

## **Application Deadline: June 18, 2010**

**Late Applications.** Applications postmarked after June 18 are accepted for available spaces as cancellations occur.

**General Information.** The Contemporary Crafts Markets are invitational shows, each featuring the work of 250 craftspeople. Exhibitors have reported sales exceeding \$40,000 per booth with the average ranging from \$5,200 to \$7,800 depending on the show.

The Santa Monica market was first presented in May, 1986. The San Francisco show was first held in 1991. Hotels in each location provide special Crafts Market Rates for exhibitors.

Extensive media campaigns are undertaken with PR materials going to all electronic and print media. The advertising budgets have been focused on the newspapers, internet postings, direct mail campaigns, placements in radio and TV and a website where patrons can print out free passes to the show. Our successful marketing strategy in both locations includes free passes for all prior customers. For example, the 2006 San Francisco show utilized these passes for the first time and the attendance was a 95% increase over 2005!

The Contemporary Crafts Markets are devoted to presenting craftspeople of exceptional quality. All items to be sold must be made in the U.S.A. and not be kits or items made from kits. Buy and sell is prohibited. New exhibitors who meet the quality standards of craftsmanship and design in wood, glass, ceramics, jewelry, leather, metal, paper, textiles, and works of art on paper (limited edition

prints, photographs, and watercolors) can be invited by the sponsors to join the show. The focus is on fine crafts, so paintings on canvas are not accepted.

Full decorator and in-coming drayage services are available. Electricity and booth fixtures **are not** included in the booth fee. Electricity can be purchased and booth fixtures can be rented as options.

**Application.** Craftspersons (included previous exhibitors) who wish to apply are asked to provide:

(1) The Application to Exhibit form with photo descriptions.

(2) Five slides, digital images or photographs of your work (slides or high-density digital are preferred because they can be most easily reproduced for PR purposes). If you are applying in more than one category send five photographs and a \$20 handling fee for each. Digital images, JPEG format, will be accepted on a CD. 300 dpi. Size, 4" x 6". Include printouts of each digital image.

(3) Your résumé for PR use.

(4) A check made payable to Roy Helms & Associates for \$70 (if applying for one show) or \$120 (if applying for two shows) or \$170 (if applying for three shows). The \$50, \$100 or \$150 booth deposit(s) are non-refundable only if you are offered a contract and you do not complete it.

(5) A stamped, self-addressed return envelope sufficiently large enough to return your application materials. The booth deposit(s) and photos will be returned if your application is not accepted.

All applications are reviewed at one time following the deadline date. Notification of the jurying will be returned within 30 days after the jury deadline.

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### **SANTA MONICA CIVIC AUDITORIUM**

1855 Main St. at Pico Blvd.  
Santa Monica, CA 90401

November 5-7, 2010

June 10-12, 2011

Friday, 10am-6pm

Saturday, 10am-6pm

Sunday, 10am-6pm

250 exhibitors

10'x10' - \$1074

Tent 10'x10' - \$950

Larger & smaller booths are available. Fees are based on square footage. Corner booths are extra. Electricity and booth fixtures are available.

Public Admission, \$8. The Trade is provided free admission to all hours of the shows.

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### **FORT MASON FESTIVAL PAVILION**

Buchanan at Marina Blvd.  
San Francisco, CA 94123

March 12 & 13, 2011

Saturday, 10am-5pm

Sunday, 10am-5pm

230 exhibitors

10'x10' - \$668

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The Contemporary Crafts Markets are produced by Roy Helms & Associates  
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