

35th Annual Ceramic Showcase 2017

Application Instructions and Guidelines

April 21 - 23, 2017
Oregon Convention Center

Eligibility - All Oregon Potters Association (OPA) 2016 members in good standing on the membership list by November 15, 2016 are eligible to apply for a booth in 2017 Ceramic Showcase.

Application Process

This year applications are online at our OPA website, www.oregonpotters.org.

Once you fill out the application online, you will receive an invoice by email for your deposit. You will print this invoice and mail it with a check post dated to January 1, 2017

If you cannot complete this application on line, please call the Registrar, Chris McClelland, at 971.242.9337.

Application Deadline - To avoid late fees and points penalties, your invoice and check must be postmarked on or before Tuesday, November 15, 2016. If your invoice postmark is after November 15, late fees will apply. If you are applying for a booth and your invoice postmark is after November 30, 2016, in addition to the \$100 late fee, you will be placed at the bottom of the wait list as if you have no points.

Dropping Out - If you need to change your participation status from Booth to Gallery Only or if you need to drop out completely, contact Chris McClelland, the Showcase Registrar at chrismc.opa.registrar@gmail.com or call her at 971.242.9337.

Please include if you:

- are dropping completely or changing status.
- will still do your committee work.
- will still do your work shifts

The deadline to drop without any monetary penalty is March 1, 2017. If you drop after March 1, 2017, you forfeit all deposits. If you need to drop after March 1st due to illness or emergencies beyond your control, please also contact the Registrar.

Important Dates

November 15, 2016 Booth & Gallery Only Invoice and check Postmark

Nov 16-23, 2016 Late Booth Invoice and check Accepted with \$50 Late Fee

Nov 24-30, 2016 Late Booth Invoice and check Accepted with \$100 Late Fee

Dec 1-31, 2016 Late Booth Invoice and check Accepted with \$100 but placed at the bottom of the wait list.

Jan 4, 2017 Late Gallery Registration

Early Feb 2017 Show Status Notifications

March 1, 2017 Last Day to Drop From Booth Participation with full refund

March 10, 2017 General/Booth Selection Meeting

Apr 19 & 20, 2017 Show Set Up

Acceptance & The Points System

Not everyone who applies may be able to fit in the show. Selection will be based on how many points an artist has or they are currently holding a position on the Ceramic Showcase Steering Committee or hold a point position with OPA.

All members in good standing are eligible to be in Gallery Only.

In the past few years, almost all artists on the waiting list have gotten into Showcase. This year, as we return to the Convention Center joining of the Gathering of the Guilds, we expect a greater demand for booths. We are encouraging artists to select half-booths or share a booth with another artist. On your application there is a place to designate whom you would like to share a booth with.

Remember, most members on the wait list do get into the show so don't let it deter you from applying! Notifications of current points, committee assignments, & wait list status are sent out in early February.

The Group Booth will be shared by 16 artists on shelving and pedestals provided by Ceramic Showcase.

All booth participants may submit a piece to the gallery. As much as possible, the booth sizes in the show layout will be adapted to accommodate your booth choices.

Show Deposit, Booth Sizes, & Prices:

The deposit required for all booth applicants is \$200.

The deposit for Gallery Only participation is \$40.

Our booth fees and commission structure have changed. To put Ceramic Showcase on a stable financial footing we will be increasing the cost of the booth and lowering the commission fee. Most of our members will find there is little change to the overall fees paid. Some will save money, some will pay more. Those with lower sales will find that choosing a half booth or sharing a booth will make the most sense. We hope to create a show that is financially stable and within reach of even our newest members.

2017 Ceramic Showcase Booth fees:

\$40 for Gallery Only with 30% commission (no change)

\$150 for Group Booth with 20% commission (no change)

\$450 for full 10x10 booth.

\$500 for full 10x10 corner booth.

\$275 for standard half booth.

\$300 for corner half booth.

\$500 for uber 5 x 15 booth.

Then a Multi-Leveled Commission:

17% on sales up to \$2,000

14% on additional sales \$2,001-\$3,000

12% for additional sales \$3,001-\$4,000

10% for additional sales \$4,001-\$5,000

3% for all additional sales over \$5,001

Even if you're not sure this change will make the show affordable for you, please apply for the show by the Nov 15 deadline. Showcase Chair Dawn Panttaja would be happy to talk to you about options to lower your costs. If you decide that you'd prefer to not do the show, notify the treasurer by January 2nd (before the first 2017 deposit). We will also have a **Reconciliation Process** to work with participating members after Ceramic Showcase, looking at booths on a case by case basis, making adjustments as needed. Change is difficult and we are trying our best to create a successful, sustainable show for our members as well as for Ceramic Showcase itself. We do not want ANYONE to be unfairly affected by the new booth fee/commission structure.

Work Shifts and Committee

Ceramic Showcase is run completely by volunteers and by the members participating in the show. Participants are required to do work shifts at the show and committee work. If you are physically fit and capable of heavy lifting, please volunteer for one of the more labor intensive committees

Committee Work will be done before, during, and/or after the show depending on the task. All booth participants will be given a committee assignment. Gallery only participants are not required to do committee work but may volunteer to do a committee job and earn an extra point. The committee jobs available and very brief job descriptions are on the Showcase Event page on www.oregonpotters.org

Work Shifts are a variety of jobs done during the show. Shifts range from 2.5 to 3 hours each. Booth participants are required to do 3 work shifts. Gallery only participants are required to do 2 work shifts.

Installation - The 2016 installation will focus on the OPA mission, "Educating, Inspiring, and Transforming Lives Through Clay". Details regarding the specific theme will be sent out in a future newsletter and by email. All pieces displayed in this area are donated and the net income from sales will benefit OPA's Clay in Education program. Please contact our Installation Chair, Pat Berman more information.

Penalties - For Not Completing Committee or Work Shift Assignments may include but are not limited to loss of points and/or loss of participation in Ceramic Showcase at the discretion of the Showcase Steering Committee.

Group booth participants will be scheduled for booth sitting assignments to greet customers, answer questions, and restock. This is comparable to artists spending time in their own booths.

Save Boxes Now - We need about 25 clay size boxes from each participant.

Equipment Rental - All booths have pipe and black drape and a front light bar at no extra charge. These will be removed by the decorator if you do not want them. If you would like to rent tables, contact the Equipment Rental Chair. The cost will be deducted from your show check. White drape or other products may be rented by special order from the decorator. Contact the Equipment Rental Chairs, Larry and Deb Nelson

Booth Selection Meeting - Booth selection occurs at the March general membership meeting. If you cannot attend, you may send someone else to choose for you. Otherwise, a booth will be assigned to you.

How To Make Our Show Successful

You Win When You Spend Time In Your Booth! - Every year the top ten sellers are in their booths during most of the show. We're open to the public for 25 hours over 3 days. You spend about 9 hours doing work shifts. Unless your committee work occurs during the show, you can be in your booth promoting your work to your customers for 16 hours. We know your presence improves your sales. So, please spend as much time as possible in your booth.

Publicity/Advertising - Getting customers into the show is the responsibility of not just the Ceramic Showcase Steering Committee but of every participant. We mail out over 55,000 postcards, distribute rack cards, bookmarks, and posters in prominent locations and use online resources such as our own web sites, Facebook, Twitter, and Flickr. The sections below detail what show participants can do to help.

Hand Out Rack Cards & Bookmarks - Keep some with you and hand them out, especially at your other shows.

Submit your Mailing Lists - Send your mailing list (both email and mail) in Excel or Works database to our Mail.

Help With PR Online and through Social Media:

- Join Facebook and "like" the Showcase page, friends, and customers.
- Follow OPA and Ceramic Showcase on your social media platforms.
- Post pictures of your work and of yourself working in your studio.

- Send the OPA provided email invitation (sent to you by email) to all your friends and customers.

Send us Your Images!

Please send your images sent to **Roberta Lampert (rlampert@me.com)** unless they are large files. Large files should be sent by mail to PO Box 14705, Portland 97293. Having all images go to one place where they can all be shared will give us the greatest library of images for all purposes, without asking participants to send to multiple addresses.

This is especially true for any images in being considered for the poster. The poster will have a new look this year, as we no longer have a 'poster award.' We will be designing a fresh new look, and all professional-quality images will be considered for inclusion on the poster.

Requirements for the poster are:

- Submission deadline December 1, 2016
- High resolution (300 dpi or more)
- Tiff files 1mb or higher should be sent on a CD with a proof sheet. If you want the CD returned, please include SASE sufficient for return.
- If your email gives you the choice of sending a smaller version, please resist—this compromises the file and makes it useless for print.
- Please provide (either in the text of an email, or—if mailing, with an inserted paper—your full name, title of artwork, firing method, any other important info.

Send us your Story!

The Publicity Committee uses images from this site, but they want more! Pictures of you working in your studio and interesting stories that can be used for PR. **Don't be shy.** Funny and outrageous stuff gets attention. If you have a story to submit, please send it to our publicity team (**Claire Delffs: glass-delffs@comcast.net**)

Was This Enough Information For You? –

For most members, this document contains the information needed to complete the application for the upcoming show. More information will be included in the “Show Status Notification” sent in early February and in the “Information Packet” sent in late March. If you are new to OPA or have never participated in the show, you still might need more information. If you have any questions, please use the contact list below:

Dawn Panttaja Ceramic Showcase Chair lostdolls@hotmail.com

Chris McClelland Ceramic Showcase Registrar chrismc.opa.registrar@gmail.com

Nick Molatore Showcase Points Chair nmolatore@gmail.com

Julie Asbury Showcase Treasurer jasbury@ipns.com

Steve Provence Work Shift Chair stevenprovencepottery@gmail.com

Georgine Longfellow Committee Placement Chair potsbygeorge@yahoo.com

Ginny Gibson Mailing List Co-Chair mizginnyg@gmail.com

Roberta Lampert Poster/Postcard Chair rebecca.jesse.arthur@gmail.com

Larry Nelson/Debi Nelson Equipment Rental Co-Chairs

larry@chehalemmountainpottery.com debi@chehalemmountainpottery.com

Claire Delffs Publicity/Advertising Chair glass-delffs@comcast.net