

Join our team at the

Old Deerfield Craft Fairs



**Voted Top 3 in Massachusetts
by Yankee Magazine and
Top 200 in the Nation by
Sunshine Artist Magazine**



Show Promotions:

The Old Deerfield Craft Fairs can increase sales and get your work the notice it deserves. We have over 40 years of show experience with the knowledge to build great shows and to get the publicity you need. Advertising encompasses areas of six New England states assuring both regional and tourist attendance.

- ◆ Postcard mailings to over 15,000 households
- ◆ Opt-in email mailings to over 14,000 attendees
- ◆ FREE showcased products on coupons, postcards, website and emails
- ◆ Print/Media advertising goes to a circulation of 1.5+ million in MA, CT, NY, and NH
- ◆ FREE links to your website/email from our website
- ◆ Online and Radio promotions
- ◆ 5,000+ Facebook followers
- ◆ Consistent sponsorship support from corporations such as Yankee Candle help us promote our events

Show(s) Applying to:

- ☐ **Spring Sampler**
March 4 & 5, 2017
Indoor show
At ESE in W. Springfield
- ☐ **Fall Festival**
Sept. 23 & 24, 2017
Outdoor Show
In Old Deerfield
- ☐ **Holiday Sampler**
Nov. 18 & 19, 2017
Indoor Show
At ESE in W. Springfield

*Scheduled hours & days of shows are subject to change

For over 40 years the Old Deerfield Craft Fairs (ODCF) have presented some of the finest shows in the crafts market. They have gained both local and national recognition and the praise of participating exhibitors. ODCF is juried, featuring between 150—300 crafters per fair with an attendance range of 4,000—10,000 patrons per show.

The outdoor **Fall Festival** is held on Memorial Street off US 5 & 10 in the historic village of Deerfield, Massachusetts just six miles from Interstate 91 and the Yankee Candle Flagship Store.

The two indoor shows, **Spring and Holiday Samplers**, are held at the Eastern States Exposition in West Springfield, Massachusetts, just three miles from Interstate 91. **All shows are open rain or shine, including the outdoor show.**

Admission fees for 2016 were \$6.00 for **Spring**, \$7.00 for **Fall**, and \$8.00 for **Holiday** (Children 12 and under are admitted for free). *The proceeds from all the fairs are used to help support the many historical and educational programs of the not-for-profit, Pocumtuck Valley Memorial Association (tax exempt 501 (c)(3) membership organization. The Pocumtuck Valley Memorial Association, which operates Memorial Hall Museum and Indian House Memorial in Deerfield, Massachusetts, organizes the Old Deerfield Craft Fairs.*

Please refer to our application checklist to make sure you have included all required documents. If you have questions please feel free to contact us.

Phone: 413-774-7476, x170 or 190

Fax: 413-774-5400

General Info and Food Vendors info@deerfield-craft.org

Show Coordinator ecolton@deerfield.history.museum

Website www.deerfield-craft.org

Mail your complete application packet to: Old Deerfield Craft Fairs

P.O. Box 323

Deerfield, MA 01342-0323

Old Deerfield Craft Fairs



Application 2017

PO Box 323, Deerfield, MA 01342-0323

413-774-7476, x 170 or 190

Fax: 413-774-5400

info@deerfield.craft.org

www.deerfield-craft.org

Pay in full by January 13,
2017 for one or more
shows & take a \$30
discount per show &
receive 10 free passes
per show!

Show(s) Applying to:

- ☐ Spring Sampler - March 4 & 5
- ☐ Fall Fair - September 23 & 24
- ☐ Holiday Sampler - November 18 & 19

Scheduled hours & days of show subject to change

Jury Category (Circle one):

Accessories	Jewelry
Apparel	Leather
Baskets	Metal / Sculpture
Books	Mixed Media
Decorative Painting	Music
Dolls & Soft	Other
Sculpture Fiber	Photography
Fine Art	Pottery
Floral	Soaps & Herbals
Glass	Specialty Food
Home Décor	Wood Working

Please Type or Print and complete all information:
Check only one box below to indicate which name should
appear/be printed in show program.

- ☐ Registrant's Name: _____
- ☐ Partner's Name: _____
- ☐ Business Name: _____

Street: _____
City: _____ State: _____ Zip: _____
Daytime Phone: _____ Cell: _____ Fax: _____
Web Address: _____
Email Address (required): _____

Description of Craft: _____
Briefly describe your process and medium: _____
Merchandise Price Range: \$_____ Describe weatherproof set-up or outdoor (Fall) show: _____
Names of Persons attending (for badges): _____

License plate (State): _____ License plate (Number) _____

- ☐ Please contact me about promotional/advertising opportunities.

Discount coupon originals will be emailed as a PDF to all accepted exhibitors.

Application Worksheet

Use to calculate total fees on page 3. Submit all pages to the Deerfield Craft Fair Office

Application Fees (NON-REFUNDABLE):

A \$25 additional late fee will be added to anyone applying within the two weeks prior to the show date.
All application fees are non-refundable. **Fee schedule: \$10 per show. (included in basic booth fee cost)**

Indoor Shows

At the ESE in West Springfield

Please refer to Top MAP for Young Building for Spring show &
Bottom MAP for Better Living Center for Holiday Show on page 10.

Space	Spring	Holiday
A1 Space (8' front x 10' deep)	☐ \$260	N/A
A Space (10' front x 10' deep)	☐ \$315	☐ \$365
B Space (12' front x 10' deep)	☐ \$370	☐ \$440
C Space (15' front x 10' deep)	☐ \$470	☐ \$540
D Space (20' front x 10' deep)	☐ \$590	☐ \$690

Basic Booth Fee Subtotal

(use this total on next page)

Location Add-Ons (Optional)	Spring	Holiday
Special Space Request:	☐ \$50	☐ \$50
List first 3 choices:	1st _____ 2nd _____ 3rd _____	_____
Corners		
Side Aisle:	☐ \$50	☐ \$95
Carpeted, Cross Center Aisle	☐ \$100	☐ \$125
Carpeted, Center Aisle	☐ \$150	☐ \$200

Location Add-On Subtotal

(use this total on next page)

Decorator Add-Ons (Optional)	Spring	Holiday
Electricity (20 amp.):	☐ \$30	☐ \$50
6' Tables (\$30 per table)	Qty: ____ Ttl: ____	Qty: ____ Ttl: ____
8' Table (\$30 per table)	Qty: ____ Ttl: ____	Qty: ____ Ttl: ____
Table Drapes add (\$20) (If you plan on varying the number of tables you need for each show, call and discuss)	Qty: ____ Ttl: ____	Qty: ____ Ttl: ____
Booth Side Drapes (\$30 per drape)	Qty: ____ Ttl: ____	Qty: ____ Ttl: ____

Decorator Add-On Subtotal

(use this total on next page)

Parking	Spring	Holiday
Car/Van/SUV:	See ESE	See ESE
Camper & Motor Home	See ESE	See ESE
Reserved Parking (near door)	☐ \$25	☐ \$25

Parking Fee Subtotal

(use this total on next page)

Fall Outdoor Show

At Old Deerfield

Please refer to FALL MAP on page 11.

We cannot guarantee accommodation at the Fall Outdoor Show if you do not accurately fill in your booth/tent and total measurement needs.

The exact measures of **my tent**: front _____ sides _____ height _____
awnings/overhangs _____.

Space	Fall
Y Space (10' front x 10' deep)	☐ \$405
ZM Space (12' front x 12' deep)	☐ \$500
ZL Space (15' front x 15' deep)	☐ \$565

Basic Booth Fee Subtotal

(use this total on next page)

Location Add-Ons (Optional)	Fall
Special Section Request: _____	☐ \$25
Special Space Request:	☐ \$50
List first 3 choices:	1st: _____ 2nd: _____ 3rd: _____
Deerfield Community Center	☐ \$100
Corner; See map on page 11.	☐ \$100
Partial Corner; See map on page 11.	☐ \$65

Okay to set up on hardtop ☐ Yes ☐ No

Location Add-On Subtotal

(use this total on next page)

Parking	Fall
Camper & Motor Home	☐ \$40/Show —30 amp
(length _____ width _____ height _____)	☐ \$60/Show —50 amp
Utility Trailers (\$10 per axle)	
(length _____ width _____ height _____)	
Number of axles _____	\$10 x No. Axles = _____

Parking Fee Subtotal

(use this total on next page)

Old Deerfield Craft Fairs 2017 Payment Form

PO Box 323, Deerfield, MA, 01342-0323; Fax: 413-774-5400

We are offering those paying by credit card the option of paying your balance due in several payments. Those applying to more than one show must immediately endorse a \$100 deposit per show. The balances will then be automatically charged to your credit card 10 days after notification of acceptance.

Craft Fairs	Basic Booth Fees	Location Add-Ons	Decorator Add-Ons	Parking	Application Fees (non-refundable)	Totals
SPRING March 4 & 5					Included in basic booth fee	
FALL September 23 & 24			N/A		Included in basic booth fee	
HOLIDAY November 18 & 19					Included in basic booth fee	
Scheduled hours and/or days of show operations are subject to change.					Fee Total	
Any late application received within two weeks of that show date will be charged an additional processing fee of \$25. In addition, anyone applying within the last two weeks of a show date must make immediate payment in full by Visa or Mastercard.					Deposit	
					Balance Due @ Acceptance	
					Ending Total	

Application Postmark Deadline:

Spring 2017 - 2/1/17 Fall 2017 - 3/16/17 Holiday 2017 - 4/3/17

We will continue to accept applications past deadline, however some categories will be filled at deadline.

Notification Date:

Spring 2017 - 2/10/17 Fall 2017 - 4/18/17 Holiday 2017 - 5/2/17

Refunds: Space fees are refundable by written cancellation request only. Cancellation request received prior to jurying will have space fees refunded in full (application fees are nonrefundable). Once accepted refunds will be made according to the following schedule.

Refund Chart

	Show Date	Space Fee Minus \$100	NO REFUND
SPRING	March 4 & 5	Until Feb 1st	After Feb 1st
FALL	Sept 23 & 24	Until July 15th	After July 15th
HOLIDAY	Nov 18 & 19	Until Sept 1st	After Sept 1st

REDUCE YOUR SHOW FEES: Recruit a NEW artist to apply to any 2017 Deerfield Craft Fair and we will present you with a \$25 refund for each artist that is accepted to participate in one of our 2017 shows. Maximum referral refund to crafters is \$75 discount. To refer an artist to the Deerfield Craft Fairs, fill out the recruitment form on our website and mail to us. If you need more than one form, please make copies or contact us. We will confirm each admission with an email or card. Make your referrals early, preferably 60-90 days before the show.

If you would like to charge show fees, please print the application prior to completing this section by hand and mail or fax the completed application to the number/address provided. The charge will appear on your credit card statement from "Pocumtuck Valley Memorial Association." **Emailing credit card information is a security risk.**

☐ Mastercard ☐ Visa \$_____ amount to be charged

☐ CREDIT CARD PAYMENT PLAN

Expiration Date ____/____ CVV# (Last 3 digits in signature block): ____

Account Number: _____ - _____ - _____

Name on Card (Print): _____

Authorized Signature: _____

Check here to have your credit card balance automatically charged on date due. You will not be notified prior to charge.

Please do not email any credit card information; call, fax, or send via US postal mail only.

Contract Agreement and Insurance Waiver

I hereby release the Pocumtuck Valley Memorial Association/Memorial Hall Museum from liability for refunds and of all liability for personal injury and for loss of property due to theft, fire, accident, or any act of God, war, or terrorism. In the event that it is necessary to change either the location or the dates of a fair or fairs, the liability of the Pocumtuck Valley Memorial Association/Memorial Hall Museum is limited to the refund of the Space Fees that have actually been paid by an exhibitor who does not attend as a result. Furthermore, the named registrant and partner understand that contact with them will be made at the address and phone number provided above. Communication between partners is the responsibility of said partners. I (we) have read and agree to the above and all fair rules and instructions, including the fact that all merchandise presented at show is handmade by me (us).

APPLICATION WILL NOT BE PROCESSED WITH-
OUT YOUR SIGNATURE(S)!

Signature _____ Date: _____

Partner's Signature: _____ Date: _____

Please photocopy this application for your files.

Old Deerfield Craft Fairs 2017 Application Packet

Spring Sampler: March 4 & 5, 2017; Fall Festival: September 23 & 24, 2017; Holiday Sampler: November 18 & 19, 2017

APPLICATION CHECKLIST:

Submit all application pieces:

1. Your fully completed 2017 application, signed by both you and, if applicable, your partner.
2. **One check or credit card charge information** for fees due at time of application, made out to OLD DEERFIELD CRAFT FAIRS. **\$100 minimum deposit, per show, is due at the time of submission.**
3. **Five photos representative of your work** (four of your craft and one of your display). Please label each with your name. You can also choose to send us a link to your website, Etsy or Facebook page to jury your work. It would be appreciated if you can supply high-resolution images (300 dpi) via email for publicity purposes. Please email photo attachments to odcfphotos@gmail.com.
4. A photocopy of your Massachusetts Sales Tax Certificate (See #7 on reverse side).
5. A photocopy of your tent's Certificate of Flame Resistance (See #16 on reverse side).
6. License plate number of vehicle you plan to bring to the show.

Mail your complete application packet to:

**Old Deerfield Craft Fairs
P.O. Box 323
Deerfield, MA 01342-0323**

*Mail original application and all required materials. Applications received without payment (unless prior approval has been given), or all required information, will be considered incomplete. Incomplete applications may be returned without being juried, as they delay jurying and notification and are costly to process.

PLEASE NOTE: All fees are deposited upon receipt. Your cancelled check does not mean that you have been accepted to a fair, only that your application was received. A \$25.00 service fee will be charged to applicants for each check returned for insufficient funds or stop payment. Unpaid bank fees will be considered an incomplete application.

Any exhibitor who does not pay in full prior to the show, will not be able to participate in that show or any other show until payment has been received and processed.

JURYING PROCESS:

1. **Jurying:** Our jury will review all complete applications, **postmarked by each show's deadline**. Work will be judged for quality, craftsmanship, and appropriateness to the fair. All participants are juried annually. While special consideration is given to previous exhibitors, they are not automatically accepted into a fair. Generally, new applicants make up 25% of each fair. **Applications received after the show deadline** will be considered if a craft category has not been filled and may be placed on a waiting list.
2. **Notification:** Notification will be mailed according to the show schedule. Late applicants will be notified on a rolling basis.

GENERAL RULES:

1. **No imported items may be sold even if they are handmade.** Objects for sale must be of first quality and hand-made originals by the exhibitor selling the objects. The seller must be the Registrant or Partner on file and must be present at the fair on all days. Proof of originality and handcrafting rests with the exhibitor. No ceramics from molds, silk flowers, rubber stamps, or buy-sell products, or kits are allowed without express written permission. Failure to adhere to this rule will be grounds for expulsion and elimination from future shows.
2. All exhibitors and any associated partners must sign the show application and agree to follow all show rules, instructions, and agreements. (The signed application also serves as your contract agreement and insurance waiver.)
3. Only one craft category is allowed per single space. Applicants who work in more than one medium/category need to apply separately for each category and contract for the appropriate number of spaces per medium. No shared or sub-contracted booths.
4. Marked down items and "Sale" signs are prohibited. Show specials, seconds, and discontinued items are only allowed with advance written permission. **Excess stock must be stored out of sight.**
5. No commercially obtained items may be sold separately. (e.g. Buckles may not be sold apart from handcrafted leatherworks; loose flowers may not be sold apart from floral arrangements; commercially obtained poles, stands, etc. may not be sold without flags.)
6. Exhibitor parking is in a guarded lot, behind the Giant Slide at the **Spring** and **Holiday** shows and in the ballfield at the Fall show. This approach ensures more adequate parking for shoppers.

7. A photocopy of your current Massachusetts Sales Tax Certificate is required. Verify that your certificate has your current name and/or business listed. Otherwise, you will need to obtain a revised certificate by writing to the **Mass. Dept. of Revenue, P.O. Box 7022, Boston, MA, 02204; or by phoning 1-800-392-6089 (in state) or 1-617-887-6367 (out of state)**. New applicants may also apply online at mass.gov/dor (Go to Log In or Register, then web file for business, register now, and choose option for 'My company only.')
8. No consumption of alcoholic beverages is allowed by show participants. Any exhibitor or helper appearing to be intoxicated will be asked to leave the show grounds.
9. No smoking is permitted in confined areas or inside ESE buildings.
10. Photography is not allowed without the express permission of the Old Deerfield Craft Fairs' show coordinators. Photographs or video taken by our media personnel or staff may be used for future fair promotions and will be the property of the ODCF.
11. For security reasons, all exhibitors and their helpers are required to wear fair badges (provided at check-in) while on fair grounds.
12. Exhibitors must remain for the entire show. No early breakdowns.
13. In our show surveys, all exhibitors must provide fair management with accurate sales figures.

SET-UPS:

14. Individual exhibitor spaces range in size but set-ups must fit within the space contracted. This includes chairs/stools, checkouts, overhangs, inventory hanging from overhangs, inventory for sale or storage, or tent poles, pegs, ropes, and awnings. *Spaces are pre-assigned and measured according to each exhibitor's application specifications.*
15. A canopy or tent must cover all outdoor display areas. Booths at the **Fall** Show must be weatherproofed. Remember—**the shows go on rain or shine**. Come prepared!
16. Proof of flame resistance is required, with show application, for all tents and canopies. *The Town of Deerfield Building Inspector and West Springfield Fire Marshal enforce the MA State Law requiring tents, backdrops, table coverings and awnings to be certified as flame resistant.* A photocopy of your tent's certificate documenting its flame resistance is acceptable. If you do not have a certificate or sewn-in tag, your tent's manufacturer can provide you with the necessary documentation.
17. Exhibitors who arrive less than one hour before the show on opening day are not guaranteed location and may have to take a new space assignment. No special request refunds will be made for reassignments due to late arrival.
18. Displays and products may be left up overnight at your own risk as there is only limited on-site security.

19. Food vendors must obtain proper health department permits by the specified due date or they will not be allowed to participate in the fair, and will have to forfeit all funds paid to the fair. Permit applications are required usually no less than 45 days before the show date. All food booths are inspected by the town health department at each show.

LOGISTICS:

Exhibitor Display

Outdoor Fall Show: Exhibitors must provide tents, tables and chairs, shims and other necessary set-up/display equipment. Tents must be properly anchored and/or weighted per order of the Town of Deerfield Building Inspector.

Indoor Spring and Holiday Shows: Exhibitors have the option of renting tables, plain or draped and/or extra side drapes; an 8' high back drape is provided.

Electricity

Outdoor Fall Show: Very limited access to electricity is available. Also, generators are not allowed.

Indoor Spring and Holiday Shows: Paid access to electricity is available at the indoor shows. Services may be purchased through the ODCF staff.

Parking:

Outdoor Fall Show: Exhibitor parking at the Fall show is limited to one conventional size vehicle space per exhibitor. Parking for vehicles or trailers exceeding 14' is limited. Access to the exhibitor's lot is closed during the show and until 30 minutes after show closing.

Indoor Spring and Holiday Shows: There are no limitations on the number of exhibitor vehicles for the indoor shows. Exhibitors are free to move their vehicles during the show.

Motor Home Parking Spaces (day and/or night) and ***Trailer Parking Spaces*** (day and/or night) are available at all shows at an additional fee.

PAYMENT SCHEDULES & SCHOLARSHIPS:

A \$100 deposit is required for each show. No application will be accepted or processed until a \$100 deposit is received. **Balance of show fees are due 10 days after notification of show acceptance.** Alternate payment agreements must be pre-arranged by letter or fax.

A limited number of **partial scholarships** are available to artisans who provide craft demonstrations, wear period costumes, and/or provide promotional opportunities, or are an emerging artist under the age of 30. Also, scholarships are awarded to artisans with special financial needs. Please write to inquire at ecolton@deerfield.history.museum.

RECRUIT A NEW ARTIST AND REDUCE YOUR SHOW FEES:

Recruit a new artist to apply to any 2017 Old Deerfield Craft Fair and we will present you with a \$25 refund for each artist that is accepted into one of our 2017 shows. Maximum referral refund to crafters is a \$75 discount. To refer an artist to the ODCF, download and fill out a form on our website and mail it to us. We will confirm each admission with an email or a card. Make your referrals early, preferably 60-90 days before the show.

SPECIAL REQUESTS:

Special space requests are available for an additional fee. (Be sure to note requests on your application and to enclose the corresponding fee in your total payment). We will accommodate your special request(s) whenever possible, but we do not guarantee placement. We encourage you to select a second or third placement choice. If we cannot fulfill your special request or second choice, a refund of your special request fees will be made following space assignment notification and you will be placed randomly. **Requests are honored in order of postmark date.** However, other factors are included in making space assignment decisions. The show reserves the right to experiment with patterns/placement of craft categories, either randomly or by category. Crafters who request last year's space have a special repeat option with special request fee if the application is filed before the deadline and there is no balance due at the time of space assignment. Otherwise, special space requests are processed in order of date received.

Section Request: \$25.00 (applies to the Fall show only). The fair map is divided into seven sections, A-G. Placement may be anywhere within the section.

Specific Space Request: \$50.00. For the Fall show, designate a section and for any of the three shows, pick a specific space number. Include a second choice option. When neither your specific space nor your second choice can be granted, we will try to accommodate the section requested and refund \$25.00 of the request fee.

Special Parking: \$25.00 (applies to Spring and Holiday shows only). A limited number of reserved parking spaces are available near Doors #2, #4 and #7.

Corner Space Requests (two sides open to the public): Available at all shows for a premium-see application for show fees.

For the outdoor **Fall** show, there are two options for corner requests.

- **A Full Corner is a booth with access from two aisles.**
- **A Partial Corner is a booth with access from two sides on the same aisle. The second side will have limited access due to such factors as trees, rocks, bushes, or uneven ground.**
- **Please refer to the **Fall** map for details.**

Carpeted Corner Cross Center Aisle (usually green or blue): Available only at **Spring** and **Holiday** Shows.

Carpeted Corner Center Aisle (usually red): Available only at **Spring** and **Holiday** Shows. Show management reserves the right to limit the number of center aisle spaces.

REFUND POLICY:

Space fees are refundable **by written cancellation request only**. Cancellation requests received prior to jurying are refunded in full less the non-refundable application fee of \$10. Once juried, refunds will be made according to the following schedule:

REFUND CHART

	SHOW DATE	Space fee minus \$100	NO REFUND
SPRING	March 4 & 5	Until February 1 st	After February 1 st
FALL	September 23 & 24	Until July 15 th	After July 15 th
HOLIDAY	November 18 & 19	Until September 1 st	After September 1 st

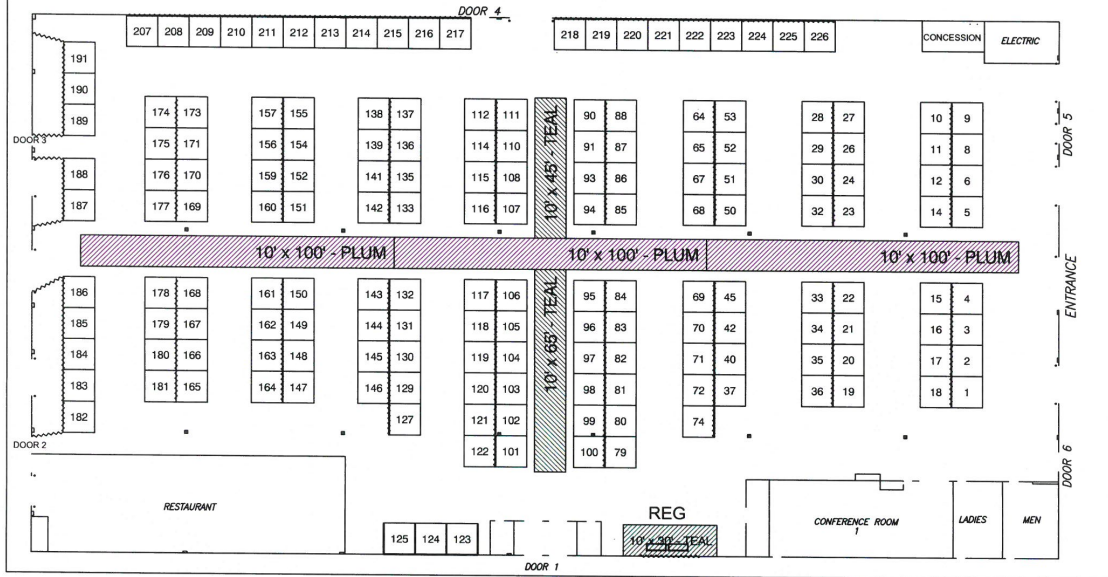
-Refund checks will be mailed with notification.

-Waiting List applicants will be refunded upon written notice of withdrawal from the waiting list.

PARTICIPANT RESPONSIBILITY:

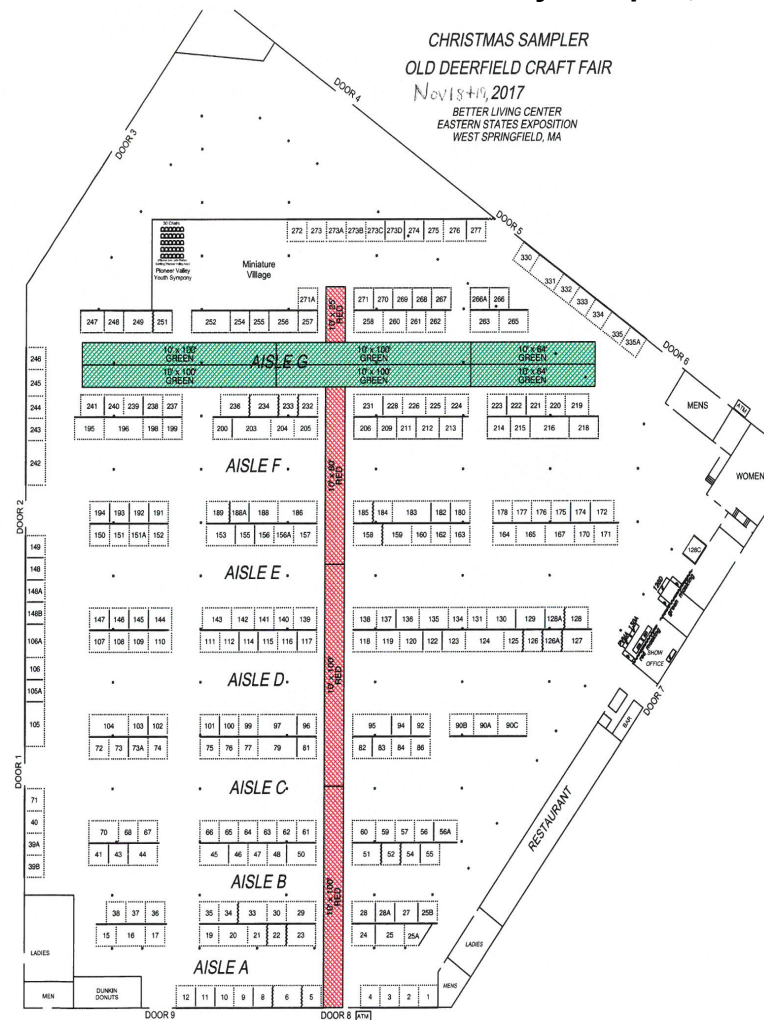
**Exhibitors are expected to read and adhere to all rules and communications mailed to them from the Old Deerfield Craft Fair office. Mailings will be directed to the registrant at the address and/or email address listed on the application. Communication between partners is the sole responsibility of the registrant and partner. Please review all instructions before applying and again before arrival. The interpretation of all fair rules by fair officials shall be final.*

DEERFIELD CRAFT - MARCH 4-5, 2017
YOUNG BUILDING
EASTERN STATES EXPOSITION CENTER



Holiday Sampler, Nov. 18 & 19, 2017

CHRISTMAS SAMPLER
OLD DEERFIELD CRAFT FAIR
Nov 18-19, 2017
BETTER LIVING CENTER
EASTERN STATES EXPOSITION
WEST SPRINGFIELD, MA



Map Legend:

Fall, Sept 23 & 24, 2017 Craft Fair

Deerfield, MA

Section:

A

B

D.C.C

C

E

D

F

G

Key to Corner Spaces

- Full Corner: \$100
- Partial Corner: \$65

A Full Corner is a booth with access from two aisles

A Partial Corner is a booth with access from two sides on the same aisle

Space Sizes

Y Space (10 x 10): A1-17, CC 1—6, B1-5, B9, B11-14, B20-23, C1-21, D1-18, D25-30, E2-19, E21-35, F1-7, F9, F12-14, F17-18, G1-24

ZM Spaces (12 x 12): B-15-19, D19-24, F22

ZL Spaces (15 x 15): B6-8, B10, E1, E20, F-8, F 10-11, F15-16, F19-21, F23

