



You are so cool! Thanks for your interest in participating in **CLAY LA 2018**, we look forward to working with you and making this event awesome. Below are logistics and details about the marketplace and fundraiser.

EVENT SUMMARY

CLAY LA is an annual sale and a fundraiser aimed to highlight and celebrate the achievements of a strong group of makers that are enriching the field of ceramics and have been part of the historic expansion of the art form in Los Angeles. This exciting undertaking is held at the Craft & Folk Art Museum (CAFAM), ideally situated on historic Miracle Mile 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 third iteration of **CLAY LA**, the CAFAM curatorial committee will be inviting a group of approximately seventeen established and emerging artists from the LA area who represent energetic and diverse ceramic practices. **CLAY LA** is the third installment of ceramic programming at CAFAM that includes workshops, sales, and exhibitions, showcasing the importance and richness of ceramics in our region.

We will also be hosting a **CLAY LA** VIP preview and brunch on Saturday, September 8 before the marketplace opens to the public. This event will give buyers first access to the event, first pick of any ceramic pieces, a flower bar to make flower arrangements for pieces they have purchased, and complimentary cocktails and snacks. The event is a great opportunity for shoppers to enjoy a more intimate shopping experience, as well as a good opportunity for artists to network with guests. Tickets to the VIP event are \$20.

CLAY LA 2018 will take place in the museum's courtyard over the weekend of Saturday, September 8 and Sunday, September 9. On Saturday, 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. On Sunday, admission will be pay-what-you-can. Visitors will also enjoy a variety of sponsored snacks and drinks, including complimentary beer by Angel City Brewery and an air-dry clay activity sponsored by Laguna Clay Company.

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

CLAY LA SCHEDULE

Preview & Brunch: September 8, 10:00 – 11:30 AM

September 8 & 9, 11:30 AM – 5:00 PM

APPLICATION DETAILS & SUBMISSION DEADLINE

Application Deadline: July 31, 2018

Accepted applicants will be notified by: August 3, 2018

Applications **must** include:

- Completed vendor application
- Three (3) to five (5) high resolution images of work samples (300dpi)
- Artist/company bio (max. 150 words)

Submissions must be emailed to andres@cafam.org cc: lindsey@cafam.org with the subject line **CLAY LA 2018**. Incomplete applications will not be reviewed. Past vendors and participants must complete full application requirements to be considered for event.

For any questions about the event, please email Andres Payan, curator of public engagement, at andres@cafam.org or Lindsey Vaniman, retail manager, at lindsey@cafam.org.

FEES AND CANCELLATION POLICY

Participation fee for this event is 30% of item sales. All sales are to be processed through the CAFAM Shop. The CAFAM Shop will pay all sales tax, credit card processing fees, and advertising. Vendors will be mailed a check of their profits two weeks after the event.

Cancellations must be made by August 15, 2018. A cancellation fee of \$100 will be charged if accepted vendor cancels or does not show up to the event. All vendors must provide a valid credit card that will be charged in the event of a cancellation.

GUIDELINES

Merchandise for sale in a booth must be consistent with descriptions submitted in the application, unless previously discussed with **event curators**. Please note that CAFAM reserves the right to remove any vendor or merchandise before or during the event in cases where the vendor: a) exchanges money with a customer directly and not through a museum register, b) is not present at booth, c) behaves inappropriately, or d) sublets booth space to someone else.

VENDOR RESPONSIBILITIES: (Vendor agrees to provide the following)

- Merchandise, tablecloths, equipment, and props
- Display materials and furniture, as well as any lighting and extension cords that are needed

Please note that electrical hook-up is not guaranteed. Please specify in application if required.

MUSEUM RESPONSIBILITIES: (CAFAM provides the following)

- One six-foot-long table, two chairs
- Receipt/sales books
- Exhibit space (ranges in size depending on location)
- Shade canopy, if available

VENDOR BOOTH SET-UP SCHEDULE

- Begin set-up on Saturday, September 8 from 8:00 to 10:30 AM.
- Vendors may use the loading gate located in the alley behind CAFAM, accessible from Curson or Stanley Ave., or park on Wilshire Blvd. in front of the museum and use the front gate to the courtyard to unload.
- Vendors may not remain parked in the employee parking behind the museum.
- Tables must be staffed at all times during marketplace and preview hours.
- Vendors will move merchandise inside the museum Saturday evening for overnight security.
- Vendors will strike on Sunday, September 9 from 6:00 to 7:00 PM.
- Set-up or breakdown is not allowed during marketplace hours.

TIMELINE

Saturday, September 8

8:00 AM	Check-in
8:00 – 10:00 AM	Vendor set-up
10:00 – 11:30 AM	Preview & brunch
11:30 – 6:00 PM	Marketplace hours
6:00 – 7:00 PM	Breakdown, clean-up

Sunday, September 9

9:00 AM	Check-in
9:00 – 11:00 PM	Vendor set-up
11:30 – 6:00 PM	Marketplace hours
6:00 – 7:00 PM	Breakdown, clean-up



FREQUENTLY ASKED QUESTIONS

Do vendors process their 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 and chairs?

No. CAFAM will provide vendors with one table (6 ft. long x 30 in. wide) and chairs. Display equipment and table covers will NOT be provided, so please be sure to bring your own.

How many tables can I have?

In order to showcase more amazing ceramic artists, the CAFAM curators of this event have decided to limit each vendor to one table.

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

There are many restaurants surrounding CAFAM. Vendors are welcome to bring their own food and 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 Requests" section of the application. Vendors are responsible for bringing their own extension cords and lighting equipment.

What packing materials do I need to bring?

Vendors are responsible for bringing their own packing materials, shopping bags, bubble wrap, jewelry boxes, tissue paper, tape, etc.

Can I promote this event on social media?

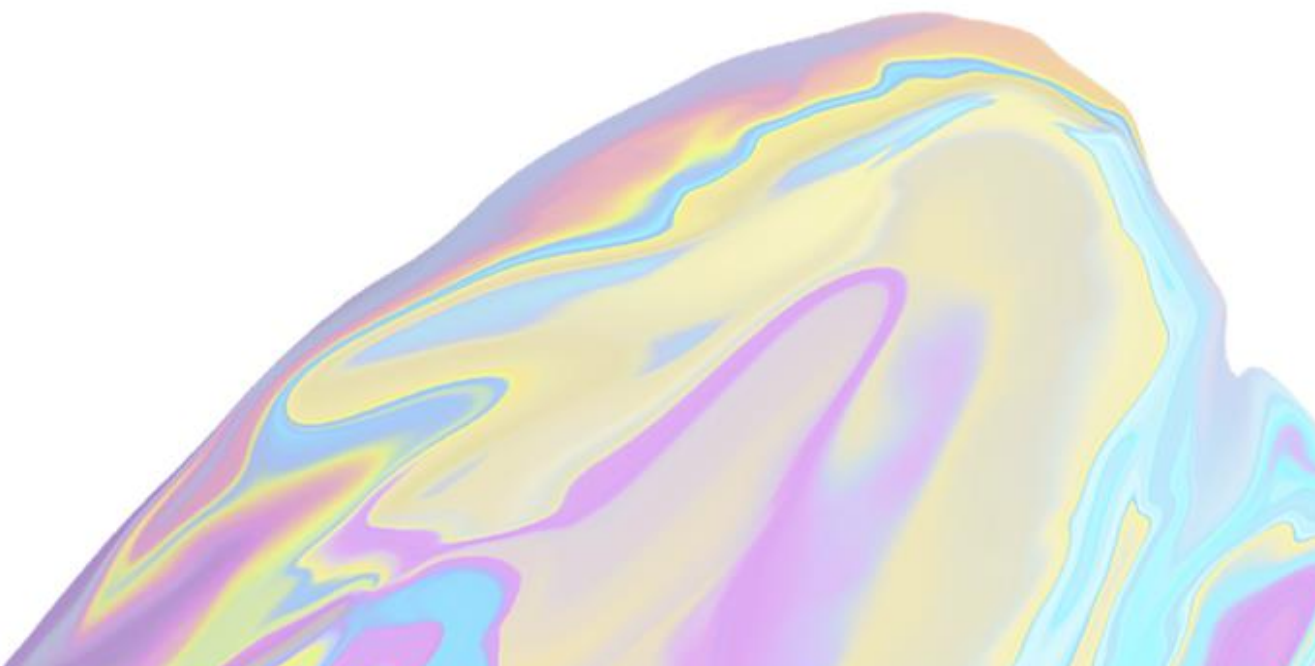
YES! We strongly encourage vendors to reach out to followers, family, friends, and customers to promote this awesome event.

Can I participate only one day?

Please indicate which day you would like to participate in the "Special Notes" section of the vendor application.

When is my application due, and when will I know if I have been accepted?

Applications are due by **July 31, 2018**. Vendors who have been accepted will be notified by August 3, 2018.





CLAY LA 2018 APPLICATION (Please type or print)

I, _____, agree to participate as a vendor in **CLAY LA 2018** on September 8 & 9, 2018 at the Craft & Folk Art Museum (CAFAM), 5814 Wilshire Blvd., Los Angeles, CA 90036. I understand that CAFAM will retain 30% of item sales and that CAFAM will send payment within two weeks (10) 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. In addition, I understand that if I fail to show up for the event, I will be charged a \$100 cancellation fee.

Please include three (3) to five (5) high-resolution images of work, along with a short company/artist bio (150 word max.)



Company name: _____

Contact name: _____

Address: _____

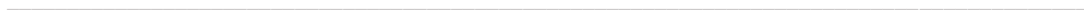
Phone: _____ Email: _____

Website: _____ Instagram: _____

Merchandise description: _____

Retail price range: _____ to _____

Special requests i.e. electrical outlet, number of tables (max. 2), etc.:



Credit card information (for \$100 table cancellation fee only)

If you do not wish to provide credit card information, please provide a check for \$100 that will be returned to you after the event. Check can be made out to Craft & Folk Art Museum.

Card type: _____ Name on card: _____

Card number: _____ Expiration date: _____

Security code: _____ Billing zip code: _____

Signature: _____

Printed name: _____

Date: _____

