



2018 PROSPECTUS
DEMONSTRATING
ARTISAN

Location:

Historic Landmark village of Waterford
Waterford, Virginia

Phone: **540-882-3018**

Event Dates: **10/5/18 - 10/7/18**

Application Deadline: **4/13/18 Midnight EST**

Application fee \$30 through 2/20/18; \$45 until 4/13/18

Apply online via [ZAPP](http://zapp(application.org)) (application.org)

The 74th Annual Waterford Fair, a juried artisan exhibition with demonstrations and retail sales, will be held in the National Historic Landmark village of Waterford, Virginia, on October 5, 6, and 7, 2018. 160 heritage and contemporary artisans from across America are invited to demonstrate and sell their products at the Fair each year.

The 18,000+ visitors who attend annually enjoy strolling through the streets of our historic village, touring homes, learning about the artists and their work and purchasing their wares. Fair organizers cater to all artistic preferences and budgets. The result is a tasteful selection of high-quality, handmade products from within eleven (11) medium categories.

Our artisans appreciate the warmth of the Waterford welcome and the support they receive from our well-educated and loyal clientele, villagers and volunteers. This video produced by Visit Loudoun: [Waterford Homes Tour & Crafts Exhibit](#) provides a quick peek into our wonderful event.

The funds raised by the Waterford Fair support the preservation and education efforts of the Waterford Foundation whose mission is to preserve and protect the Landmark District, and through education, to increase the public's knowledge of life and work in an early American rural community. The Waterford Foundation is a 501(c)(3).

General Information

Take advantage of the Early Bird Registration Fee savings. Apply before 5 pm on February 20 and save \$15 (reg. \$45)!

Works eligible for exhibition include basketry, clay, fiber/textile, furniture, glass, jewelry, leather, metal, mixed media/other, paper and wood. Note: Artists wishing to exhibit jewelry and another medium MUST submit an additional application for their jewelry and may not exhibit jewelry unless this application is accepted. Maximum of two (2) entries per demonstrating artisan accepted.

Definition of Media

Basketry: Functional and sculptural works where the material used is woven or plaited.

Clay: Functional and sculptural work where the primary material is clay.

Fiber/Textiles: Wall hangings, quilts, rugs, wearable items, etc. where the primary material is fiber.

Furniture: Work where the primary intention is furniture, including clocks and lamps. All media are included.

Glass: Functional and sculptural work where the primary material is glass that has been hand formed, hand worked, hand-blown or hand cast.

Jewelry: Work made from precious or semi-precious materials as well as other materials such as glass, ceramic, paper, fiber, wood, leather and polymer clay.

Leather: Functional and sculptural work where the primary material used is leather.

Metal: Functional and sculptural work where the primary material is metal, and includes all non-sculptural, non-jewelry works crafted from metals.

Mixed Media/Other: Work where the primary intention of the work is the union of two or more media. Soft sculptures, musical instruments, candles, brooms, kaleidoscopes are included in this category.

Paper: Functional and sculptural work created primarily from paper.

Wood: Functional and sculptural work where the primary material is wood. Original works must be hand-tooled, machine-worked, turned or carved.

Work must be produced by the exhibiting artist, whose manipulation of the chosen medium exhibits an excellence in concept and technique, as well as the mark of individuality. Work exhibited must be consistent with the quality shown in digital images submitted when juried. Waterford Fair reserves the right to require that any inappropriate or ineligible work be removed.

Requirements

ARTIST AMENITIES

- Vehicle unloading/loading at booth space, weather permitting
- Free artist parking
- Complimentary invitation to the Preview Party on October 4, 2018
- Free local lodging (first come; first serve basis) in the village and surrounding communities
- Individual artists listed on Fair website and social media
- Complimentary media files (JPEG/PDF) or printed rack cards for use in artist's marketing

ADVERTISING AND PROMOTION

Our marketing campaign is extensive, covering the Mid-Atlantic region and includes but is not limited to the following:

- Radio coverage in both the DC Metro and Western Virginia/Eastern West Virginia areas
- 11 Virginia State Welcome Center and Rest Area promotional displays
- Social media coverage for general event and individual artists' promotion
- Email campaign to over 14,000 Foundation members and area residents
- Newspapers and magazine publications in print and online
- Personalized "Save the Date" postcards sent to artist as jpeg/pdf for own use
- Poster and rack card distribution to county businesses
- 75' banner hung on Dulles Greenway and 10' sign at Waterford village entrance; daily driver exposure 20,000+
- Collaboration with organizations such as Visit Loudoun and the Virginia Tourism Corporation

IMAGE SUBMISSIONS

One (1) booth image is required. Five (5) product images are required, of which one (1) must show the artist working in their studio or make area.

Rules/Regulations

ELIGIBILITY

The Waterford Fair is open to demonstrating artisans who produce fine goods crafted using traditional materials, tools and techniques. All work must be original in concept and design and be made and displayed by the artist. All displayed work must be for sale, with prices clearly marked. We look for a varied group of artisans who will teach fairgoers about the methods and tools used, as well as the provide for purchase the finished items. The Waterford Fair invites the fairgoer to enjoy the process as much as the product. Artisans must demonstrate their knowledge and skill approximately 50% of the time during the three-day event. Selection is based on the craftsmanship, the skill required and the artisan's knowledge of the art form and its historical role in daily life.

EXHIBIT POLICY

- Exhibitors should demonstrate in their exhibit space approximately 50% of each day. Each artisan must have sufficient help to take care of sales, breaks and other needs.
- Artists are required to wear costumes (18th or 19th century) in keeping with the historic Landmark, a Quaker village. *Full costumes are not required.* Collarless white shirts and dark trousers for men and blouses and long skirts for women are acceptable. Contact the office if you need assistance with finding inexpensive costume options.
- Tents may be secured with hand or foot driven stakes, which do not exceed 9 inches, and legs must be weighed down. Your submission of the Artisans Questionnaire confirms that you agree to comply with the staking and weights requirement and assume sole

responsibility for any property damage within your booth, to your neighbors or to fair goers.

- The Waterford Fair reserves the right to refuse any artisan admission to the event.
- No prerecorded or amplified live music of any kind is permissible in an exhibitor's booth space. Out of respect for exhibiting neighbors, disruptive sounds, smells or other distractions are not allowable.
- We place great emphasis on the education of young visitors, so please, wherever possible, include an activity for children in your demonstration. Because they are children of the 21st century it is important that they understand a lifestyle so different from theirs and yet so much a part of their own history.
- Booth structure and displays must not exceed limits of assigned space.
- Signage is to be in keeping with the Fair. No large banners are allowed.
- The Artist MUST be present and have their booth open for business during all hours of the 3-day event and work well with fellow artisans, Foundation staff and volunteers.
- Exhibitors may not share booth space unless they have submitted a joint application and have been accepted as such; nor may they sublet or apportion space to another artist.
- All work MUST be original and of exhibitor's own crafting. NO BUY/RESELL, commercial or imported items, items made from kits or green-ware or mass-produced items will be accepted. Any person exhibiting products that have any resemblance to such items are subject to immediate dismissal from the show.

SALES AND SALES TAX

All sales are handled by the artisan. Waterford Foundation collects no commission on artisan product sales. Virginia Sales tax must be collected by each artisan. The necessary forms for artisans who do

not have a Virginia sales tax license number will be included in the welcome packet along with information regarding how the 6% sales tax should be deposited with the Virginia Department of Revenue.

PAYMENTS

Application, booth and other fees may be paid via check, money order or credit card. Make checks and money orders payable to Waterford Foundation and mail to: Waterford Fair, PO Box 142, Waterford, VA 20197. Call the office for credit card payment instructions.

BAD CHECKS: If a check is returned by our bank, you will automatically forfeit your space in the 2018 Waterford Fair and be assessed a \$40.00 fee.

LOCAL ACCOMODATIONS

Local families generously welcome artisans into their homes during the Fair. The Foundation is pleased that this tradition continues. Accommodations with local families are limited and will be provided on a first-come-first-served basis. The Foundation is also negotiating special rates with area hotels and will post details on website when finalized. Limited, primitive camping on the outskirts of the village is also available.

FACILITIES AND SET-UP

Artisans are responsible for their entire display. THERE IS NO SET-UP ALLOWED DURING SHOW HOURS. A majority of the show takes place outside, so each exhibitor should make arrangements for wind or rain. A limited number of tables are available for rent from the Foundation but must be rented in advance.

EXHIBIT SPACE

Exhibition space is primarily outdoors with limited indoor space. The average space allotment is 10' x 10', but this varies since most of the show is outdoors where natural and man-made obstructions can limit or increase size. The show is held in a residential neighborhood. Booth spaces are located mostly on concrete or grassy, tree-laden areas; there are few spaces on perfectly flat ground. Exhibitors must abide by local fire regulations. No smoking is allowed in or near buildings or tents.

Setup takes place the day before the Fair starts, October 4, 2018. Loading and unloading is permitted in close proximity to booth locations, but vehicles cannot return to or remain in the exhibit area during the show. Daily restocking from vehicle is permitted after close of day. RV and truck & trailers cannot be parked on streets overnight. RV and camper parking options will be provided upon request. Artisans may request early setup but not all areas can accommodate this request due to staffing and area preparation. If you know that you will be arriving early, please request early setup well in advance. We will do our best to accommodate. Set up is to be complete by 5pm on Thursday to assure all volunteers and artisans can attend the Preview Party. No set up is allowed on Friday morning.

TENTS

Artisans are responsible for providing their own tents and displays, which should be sufficiently sturdy to withstand weather and crowds. **Tents should not be bigger than 10' x 10, 15' or 20', nor should height exceed 9' to clear overhead tree branches.** Tents must be white or neutral in color. Weights are required on each tent leg. Outdoor exhibitors will be given a small area for demonstration outside their tent. An extension from the tent is allowed over the demo area during poor weather, but separate tents are NOT allowed.

Outdoor Booth Structure: Due to high wind concerns light-weight accordion style pop-up tents are STRONGLY discouraged. Tents must be weighted properly to ensure safety for all (you, the artists next to you, and our guests). The Foundation does not provide tent weights.

Rentals: Artisans who contract with tent rental agencies must provide the rental agency specific directions to the exhibitor's area. Additionally, the Fair office must be notified with the tent rental company's arrival date and time. Upon arrival immediately examine your tent.

Contact the rental company directly, on Thursday, if you have any issues -- do not wait until after the event.

ELECTRICITY

Exhibit buildings are old and electricity is limited. The use of power tools is usually prohibited; if you do use them, please keep them to an absolute minimum and describe them clearly on your

application. Extension cords must be provided by artisan: at least a 40-foot length of heavy-duty three-pronged cord is required. Generators are NOT permitted; however, battery-powered lighting is acceptable.

SECURITY

Loudoun County Virginia police provide security during the show’s hours of operation. Waterford is a residential area, so reasonable precautions should be taken to ensure the safety of you and your property. All work is exhibited at the artists’ own risk.

CERTIFICATE OF INSURANCE LIABILITY

Artisan is responsible for obtaining general liability insurance, as the fair’s insurance does NOT extend coverage for exhibit damage or bodily injury. Ask your insurance agent to prepare a Certificate of Insurance (COI) listing the certificate holder as: The Waterford Fair, Waterford Foundation, PO Box 142, Waterford, VA 20197. A copy of certificate is to be submitted to the Foundation by August 31, 2018 via regular mail or as an attachment in an email sent to: fairadmin@waterfordfoundation.org.

Booth Information

BOOTH PRICING: Select top three (3) chooses by number when completing application.

1. Old School Inside Space	100 sq ft	\$ 850
2. Old School Inside Space & Half	150 sq ft	\$1,275
3. Old School Inside Double Space	200 sq ft	\$1,700
4. All Other Inside Space	100 sq ft	\$ 750
5. All Other Inside Space & Half	150 sq ft	\$1,075
6. All Other Inside Double Space	200 sq ft	\$1,500
7. Outside Space	100 sq ft	\$ 500
8. Outside Space & Half	150 sq ft	\$ 750
9. Outside Double Space	200 sq ft	\$1,000

Inside space is approximately 10’ x 10’ or 100 sq. ft.; outside space begins at 10’ x 10’. Indoor space is available in the Old School and several other historic building around the village. There are 4 retail groupings of tents throughout the village as well. Tents which are 10 x 15, or 10 x 20 will be assessed as noted in the Prospectus. Tent sizes must be indicated in order for your application to be considered. Outside space will be offered if all interior spaces have been allocated. The Waterford Foundation does not provide tents but can provide a vendor list.

Please indicate your top three (3) space preferences by number when applying. If accepted you will be invoiced for your Booth fees which are due: 50% by May 21, 2018 with balance by July 30, 2018; fees must be paid in full to reserve booth. Calculate your deposit base on your

first preference. Balance due will be adjusted after site selection. Booth fee payments may be paid with a credit card or by sending a check or money order to our office. All booth fees must be paid by July 30, 2018 no exceptions.

LEGAL AGREEMENT

Your booth fee constitutes an agreement to show. Booth space can NOT be reserved without full payment of fees.

CANCELLATION POLICY

Cancellations must be submitted in writing. Booth fees will be refunded, less \$100, if cancelled prior to 5:00 pm on August 17, 2018. The booth fee is for exhibit space rental by the artist ONLY and is not transferable. If the registrant cannot participate, control of the space reverts back to the Foundation and refunds are made per stated policy. No refunds are given if inclement weather is experienced during the event. **No refunds are given after 8/18/18.**

All correspondence and inquiries should be addressed to:

Waterford Foundation
PO Box 142
Waterford, VA 20197
540-882-3018
fairadmin@waterfordfoundation.org

CALENDAR	
Call for Artists	January 5, 2018
Application & Fee Due	April 13, 2018
Jury Selection	April 14, 2018
Notification of Jury status	May 4, 2018
Booth Fees due	50% by 5/21/18; bal. by 7/30/18; must be paid in full to reserve booth
Cancellation Date	August 17, 2018, 5:00 PM per cancellation policy
Certificate of Insurance due	August 31, 2018
Mandatory Set-up Day	Thursday, October 4, 2018, 10 AM to 5 PM
Preview Party (artists attend free)	Thursday, October 4, 2018, 6 PM to 8:30 PM
Waterford Fair	October 5, 6, and 7, 2018, 10 AM to 5 PM
Break-down	October 7, 2018, begin at 5 PM