



# Muskoka Arts & Crafts

56<sup>th</sup> ANNUAL

# SUMMER SHOW

July 20, 21 & 22, 2018

## CALL FOR ENTRY

APPLICATION DEADLINE: FEBRUARY 28, 2018

READ THE ENTIRE CALL FOR ENTRY FOR INFORMATION THAT HAS BEEN ADDED OR REVISED.

### 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 more than a hundred years. In 2011, the *National Geographic Travelers Magazine* picked Muskoka as their number one choice for their Ten Best Trips of Summer 2011. The *Ontario Business Report*, in 2011, listed Bracebridge as one of Ontario's top ten historic towns. In 2012, Muskoka was selected as one of the Best in the World Must See Places by the *National Geographic Travelers* magazine.

One of Ontario's oldest and largest rural outdoor art and craft shows, the Summer Show is the major fund-raiser for Muskoka Arts & Crafts, a not-for-profit, community-based arts organization. Proceeds support Muskoka Arts & Crafts and its annual programs and events. Muskoka Arts & Crafts does not receive operational funding from local, provincial or federal governments. We appreciate the support of the Town of Bracebridge through the rental of the building that houses our Chapel Gallery.

### DATES, HOURS & LOCATION

**JULY 20, 21, 22, 2018**

Friday, 10am-6pm; Saturday, 10am-6pm;  
Sunday, 10am-4pm

Annie Williams Memorial Park  
50 Santa's Village Road, Bracebridge, Ontario

### APPLICATION DEADLINE

Applications must reach the office of Muskoka Arts & Crafts on or before February 28, 2018. It is recommended that you do not wait until the deadline to submit your application, as it does not leave any time to correct mistakes or supply missing information. Incomplete applications will not be reviewed. Late applications may be considered.

### BOOTH COST

**Regular Booth** [10'w x10'd] – **\$463.33** (\$410 + \$53.33 HST)

**Big MAC Booth** [22' w x10'd] – **\$682.52** (\$604+\$78.52 HST)

**Emerging Young Artists** [10'w x10'd] – **\$344.65**  
(\$305 + \$39.65HST)

### EMERGING YOUNG ARTISTS

Muskoka Arts & Crafts believes in supporting the next generation of artists by offering a discount on booth fees. To be eligible, you must be a student, thirty years of age or younger, currently enrolled full-time at a recognized post secondary institution. Only regular sized booths are available to Emerging Young Artists. You must submit proof of enrollment and age with your application.

### ELIGIBILITY

The reputation of the Summer Show has been built on selecting outstanding and quality handmade 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 disqualified. Any article in any media using a commercial kit or commercially available plans or patterns is not allowed. Ready-made components are acceptable only where their importance is subordinate to the skill and

design contributed by the maker and where the 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.

## HOW YOUR WORK IS ASSESSED

Muskoka Arts & Crafts has deep respect for all who create. A jury assesses the applications. 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

The images of your work are your most valuable marketing tool. Images should be professional quality (in focus, neutral backgrounds, pleasing composition, no writing or business cards in the image, etcetera). Poor images make it difficult for the jury to give an honest appraisal and could result in an application not being accepted. Low-quality images cannot be used for promotional purposes.

**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. Include an image of your booth set-up.

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

**NOTE:** Jurying is only from digital JPEG images. Hard copy photographs, slides, websites and email submissions cannot be submitted. 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 72 dpi. Smaller file sizes may be unsuitable for viewing and for publicity purposes.
- Save the image in the correct orientation.
- Non JPEG 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 or Picasa.
- Do not place images in separate file folders.
- Do not include your name, studio name, business cards, price tags 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. Number 11 is reserved for the image of your booth.

## STORAGE METHOD

- Submit all images on one standard size CD, DVD or Flash Drive. Label the CD, DVD or Flash Drive 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

Muskoka Arts & Crafts believes in hosting high quality shows and maximizing each exhibitor's sales, therefore, a maximum of 200 booths are available. Muskoka Arts & Crafts reserves the right not to book all the booths.

There are two sizes of booths:

- "Regular Booths" are 10' wide and 10' deep. **NOTE:** Due to the Town of Bracebridge mandating a change in the layout of the show, extra space is no longer available for the majority of regular booths. The only exception will be those regular booths that must fit around a curve. These booths may have a wider front. If you require more than 10' wide x 10' deep booth, you will need to purchase a Big MAC Booth.
- "Big MAC Booths" have a guaranteed measurement of a 22' frontage and a 10' depth. Some Big MAC booths are corner booths. **NOTE:** Big MAC booths are only located in the center aisles of the show.

A flexible booth design is highly recommended as the ground for some booths may not be level and natural irregularities and trees within the park ultimately affects the final layout of the booths. Bring shims to level your booth and/or display stands as well as suitable stakes to securely anchor your tent to the ground.

You must provide your own equipment such as a tent, 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.

This is an outdoor show and many locations are in direct sunlight. A tent offers protection from the sun and rain.

Electricity is not available in the park.

Exhibitors may not arbitrarily change booth locations with other exhibitors nor sublease their booth. 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, 2018, between 8am and 6pm or on Friday, July 20, 2018, 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 10am 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. One half hour after the show closes to the public, you may drive your vehicle to your booth to load any stock.

All booths and equipment must be removed from the park on Sunday, July 22, 2018, 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.

## INSURANCE

You are responsible for your own liability insurance. A copy of your public liability certificate of insurance with a minimum amount of 1 million dollars may be submitted after you have been accepted. You must name Muskoka Arts & Crafts Inc. as an additional insured. Muskoka Arts & Crafts, its employees, volunteers, directors, agents or representatives are not responsible for any damage, breakage or theft of your work, booth, display props or other business or personal property, personal injuries or expense of any nature whatsoever which may be suffered by you or any third party. May 31, 2018 is the deadline to send a copy of your public liability certificate of insurance to Muskoka Arts & Crafts. Failure to submit a certificate of insurance will result in forfeiting your booth.

## OTHER INFORMATION

### ▪ IF YOU CANCEL YOUR APPLICATION

Ten percent of the booth fees are withheld if you cancel between March 1 and April 30, 2018. For cancellations received between May 1 and June 15, 2018, twenty-five percent of the booth fees are withheld. For cancellations

received between June 16 and June 30, 2018, fifty percent of the booth fees are withheld. Booth fees will not be refunded for any cancellations received between July 1 and July 19, 2018. 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. Should Muskoka Arts & Crafts find it necessary to cancel an exhibitor's participation; a full refund will be issued.

### ▪ KEEPING YOUR BOOTH OPEN DURING SHOW HOURS

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.

### ▪ WEATHER PREPAREDNESS

The Summer Show is open rain or shine. In the event a weather emergency requires the show to close temporarily, three blasts of an air horn will sound. Upon hearing the signal, exhibitors are to return to their cars and leave the park in an orderly manner. If lightning occurs, do not stand under trees, tents or hold onto tent poles. After the storm has passed, you are welcome to return to the Summer Show.

### ▪ 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 28, 2018 are not permitted. Any cheques returned by the banks due to insufficient funds are subject to a \$25 fine. Exhibitors with any 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. 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.

### ▪ SIGNS & PRICING

At Muskoka Arts & Crafts, we believe in the value of handmade work. To maintain this integrity, signs offering Discounts, Sales, No HST, Show Specials, Reduced Prices or other signs of this nature are not permitted to be displayed and you will be asked to remove the sign from your display. Any sign that is part of your display must be within the confines of your contracted space and must not obstruct other booths or come out into the

aisles. If this happens, you will be asked to remove or reposition your signage.

#### ▪ **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.

#### ▪ **SALES TAXES**

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

#### ▪ **OVERNIGHT ACCOMMODATION**

Overnight camping in the park is not permitted.

#### ▪ **TELEPHONES & DEBIT MACHINES**

There are no public telephones located in or near the park. The availability of a debit machine will be announced later.

#### ▪ **SMOKE FREE SUMMER SHOW**

We made our family friendly event smoke-free to promote a healthier life-style, cleaner environment and help to inspire smoke-free children. Smoking is not permitted in the show area, at any picnic table, at the food court or within 20 meters of the playground.

#### ▪ **PETS**

For the well-being of the animals, exhibitors are encouraged not to bring their pets to 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**

**NOTE:** Exhibitors must park all vehicles and trailers in the new designated areas.

#### ▪ **SUMMER SHOW COORDINATOR**

The coordinator for the Summer Show is present from Thursday to Sunday to answer any of your questions. The Summer Show 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 as well

as to communicate future events. Information such as your telephone/fax numbers, mailing address, studio location, website or email 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.

#### ▪ **RETURN ENVELOPE**

If you want your materials returned, or if you do not have an email, a stamped, self-addressed envelope must be included with your application.

## 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 one image of your booth.
- On or before May 31, 2018, a copy of your public liability Certificate of Insurance with a minimum amount of \$1 million must included with your application. You must name Muskoka Arts & Crafts Inc. as an additional insured.
- If applicable, a copy of the permission agreement to use copyrighted images.
- Booth fees in the amount of \$463.30 (\$410 + \$53.30 HST) for a Regular Booth or \$682.52 (\$604 + \$78.52 HST) for a Big MAC Booth. Cheques are made payable to Muskoka Arts & Crafts and should be post-dated to February 28, 2018. Postdating cheques after February 28, 2018 may disqualify your application.
- Young Artists must submit proof of post-secondary school enrolment and age.
- A stamped, self-addressed envelope if you want your materials returned or do not have email.

## NOTIFICATION OF EXHIBITORS

You will be notified, by email, or by mail if you do not have an email account, of your application status early in April. If your work has been accepted, your booth fee payment will be processed at that time. 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 be posted on our website by mid April.

## QUESTIONS?

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

TELEPHONE ■ 705-645-5501

FAX ■ 705-645-0385

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

EMAIL ■ [info@muskokaartsandcrafts.com](mailto:info@muskokaartsandcrafts.com)

CANADA POST ■ Box 376, Bracebridge, ON, P1L 1T7  
COURIER ■ 15 King Street, Bracebridge, ON, P1L 1H4





## PART THREE

- CD/DVDs or Flash Drive must be identified with your name.
- All images must be numbered. For example, 1, 2, 3 and so forth. Please do not use any other numbering system.
- Do not include your name, studio name, business cards or any other writing on your digital image.
- Briefly describe what is shown in each image including dimensions.
- Indicate the price.

IMAGE	DESCRIPTION	DIMENSIONS	PRICE
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' 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 Inc. By signing this application, I hereby and forever discharge Muskoka Arts & Crafts Inc. from all manner of actions, suits, damages, claims and demands whatsoever in law or equity for any personal injuries or expense of any nature whatsoever which may be suffered by you or a third party as well as from any loss and damage to the undersigned's personal or business property while in the possession, supervision or auspices of Muskoka Arts & Crafts Inc., their agents, representatives, volunteers or employees. I also warrant that the artworks submitted for jurying and the artworks to be shown and sold were produced solely by me 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. I also agree to have information about the current and future Summer Shows emailed to me.

\_\_\_\_\_  
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

#### MAIL

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

#### 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:

- An accurately completed and signed application form.
- 10 professional quality JPEG images of the work to be sold at the Summer Show. [See page 2 of the Call for Entry]
- One image of your booth set-up.
- On or before May 31, 2018, a copy of your public liability certificate of insurance with a minimum amount of \$1 million must be included with your application. Please name Muskoka Arts & Crafts Inc. as an additional insured. If accepted, the deadline to submit a copy of your public certificate of insurance is May 31, 2018.
- Cheque or money order in the correct amount made payable to Muskoka Arts & Crafts and post-dated to February 28, 2018 or a payment by credit card.
- A stamped, self-addressed envelope if you want your materials returned or if you do not have an email account.

**APPLICATION DEADLINE IS FEBRUARY 28, 2018**

**LATE APPLICATIONS MAY BE CONSIDERED  
INCOMPLETE APPLICATIONS WILL NOT BE REVIEWED**