



CLAY LA

Thank you for your interest in *CLAY LA 2017*, we look forward to working with you in making this event awesome! Below are logistics and details about the upcoming sale and fundraiser.

EVENT SUMMARY

CLAY LA 2017 is an annual sale and a fundraiser aimed to highlight and celebrate the achievements of a strong generation of makers who are currently shifting and strengthening the history of ceramic art in LA. This exciting undertaking will be held at the Craft & Folk Art Museum (CAFAM), ideally situated on historic Museum Row along with cultural landmarks such as the La Brea Tar Pits, Los Angeles County Museum of Art (LACMA), and the Petersen Automotive Museum.

For the second annual celebration *CLAY LA*, the CAFAM curatorial committee will be inviting a group of approximately 15 established and emerging artists from the Los Angeles area who represent energetic and diverse ceramic practices. *CLAY LA* is the second installment of series of new ceramic programming at CAFAM that will include workshops, sales, and exhibitions during the course of the next few years, showcasing the importance and richness of ceramics in our region.

CLAY LA will take place in the museum's courtyard, facing Wilshire Blvd. On Saturday, September 30th there will be a \$7.00 door fee that will give patrons access to *CLAY LA*, current exhibitions at the museum, and a hands-on air-dry clay workshop. Sunday, October 1st, will be the museum's regular pay what you can Sunday admission. Visitors will also enjoy a variety of sponsored snacks and drinks, including complimentary beer by Angel City Brewery.

Though snacks and appetizers will be provided at the event, we recommend that artists bring their own lunches. All day parking will be available for \$5.00 with validation at 5750 Courtyard Place, Los Angeles, CA., 90036 (across Curson Ave.)


COMMISSION AND FEES

Booth rental is a refundable deposit of \$50.00 for one table, \$100.00 for two tables. Deposits will be fully refunded in addition to your commission check fifteen (15) business days following the event. All participants are responsible for paying fees in full via check or credit card by [September 1st, 2017](#). In the event of cancellation only 50% of the deposit will be refunded. Cancellations must be made by September 1st, 2017. Any cancellations made after this date will forfeit 100% of the deposit. The Museum receives 30% of total sales. All proceeds go to the Museum. All sales are processed through the CAFAM Shop. The CAFAM Shop pays all sales tax, credit card processing fees, and advertising.

GUIDELINES

- Merchandise for sale in a booth must be consistent with the descriptions submitted in the application, or previously discussed with curators
- All merchandise must be priced and be consistent with the prices indicated in the application. Prices cannot be raised at the event and "sale" items and bartering are not allowed

Please note that the Museum reserves the right to remove any vendor or merchandise before or during the event in cases where Vendor:

- exchanges money with customer and not through a common Museum register
 - is not present at booth
 - is guilty of improper conduct
 - vendor may not sublet booth space
- 



VENDOR PROVIDES

- Merchandise
 - Tablecloths
 - Equipment, props, and materials needed for display
 - Please bring appropriate display materials and furniture
 - Lighting and extension cords
- Please note: electrical hook-up is not guaranteed (Please specify in application if required)

MUSEUM PROVIDES:

- Six foot tables
 - Receipt/Sales books
 - Name tags
- Each exhibit space ranges in size depending on location.

VENDOR BOOTH SET-UP SCHEDULE

- Vendors may set up Saturday, September 30th 9:00 AM–10:30 AM.
- Vendors may use the loading gate located on the alley behind the museum, accessible from Curson & Stanley Avenue. Vendors can also park on Wilshire (in front of the museum) and use the front gate to the Museum Courtyard to load-in.
- During the fair, booths must be staffed at all times.
- Break-down will occur on Saturday, September 30th 7:00–9:00 PM
- Set-up or break-down is not allowed during show hours.

TIMELINE

| | | | |
|-----------------|---------------|--------------|-------------------------------------|
| 9 AM: | Check-in | 11 AM -6 PM: | Market & museum open to public |
| 9 AM -10:30 AM: | Vendor set-up | 6 PM -9 PM: | Market closes. Breakdown & clean-up |

STORE POP-UP

- Participants must schedule drop-off of their work by Monday, September 25th, 2017.
- Pick-up of work must be scheduled by Monday, October 9th, 2017.
- Consignment agreements will be processed for each participant.
- 40% of retail price of each item shall be retained by the Craft & Folk Art Museum Shop.
- Consignment payment check will be mailed out by Monday, October 16th, 2017.
- Each participant must submit a detailed item line sheet, w/description of items and retail price.
- Participants are also required to provide any special packaging materials.
- The Craft & Folk Art Museum Shop covers all taxes and processing fees.

FREQUENTLY ASKED QUESTIONS

Do we process our own sales?

No. All sales are processed through the CAFAM Shop.
The CAFAM Shop will cover credit card fees and collect sales tax.

Do I need to bring my own table(s) and chairs?

No. CAFAM will provide participating vendors with tables (up to two 6' x 30" tables) and chairs. Display equipment and table covers will NOT be provided so please be sure to bring your own.

I requested two tables. Does that guarantee that I will get them?

No. Unfortunately, there is no guarantee that you will get two tables.

Where can I find something to eat on the day of the event?

There are many restaurants surrounding the museum.
You are also welcome to bring your own food & drinks.



I need access to an electrical outlet. Can CAFAM accommodate me?

The CAFAM Courtyard has limited electrical outlets. Please be sure to request electrical access in the special request section of the CLAY LA application. We ask that you bring your own extension cords.

What packing materials do I need to bring?

You are responsible for bringing your own packing materials; shopping bags, bubble wrap, jewelry boxes, tissue paper, tape, etc.

Can I promote this event on social media?

Yes! We strongly encourage you to reach out to your followers, family, friends, and customers to promote this awesome event.

**CRAFT &
FOLK ART
MUSEUM**



CLAY LA 2017 / OUTDOOR MARKETPLACE

Application Form (Please type or print)

I, _____, agree to participate in the CAFAM *CLAY LA 2017* at the Craft & Folk Art Museum (CAFAM), 5814 Wilshire Blvd., Los Angeles, CA 90036. I understand that CAFAM will retain 30% of total sales and that CAFAM will send payment within fifteen (15) business days following the event. I also understand that CAFAM assumes no liability for the loss, damage, or destruction of any item during the sale, and I will be charged an additional 10% of the total sales as a processing fee if I fail to submit a completed sales report at the end of the event. In addition, I understand that if I fail to show up for the event my credit card will be charged an additional \$50.00 per table requested and I will forfeit my deposit.

Email application to andres@cafam.org with subject line: *CLAY LA Application 2017*. Please include three (3-5) high-resolution images of your work along with a short company/artist bio (3-5 sentences) for the CLAY LA webpage.

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Participating Days:

- Full weekend Saturday, September 30 & Sunday October 1, 2017
- Only Saturday, September 30th, 2017 Only Sunday, October 1st, 2017

Company name: _____

Contact name: _____

Address: _____

Phone: _____ Email: _____

Website: _____ Instagram: _____

Merchandise description: _____

Retail price range: _____ to _____

Special requests (electrical outlet, number of tables (two maximum), etc.):

Credit Card Information (for table deposit only)

Card type: _____ Name on card: _____

Card number: _____ Expiration date: _____

Security code: _____ Billing zip code: _____

Signature: _____

Printed name: _____

Date: _____





CLAY LA 2017 / CAFAM SHOP POP-UP

Application Form (Please type or print)

I, _____, agree to participate in the CAFAM CLAY LA 2017 Store Pop-Up at the Craft & Folk Art Museum (CAFAM), 5814 Wilshire Blvd., Los Angeles, CA 90036. I understand that CAFAM will retain 40% of total sales and that the CAFAM will send payment within fifteen (15) business days following the event. I also understand that the CAFAM assumes no liability for the loss, damage, or destruction of any item during the consignment period including the delivery/return. Consignment agreement can be extended or renewed at the discretion of the artist and the CAFAM Shop.

Email application to andres@cafam.org with subject line: CLAY LA Application 2017. Please include three (3-5) high-resolution images of your work along with a short company/artist bio (3-5 sentences) for the CLAY LA webpage.

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Company name: _____

Contact name: _____

Address: _____

Phone: _____ Email: _____

Website: _____ Instagram: _____

Merchandise description: _____

Retail price range: _____ to _____

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Signature: _____

Printed name: _____

Date: _____

CRAFT & FOLK ART MUSEUM

