

VERMONT CRAFTS COUNCIL'S SPRING OPEN STUDIO WEEKEND
MAY 27 & 28 2017 10:00 – 5:00 – Celebrating 25 Years!
APPLICATION DEADLINE: JANUARY 17, 2017

1. Business Name: _____

Maker/Contact Name: _____

We will use this info on Map Listing and on our Website.

Ph: _____ Check One --> ___ Home or ___ Studio/Gallery?

Postal Address: _____ **Town:** _____ **Zip** _____

We prefer to send Open Studio news, updates and directions proof to you by **e-mail**. We will mail an Open Studio information packet to all.

E-mail: _____ Web Site: www. _____

2. Site Location and information IF DIFFERENT THAN ABOVE ADDRESS:

Physical Address _____ Town: _____

County _____ Zip _____ Ph: _____

3. Please check the one that BEST applies (all registrants pay the same fee \$110):

- A. ___ My site is my studio.
- B. ___ I'll be doing Open Studio as a guest at someone else's site. _____
- C. ___ My site is a gallery exhibiting the work of many artists year round.
- D. ___ My site is a gift shop, with my work as one part of a broader mix.
- E. ___ My site is a hub site that will host a group of artists for Open Studio. Note **that only artists registered with us will be included in our promotion.**
- F. ___ My site is an art or craft school at times other than Open Studio.

4. MAPS AND DIRECTIONS

Past Open Studio Participant?

Are the directions we used still accurate? Yes ___ No ___ (attach new directions)

Was your location on the map correct? Yes ___ No ___ (attach map with correct location)

What year did you **last** participate? _____ Spring ___ or Fall ___?

New Participant – DIRECTIONS SUBMISSION GUIDELINES

Please provide directions to your site from a major road or town and include with this form (Do not substitute Google or Mapquest directions as these are sometimes not accurate in rural areas).

5. INDEX DESCRIPTION: ONLY 2 words (not phrases) that describe your work

1. _____ 2. _____

6. COUNTY SECTION:

Choose **ONLY 5 words (not phrases)** that describe what (your artwork) visitors will find when they visit your site:

1. _____ 2. _____

3. _____ 4. _____ 5. _____

7. Buy extra promotion for your studio by placing an ad in the Vermont Open Studio Tour Guide! We will position your ad in or as near as possible to your County section. E-mail ad to sally@sallystetson.com by FEBRUARY 15, 2017.

____ One Twelfth Page 2.3889 X 2.4 **\$160**
____ One Third Page Vertical 2.4 X 8.5 **\$510**

____ One Sixth Page 2.4 X 4.12 **\$285**
____ Half Page Horizontal 7.5 X 4.12 **\$660**

ARE YOU A MEMBER? ____ Yes, I've included membership form and fees. ____ Yes, I'm already a member.
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PAYMENT SUMMARY

Please enter appropriate amounts in the blanks below

NEW (\$110 for **each** registrant) ____ Open Studio + ____ Ad in Studio Tour Guide = ____ Total Open Studio Fees

Payment Method? ____ Check enclosed. ____ Visa/MC.

Card #: _____ Exp ____/____ Security _____

Signature: _____

ALERT!! NEW OPEN STUDIO EXPECTATIONS – UPDATED 10/30/15

- Hours for Open Studio Weekend are from 10:00 to 5:00, Saturday and Sunday. You agree to be in your studio and available to visitors during that time.
- In the event that you need to withdraw from OSW, you will communicate to the office ASAP.
- Education of the public through explanation, exhibition or demonstration of processes and materials is a **required** element of all participant sites in this event (with the exception of galleries).
- If you are applying as a gallery, you agree to showcase the work of Vermont artists or craftspeople during the weekend.
- You will use Open Studio yellow signs for yourself only and only **for the event** in which you are registered.
- Promotion of your Open Studio event is a task you share with the Vermont Crafts Council. You should expect to spend some amount of money on advertising to your customers.
- Maps and posters are promotion tools that you pay for, and they should be distributed as early and widely as possible. You are expected to pick up materials from a local contact in your area, from the Spring Marketing Conference or from the office at **104 Main St** in Montpelier.
- In order to be most effective in bringing visitors to your studio, signs must be properly prepared to withstand the weather and placed in several locations along the road (not just in front of your door).

Failure to follow these expectations undercuts the success of Open Studio for you and for customers who hope to see you.

My signature below indicates that I understand and will abide by these expectations:

Name: _____ Date ____/____/____

SEND THIS FORM TO Vermont Crafts Council, PO Box 938, Montpelier VT 05601. Questions? Vt1crafts@aol.com or (802) 223-3380.