet minimum	\$245	20% commission waived during <u>required work shifts only</u> ²	5 required work shifts ³
	Small Booth ▪ Typically, 5 ft x 10 ft ¹ ▪ 50 square feet minimum	\$125	20% commission waived during <u>required work shifts only</u> ²	5 required work shifts ³
Non-Members	Large Booth ▪ Typically, 10 ft x 10 ft ¹ ▪ 100 square feet minimum	\$325	30% commission waived during <u>required work shifts only</u> ²	5 required work shifts ³
	Small Booth ▪ Typically, 5 ft x 10 ft ¹ ▪ 50 square feet minimum	\$185	30% commission waived during <u>required work shifts only</u> ²	5 required work shifts ³

¹ Booth dimensions may vary based on market layout. A diagram will be available on November 19th showing artist placement. Attendance at the pre-show meeting is extremely important to learn about booth placement, shop procedures and shift expectations.

² Artists may also work additional show hours but only the required work shifts will have commission waved via the main checkout. Artists are welcome to ring customer purchases themselves without paying MAC commission.

³ A fee will be deducted from artists' sales for missing a shift or arriving late for a shift. 1st offense \$25, 2nd \$50... doubling for each additional offense. The shift sign-up sheet will be available electronically at move-in.

APPLICATION PROCESS

Deadline (for inclusion on postcard) ----- November 8th

Final Deadline ----- November 15th or until sold out

- For members, acceptance is automatic if registration is complete, and fees are paid in full by the application deadline. You cannot reserve your space until fees are paid in full.
- For non-members, acceptance into the Holiday Show is subject to a jury process. Notification of application status will be made via e-mail no later than November 15th. If accepted, an invoice will be included and must be paid in full as soon as possible and no later than November 22nd.
- Each artist within a booth must complete an application and be accepted on the same terms as the primary booth owner. Booths shared by two artists are subject to the small booth fee. More than two artists in a booth require special approval and must have work that appears cohesive.

SHOW OPERATION

- This year we will have a silent auction benefiting “Thrive Memphis”. Each artist is asked to donate an item to the silent auction. Peg Holton will be the artist contact for the charity.
- The show is operated as a retail “store,” meaning there will be staff available to make sales, assist customers, etc. Packaging for items, i.e. bags and tissue paper, is provided for the sales that are run through the general check out. It is expected that artists selling their work directly from their booth will be responsible for their own packaging (wrapping, bags, etc.). An additional fee will be added at the organizers’ discretion for those who fail to follow this policy consistently.
- Advertising will be done via a variety of media outlets including the Memphis Flyer, radio interviews, direct mail, etc. Artists are expected to participate in word-of-mouth advertising, and to mail post cards to your mailing lists either electronically or via USPS. Artists will be notified when the postcards are available and will be provided electronic postcards and/or logos that may be used.
- Merchandise must be handmade. Handmade can include mixed media with upcycled items. No mass-produced merchandise (i.e... items available on Amazon, etc.) will be permitted. Items not meeting these criteria will be removed from booths and the artist may be asked to leave the show with no refund being given. (Please note one current member is grandfathered in to sell vintage goods, but others are not permitted to do so.)
- Electricity will be provided to each booth. Artists may bring their own lighting and are encouraged to show their holiday spirit.
- Artists are expected to keep their booths stocked and clean throughout the show. Inattention to this reflects poorly on the entire show and can lead to not being invited back next year. Artists are asked to restock and hang art during slow times, not midday on Saturdays and Sundays.
- All items must be clearly marked with the price and artists’ code which will be assigned upon acceptance to the show. Descriptions and item numbers are also encouraged. In the event an item is unmarked, the Organizers reserve the right to either refuse a sale, or to make an informed guess as to the cost of the item.
- Artists are welcome to discount items only if the price tag on the item has been updated to reflect the new price. % off without a calculated sale price is not acceptable.

- Sales of art by your neighbor artists to avoid paying checkout commission is not permitted and can lead to not being invited back next year.
- Artists are always expected to act professionally. If a customer is present, please acknowledge them and refrain from complaining about others, discussing politics or religion, and using foul language in front of them. We do not want to offend our customers or make them feel uncomfortable while shopping.
- All sales handled by Memphis Arts Collective will be charged current state sales tax. Sales tax will be remitted to the State of Tennessee by Memphis Arts Collective.
- We will accept cash, checks and credit cards. The organizers will take every precaution but are not liable for bad checks or credit cards.
- The organizers will carry general liability insurance. The Holiday Show Organizers will take all reasonable precautions but will not be responsible for losses due to fire, theft, breakage, flood, acts of God, bad checks, or credit card issues. We encourage artists to insure their own work.
- Due to COVID-19, the safety of our customers and our artists is our priority and we have a safety committee to ensure we are practicing and enforcing best practices for social distancing and other preventative measures. Masks will be required for all our customers and artists at all times in the building. Artists are expected to follow the safety committee guidelines and artists not complying with these guidelines may be asked to leave the show with no refund being given.
- Safety recommendations can and will likely change in accordance to the CDC and our state recommendations. You can count on us to keep up to date with the latest recommendations by the state and federal government. If this event is cancelled before the show starts because of COVID-19, we will refund your booth fee.
- Two checks will be issued to artists as follows:
 - December 15th ----- For sales from 11/26/2021 through 12/12/2021 less commissions and not cleared checks/charges. Available for pick up at the show along with an inventory of sales
 - December 26th ----- For sales from 12/13/2021 through 12/24/2021 less commissions and not cleared checks/charges. Available for pick up at the show breakdown along with an inventory of sales