

Muskoka Arts & Crafts Inc.

50th annual

# Summer Show

JULY 20-21-22, 2012

## CALL FOR ENTRY

APPLICATION DEADLINE - FEBRUARY 29, 2012

Read the entire Call for Entry as some familiar information has been revised or changed.

### About Our Show

This is Muskoka's most popular, largest and longest running outdoor art and craft show. Exhibitors from Muskoka, Ontario and other regions of Canada display their work in a beautiful park setting to an anticipated audience of more than 20,000 people who are enthusiastic and knowledgeable about the arts. Public admission to the Summer Show is by donation.

Located north of Toronto, Muskoka is a two-hour drive following Highways 400 and 11. The most accessible vacation area in Ontario with recreation facilities, attractions and thousands of lakes, Muskoka has been the traditional "getaway" destination for cottagers and vacationers for over a hundred years. In 2011, the National Geographic Travelers Magazine editors twice recognized this region as one of the best places in the world to visit.

One of Ontario's oldest and largest rural outdoor craft shows, the annual Summer Show is the major fundraiser for Muskoka Arts & Crafts, a non-profit, community-based arts organization of more than 400 members. Proceeds support Muskoka Arts & Crafts and its annual programs and events. Muskoka Arts & Crafts does not receive operational funding from any local, provincial or federal government department or agency. We appreciate the support of the Town of Bracebridge through the rental of the building that houses our Chapel Gallery. Muskoka Arts & Crafts is proud of its ability to raise all its own operating funds.

### Dates, Hours & Location

**JULY 20-21-22, 2012**

Friday, 10am-7pm; Saturday & Sunday, 10am-5pm  
Annie Williams Memorial Park – Bracebridge, Ontario  
[50 Santa's Village Road, one block in from Wellington Street]

### Application Deadline

Applications must reach the office of Muskoka Arts & Crafts on or before February 29, 2012. It is recommended that exhibitors not wait until the deadline to submit an application, as it does not leave any time to correct mistakes or supply missing information. Incomplete or late applications will not be considered.

### Booth Cost

**Regular Booth** [10'x10'] – **\$440.70** (\$390 + \$50.70 HST)  
**Big MAC Booth** [15'x10'] – **\$649.75** (\$575 + \$74.75 HST)

### Eligibility

The reputation of the Summer Show has been built on selecting outstanding and quality hand made work.

The applicant must be the designer and maker of the work represented by his or her application. Agents or dealers are not eligible. All work must be made in Canada. If copyright images are used, you must include a copy of the permission agreement.

No work produced or sourced by any commercial means will be accepted. Ceramics from commercial molds are ineligible. Any article in any media using a commercial kit or commercially available plans or patterns is disqualified. Ready-made components are acceptable only where their importance is subordinate to the skill and design contributed by the maker and where their use is clearly appropriate to the nature and design of the work. Articles made from molds are acceptable only where the mold is the design and product of the artist or craftsman or where the mold is evidently subordinate to the maker's creativity. Unfinished items, raw materials and other such items cannot be sold at the Summer

Show. **NOTE:** Makers of gourmet food may apply, by a separate application, for consideration in the Gourmet Food Marketplace.

## How Your Work Is Assessed

Muskoka Arts & Crafts has deep respect for all who create. The organization has a responsibility to the exhibitors to encourage excellence. For the general public, Muskoka Arts & Crafts has a responsibility to present work which meets the accepted technical and ethical standards of the organization.

A jury of five to seven professional artists and craftspeople assess the applications. All work is juried within a media category. Jurying is a blind process in that the work is considered without presenting the name of the applicant so an unbiased decision can be arrived at based on the work alone.

Traditional items have a greater emphasis on craftsmanship rather than innovation and exploration of materials. Both approaches are equally valid. Originality in conception and execution, quality of workmanship and excellence of design are the primary criteria by which the submitted work is evaluated.

The jury reserves the right to decide about the appropriateness of all work to be included in the show. Only work similar to that which was juried is allowed into the show. The decisions of the jury are final.

## Images of Work & Booth

The images of your work are your most valuable marketing tool. Images should be of good quality. Poor images make it difficult for the jury to give an honest appraisal and could result in an application not being accepted.

**NOTE:** You must submit ten recent digital images that accurately represent the style and quality of work that will be exhibited and sold. If more than ten digital images are submitted, only the first ten will be presented to the jury. If two people are sharing a booth, each person must submit ten digital images.

Exhibitors who have shown in previous Summer Shows must submit digital images of their work as all applications are juried every year.

You must also include a digital image showing the booth set-up. Drawings and sketches are not accepted. The image of your booth is to your benefit as it gives the jury an overall view of the range of work that will be sold and its presentation.

**NOTE:** Jurying is only from digital JPEG images. Hard copy photographs, slides, web sites and e-mail submissions cannot be submitted for jurying.

**NOTE:** Makers of soaps or other body products must also submit three to five non-returnable samples in addition to the ten digital images.

It is your responsibility to ensure that all digital files are saved in the correct file format, can be opened, are not corrupted and are compatible with a PC. When preparing your digital images, please follow these instructions.

### FILE TYPE, SIZE & OTHER INFORMATION

- Save images as JPEG or JPG using 'maximum quality.' The file size should be no smaller than 1500 pixels wide or long at 92 dpi. Smaller file sizes will result in poorer quality images that may be unsuitable for viewing or for publicity purposes.
- Save the image in the correct orientation.
- Non JPEG/JPG images are not accepted and will not be converted.
- Do not use PowerPoint or other types of presentations. Do not use any auto run programs such as Kodak Easy Share.
- Do not place images in separate file folders or zipped files.
- Do not include your name, studio name, business cards or any other writing on your digital image.

### FILE NAMES

- Number each JPEG image to correspond with Part Three of the Application Form. For example 1, 2, 3 and so forth.

### STORAGE METHOD

- Submit all images on one standard size Compact Disc or DVD. Label the CD or DVD with your name and send it in a protective mailer to prevent breakage.

Muskoka Arts & Crafts assumes no responsibility for the loss or damage of any item submitted.

## Booth Size & Display

At Muskoka Arts & Crafts, we believe in hosting high quality shows and maximizing each exhibitor's sales, therefore, only two hundred booths are available for artists and craftspeople.

There are two different sizes of booths:

- "Regular Booths" have a guaranteed measurement of a 10' frontage with a 10' depth, **however**, with the exception of booths that must fit around trees or curves, the majority of booths will have a 15' frontage and a 10' depth.
- There are six to twelve "Big MAC" booths available. These booths have a guaranteed measurement of a 15' frontage by a 10' depth, **however**, most booths will have a 22' frontage and a 10' depth.

A flexible booth design is highly recommended as the ground for some booths may not be level and natural

irregularities within the park ultimately affects the final layout of the booths.

You must provide your own equipment such as a canopy, tables, chairs, backdrops and display stands. Vehicles or trailers are not permitted to be part of your booth display. All exhibits, display materials and chairs must remain within the assigned space. All demonstrations, signs and distribution of promotional materials must be confined to the limits of your booth. Please remember that this is an outdoor show and many locations are in direct sunlight. Exhibitors are encouraged to have a canopy or shelter that can also be used for protection from the sun and rain. Electricity is not available in the park.

Exhibitors may not arbitrarily change booth locations with other exhibitors. No exhibitor is guaranteed the same booth location year after year.

## Set-Up & Take Down

After you check-in, you may set up on Thursday, July 19, 2012, between 8am and 6pm or on Friday, July 20, 2012 between 7am and 9am.

On Thursday, you may drive your vehicle to your booth to unload. During the three days the show is open to the public, prior to its opening, you may drive your vehicle to your booth to unload. After 9am, vehicles will not be allowed into the show area. All vehicles must be removed from the show area by 9:30am. After the show closes, you may drive your vehicle to your booth to load any stock. Vehicles are not allowed into the park until half an hour after the show closes to give visitors time to safely leave the show area.

You must have your exhibit intact and open for all three days of the show. Under no circumstances should you close your booth early or take it down during show hours without first consulting the Show Coordinator who is present at the Information Booth from Thursday to Sunday.

All booths and equipment must be removed from the park on Sunday, July 22, 2012, by 8pm.

## Security

Security is provided Thursday, Friday and Saturday night. Many exhibitors, however, choose to pack and remove their merchandise at the end of each day. You are responsible for your own liability insurance. Muskoka Arts & Crafts, its employees, volunteers, agents or representatives are not responsible for any damage, breakage or theft of your work, booth, display props or other personal or business property.

## Other Information

### ■ IF YOU CANCEL YOUR APPLICATION

Ten percent of the booth fees are withheld if you cancel between March 1 and April 30, 2012. For cancellations received between May 1 and June 15, 2012, twenty-five percent of the booth fees are withheld. For cancellations received between June 16 and July 1, 2012, fifty percent of the booth fees are withheld. Booth fees will not be refunded for any cancellations received between July 2 and July 19, 2012. Booth fees are not refunded if an exhibitor fails to attend the show or leaves early.

### ■ IF WE CANCEL YOUR APPLICATION

Muskoka Arts & Crafts reserves the right to cancel any exhibitor's participation in the show in accordance with the Summer Show Policy. Prior to the show, should Muskoka Arts & Crafts find it necessary to cancel an exhibitor's participation, a full refund will be issued.

### ■ BOOTH PAYMENT

Booth fees are due at the time of application by cheque, money order or credit card. Cheques or money orders are made payable to Muskoka Arts & Crafts. Cheques post-dated past February 29, 2012 are not permitted. Any cheques returned by the banks due to insufficient funds are subject to a \$25 fine. Exhibitors with outstanding booth fees or bank charges in arrears will be ineligible to participate in the Summer Show.

### ■ BOOTH SHARING

While Muskoka Arts & Crafts strongly recommends that exhibitors apply with only one media, a maximum of two exhibitors working in the same or different media may share a single booth. Such exhibitors may choose to have their applications juried together (to be accepted into the Summer Show, the work of both exhibitors must be approved by the jury) or separately (if the work of one exhibitor is not accepted, the other exhibitor, if accepted, can continue as a solo exhibitor). Exhibitors who apply to have their work juried separately must each complete a separate application.

### ■ PRICING

At Muskoka Arts & Crafts, we believe in the value of hand made work. To maintain this integrity, signs offering pricing discounts, reduced prices, show specials or other signs of this nature are not permitted to be displayed.

### ■ SALES TAXES

When applicable, exhibitors are required to collect and remit all appropriate taxes.

### ■ FOOD & WASHROOMS

Food concessions are present during the three days the show is open to the public. Exhibitors with specialized diet requirements should bring their own food. Beer, wine or any other types of alcohol cannot be consumed in the park during set-up or take-down times or during the three

days the show is open to the public. Portable toilets are located near the food concession area.

### ▪ **RETURN ENVELOPE**

A stamped, self-addressed #10 envelope must be included with your application. If you want your CD/DVD returned, please provide the proper size envelope with the correct postage.

### ▪ **OVERNIGHT ACCOMMODATION**

Overnight camping in the park is not permitted.

### ▪ **TELEPHONES & DEBIT MACHINES**

There are no public telephones located in or near the park. If you require a telephone for personal or business reasons, please bring your own. The availability of a debit machine will be announced later.

### ▪ **SMOKE FREE BOOTHS**

To protect your fellow exhibitors and customers from the hazards of second-hand smoke, smoking is not permitted in or near your booth.

### ▪ **PETS**

For the well-being of the animals, exhibitors' pets are not permitted in the show. Muskoka Arts & Crafts reserves the right to ask exhibitors to remove their pets from the show area.

### ▪ **RADIOS & AMPLIFIED SOUND**

When the Summer Show is open to the public, radios and other forms of amplified music or sound may not be operated.

### ▪ **EXHIBITOR PARKING**

Exhibitors must park their vehicles in the designated areas.

### ▪ **SUMMER SHOW COORDINATOR**

The coordinator for the Summer Show is present throughout Thursday, Friday, Saturday and Sunday to answer any of your questions. During the Summer Show, the coordinator may be contacted at the Information Booth, located at Gate 1.

### ▪ **PROMOTIONAL MATERIAL**

Muskoka Arts & Crafts reserves the right to use the images and promotional material submitted by exhibitors and those photographs taken at the Summer Show for promotional purposes without notice or payment to the exhibitor.

### ▪ **PERSONAL INFORMATION**

The information you provide to Muskoka Arts & Crafts is for the sole use of the organization. Muskoka Arts & Crafts collects, uses and discloses personal information only for purposes that a reasonable person would consider appropriate to administer the organization, its

programs and events as well as to communicate future events or promotions. Information such as your telephone/fax numbers, mailing address, studio location, web site or e-mail is given to potential customers or clients only with your consent. If no preference is indicated, it is assumed that this information may be released. Muskoka Arts & Crafts does not rent, lend, share, trade nor sell its mailing lists with any other individual, corporation or similar cultural organization.

## How To Apply

To be considered, your application **must** include:

- A completed and signed Application Form.
- Ten recent digital JPEG images that represents the style and quality of work that will be exhibited and sold at the Summer Show plus a digital image of the booth set-up. The CD/DVD must be labeled with your name.
- If applicable, a copy of the permission agreement to use copyrighted images.
- Booth fees in the amount of \$440.70 (\$390 + \$50.70 HST) for a Regular Booth or \$649.75 (\$575 + \$74.75 HST) for a Big MAC Booth. Cheques are made payable to Muskoka Arts & Crafts and should be postdated to February 29, 2012. Postdating cheques after February 29, 2012 may disqualify your application.
- A stamped, self-addressed #10 envelope.

## Notification Of Exhibitors

You will be notified, by mail, of your application status near the end of March or early in April. If your work has been accepted, your booth fee payment will be processed after March 15. You will be sent an acceptance letter and additional material, which includes pertinent information about the show and a receipt for your booth fees. The list of accepted exhibitors will also be posted on our web site by mid April. If your work is not accepted, your payment will be voided and returned.

## Questions?

If you have any questions or comments, please contact Muskoka Arts & Crafts.

TELEPHONE ■ 705-645-5501

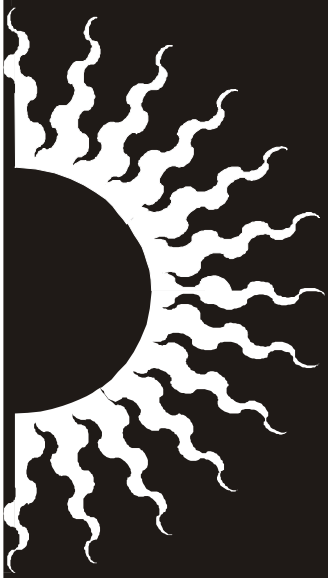
FAX ■ 705-645-0385

WEB SITE ■ [www.muskokaartsandcrafts.com](http://www.muskokaartsandcrafts.com)

E-MAIL ■ [info@muskokaartsandcrafts.com](mailto:info@muskokaartsandcrafts.com)

MAIL ■ Box 376, Bracebridge, ON, P1L 1T7

COURIER ■ 15 King Street, Bracebridge, ON, P1L 1H4



Muskoka Arts & Crafts Inc.  
50th annual

# Summer Show

JULY 20-21-22, 2012

## APPLICATION FORM

APPLICATION DEADLINE - FEBRUARY 29, 2012

### INSTRUCTIONS

Read the Call for Entry as some information has changed ■ Complete this form in its entirety ■ Print or type

## Part One

SURNAME \_\_\_\_\_ FIRST NAME \_\_\_\_\_

\_\_\_\_\_

STUDIO NAME

**NOTE:** This is how you will be listed by in the Summer Show Directory. **Place only one letter or punctuation mark per space.** There is a **maximum of 30 characters**, which includes all letters, punctuation marks and the spaces between words.

STREET/BOX/R.R. \_\_\_\_\_

CITY/TOWN \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

AREA CODE \_\_\_\_\_ TELEPHONE \_\_\_\_\_ AREA CODE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_ WEB SITE \_\_\_\_\_

- May your contact information be released to potential customers or clients?  Yes  No
- Indicate the booth size required:  Regular Booth [10'x10']  Big MAC Booth [10'x15']
- Will you be sharing your booth with another exhibitor?  Yes  No
  - If yes, with whom will you be sharing a booth? \_\_\_\_\_
  - Is your application to be juried together or separately?  Together  Separately (Use separate forms)

**PAYMENT**  CHEQUE  VISA  MASTERCARD  MONEY ORDER

CREDIT CARD # \_\_\_\_\_ EXPIRY DATE \_\_\_\_\_ V CODE \_\_\_\_\_



# Part Three

- CD/DVDs must be identified with your name and all images must be numbered. For example, 1, 2, 3 and so forth. Do not use any other numbering system.
- Briefly describe what is shown in each image including dimensions. For paintings and sculptures include the dimensions.
- Indicate the price.
- Approximately, what percentage of your stock does this item represent?
- Include an image showing your booth set-up.

IMAGE #	DESCRIPTION	PRICE	% OF STOCK
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11	Booth Display		

## Part Four

### Summer Show-Exhibitor Contract

I hereby make application to become an exhibitor in Muskoka Arts & Crafts' 50<sup>th</sup> Annual Summer Show. I have read the Call for Entry and agree to abide by the rules and regulations as established by Muskoka Arts & Crafts. By signing this application, I hereby and forever discharge Muskoka Arts & Crafts from all manner of actions, suits, damages, claims and demands whatsoever in law or equity, from any loss and damage to the undersigned's property while in the possession, supervision or auspices of Muskoka Arts & Crafts, their agents, representatives or employees. I also warrant that the artworks submitted for jurying and the artworks to be shown were produced solely by myself or in collaboration with the co-artist named on the application. I also authorize the use of images submitted with my application for the Summer Show's publicity or documentation without notice or payment to me. Unless otherwise indicated, I understand that my contact information may be given to individual potential customers or clients.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

### Booth Request & Other Comments

The Summer Show Committee welcomes your comments. If you would like to request a booth location due to health concerns, please use the space below and we'll do our best to accommodate your needs.

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### Where To Send Your Application

#### BY MAIL

Muskoka Arts & Crafts Inc.  
Box 376  
Bracebridge, Ontario, P1L 1T7

#### BY COURIER OR PERSONAL DELIVERY

Muskoka Arts & Crafts Inc.  
15 King Street  
Bracebridge, Ontario, P1L 1H4

### Is Your Application Complete?

Before you mail your application, check to make sure that it is accurately completed and contains the following:

- 10 good quality JPEG images in the correct format. [See page 2 of the Call for Entry]
- 3 to 5 samples if applying with soaps or other types of body products.
- 1 JPEG image of your booth.
- Cheque or money order in the correct amount made payable to Muskoka Arts & Crafts and post-dated to February 29, 2012 or a payment by credit card.
- Self-addressed envelop that will hold your submission and bearing the proper postage.
- An accurately completed and signed application form.

**APPLICATION DEADLINE IS FEBRUARY 29, 2012**

**INCOMPLETE OR LATE APPLICATIONS WILL NOT BE CONSIDERED**