



American **Craft** Shows

2019 PROSPECTUS

Hip Pop Emerging Artists Program

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OVERVIEW

Hip Pop, ACC's emerging artists program, is a juried showcase of top emerging talent that provides a pathway for early-career artists into our established, competitive craft shows. With lower-cost shared booths, extensive exhibitor support, and show award opportunities, this program gives emerging artists an unparalleled opportunity to grow their clientele and careers. Artists may enroll in the program for up to three years. Hip Pop booths are part of all our 2019 shows.

Attendance and sales

American Craft Shows collectively reach nearly 50,000 craft enthusiasts and collectors in Baltimore, Atlanta, St. Paul, and San Francisco. Our attendees are a well-educated and design-savvy audience that appreciates and invests in craft. Annual artists' sales total more than \$14.4 million.

Why participate?

- A reasonable point of entry to an established marketplace that attracts nearly 50,000 collectors and craft enthusiasts
- Access to a well-educated audience that appreciates the value of craft
- Engagement with established makers and a supportive community of fellow emerging artists
- A high level of exhibitor support, including a dedicated program manager plus marketing and public relations support
- Media coverage with help from public relations firms and media buyers
- Promotion in advertising, social media, special show-preview sections of *American Craft* magazine, and on-site

Questions?

For questions about the show or application process, please email our program manager Lindsay Noble at hippop@craftcouncil.org.

ELIGIBILITY

We encourage artists to apply who produce original work in any of the following categories: basketry, ceramics, clothing and accessories, decorative fiber, furniture and lighting, glass, jewelry, kaleidoscopes, leather, metal, mixed media, musical instruments, paper, stone, toys and puzzles, and wood.

Artists who have previously shown in standard booths with ACC will not be permitted to participate in Hip Pop. Past participants in School-to-Market and AltCraft are eligible for Hip Pop.

What is eligible?

- Three-dimensional, handmade craft that meets these standard statements: 3D printed work is eligible; however, all work, printing, and design must be executed by the artist or printed under the direct supervision of the artist. No production work by third-party printers will be allowed.
- Small-studio production work made under the direct supervision of the applicant. Direct supervision requires that the artist oversees production work as it occurs and provides constant direction, feedback, and assistance. All work must be produced in the United States or Canada. ACC reserves the right to require authentication of the production process at any time during the application and exhibition process.

What is not eligible?

- Commercially manufactured art
- Work assembled (wholly or in part) from commercially available kits. Such items, exhibits, and/or exhibitors may be removed from the show without prior notification and/or refund of booth fee.
- Two-dimensional art such as paintings, prints, or photographs
- Mixed media work that uses paint and canvas as its primary medium
- Screen-printed material
- Etchings or web- or sheet-fed offset printed work
- Works that incorporates materials acquired from the killing of endangered species
- Elephant/mammoth ivory (this includes fossilized ivory)
- Dried or silk flower arrangements
- Soaps
- Bonsai
- Embellished commercially-made objects (such as T-shirts, note cards, etc.)

The Council's decision is final with regard to acceptability of exhibitors' work.

Standards

To ensure a high level of quality in the work exhibited in American Craft Council shows, each jury is instructed to adhere to these guidelines in making decisions:

- Work is handmade and reflects excellence and the unique vision of its maker
- Work is well-conceived and skillfully executed without technical faults
- All work must be the design of the applicant and made in the United States or Canada by the applicant or under his/her direct supervision.

Collaboration

- Administrative requirements dictate that there is one primary artist listed on each application, as the shows are organized by artist names. Artists may also add secondary collaborative partners. This means they will be listed side-by-side in the directory, booth signs, etc. unless the primary artist directs us otherwise. The primary artist or collaborative partners must be present at the show.
- Artists working together may apply as one if they collaborate on every piece. If accepted, they may exhibit only pieces that are part of the collaboration.

- Secondary collaborative artists are defined as being an integral part of the design and making of the work.

General policies

The Council reserves the right to:

- Refuse submissions that fail to meet the high level of quality as stated in the standards statement
- Require removal of objects at a show that are inconsistent with the application submission. Exhibitors must display work consistent with the type and quality represented in their submission.
- Remove an artist from the show if all work is not the design of the applicant and made in the United States or Canada by the applicant or under his/her direct supervision
- Cancel any show that does not receive sufficient, appropriate applications
- Retain all fees for space reservations and booths as these fees are non-refundable. Exceptions to this policy may be considered in extraordinary circumstances. Cancellation by the exhibitor will result in forfeiture of all fees paid up to the date of cancellation.

PROGRAM GUIDELINES

- Artists may participate in the Hip Pop program for up to three years. Acceptance to years two and three is automatic, pending on-site review.
- After three years, artists are eligible for automatic acceptance to exhibit in a standard show booth with a two-year contract, pending on-site review. Standard booth fees apply. Booth sharing will be allowed for these two years. After the two-year contract has been completed, artists must jury into the ACC shows through the regular application process.
- Artists are not required to participate in Hip Pop for three years before electing to move to a standard show booth. Artists interested in a standard booth after two years of Hip Pop participation should contact Hip Pop's program manager to discuss options. Admission to the show is not automatic until three years have been completed.

Hip Pop booths and artist units

The Hip Pop program uses a community-based booth structure to provide a supportive atmosphere for participating artists. Hip Pop booths are 20 x 10 ft. inline booths containing six individual units measuring 4 ft. wide x 2 ft. deep x 8 ft. high. Each Hip Pop booth is comprised of a community of six artists.

Each Hip Pop artist unit includes:

- A unit structure of side and back walls
- A variety of interchangeable shelving and hanging rod options
- Electrical service, basic lighting, and extension cords

Each booth also includes the following shared resources:

- A shared central counter to display and sell work
- Under-counter storage
- Shared seating

Booth Fees

Booth fees for a single Hip Pop unit:

- Baltimore wholesale and retail: \$795
- Baltimore retail only: \$550
- Atlanta: \$550
- St. Paul: \$550
- San Francisco: \$600

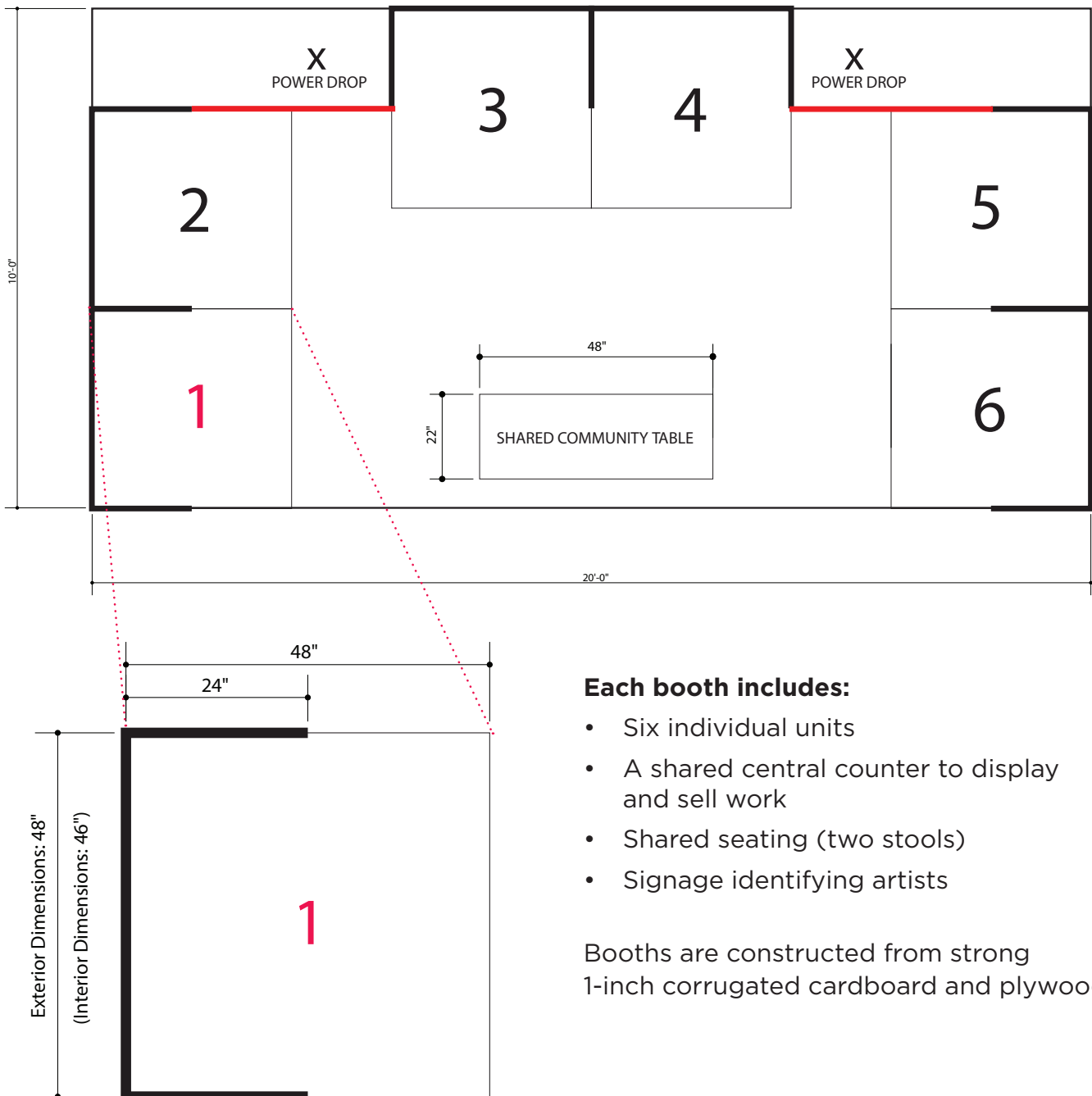
Booth fees cover:

- Space rental
- Hip Pop booth structure
- Electrical service
- Basic lighting
- Booth directory sign (artists are responsible for signage for individual units)
- Listing in show directory
- Listing on website
- Eight free guest passes
- Exhibitor badge and one assistant badge
- Promotional materials (postcards, electronic flyers)
- National advertising campaigns
- Discounted tickets on public days

Booth fees **DO NOT** cover ancillary services such as shipping and wireless internet access (exception: wireless internet access is provided to all exhibitors free of charge at the St. Paul show).

ACC's emerging artists program provides a community-based booth structure to create a supportive atmosphere for participating artists. Each 20 x 10 foot Hip Pop booth contains six individual units measuring 4 x 2 feet and 8 feet tall.

Artists may also use the 2 feet directly in front of their unit, *provided that any objects placed there do not impede safe traffic flow through the booth or interfere with other artists' spaces and displays.* Please use common sense and respect your neighbors!

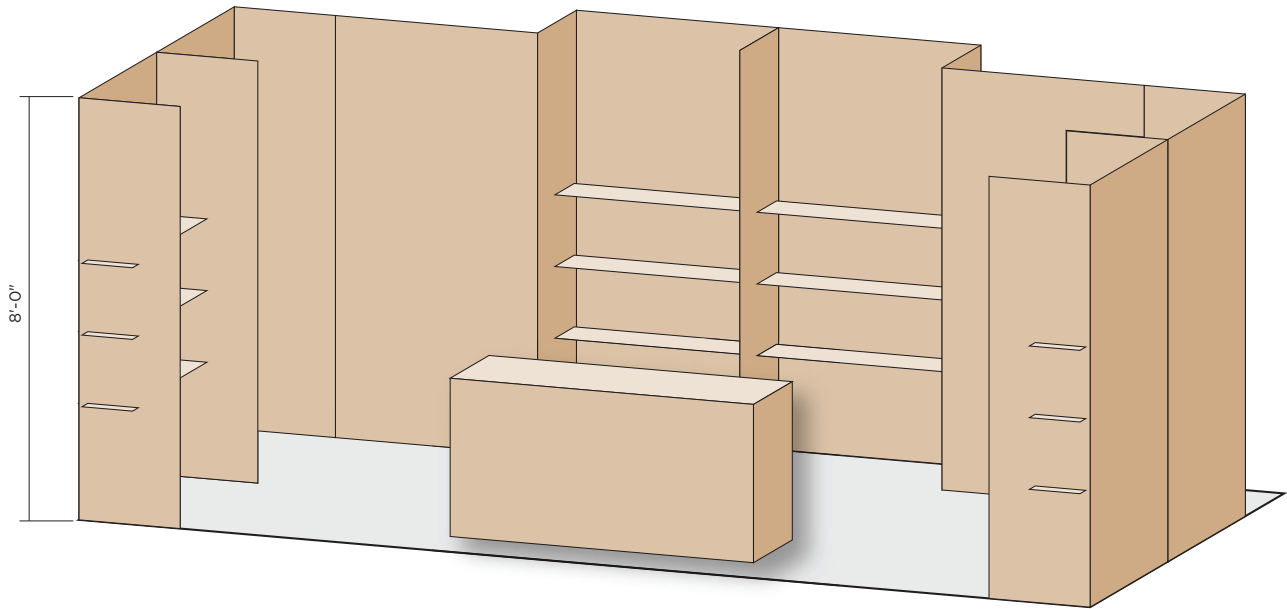


Each booth includes:

- Six individual units
- A shared central counter to display and sell work
- Shared seating (two stools)
- Signage identifying artists

Booths are constructed from strong 1-inch corrugated cardboard and plywood.

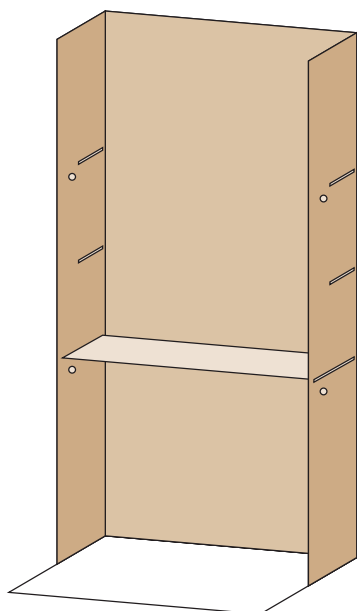
Hip Pop units are designed to be lightweight, easy to set up, and customizable.



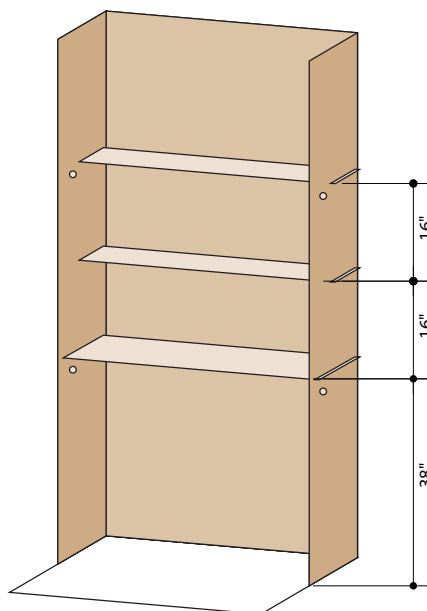
Each unit includes:

- Unit structure of side and back walls
- A variety of interchangeable shelving and hanging rod options
- Electrical service
- Basic lighting
- Extension cords

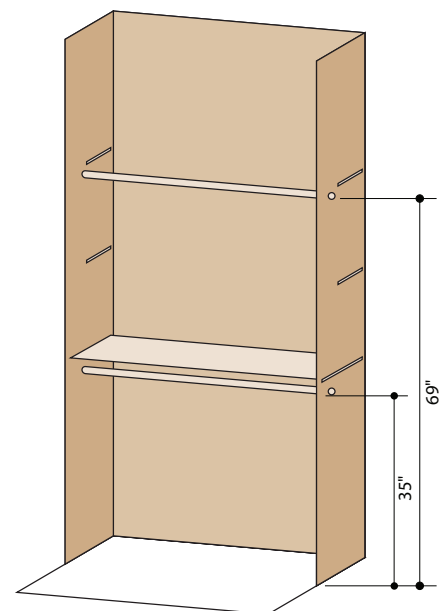
All units must be set up with the 20-inch counter shelf, which provides the sturdiness for the structure. Two additional 14-inch deep shelves and two hanging rods are also provided. Artists may use these shelves and rods in any configuration.



Unit with 20-inch deep counter at 38 inches



Unit with 20-inch deep counter at 38 inches and two 14-inch deep shelves



Unit with 20-inch deep counter at 38 inches and two hanging rods (1.25 inch diameter)

APPLICATION PROCESS

How to apply

A complete application consists of an application form and five images showing representative examples of the artist's body of work. There is no fee to apply for Hip Pop.

Artists applying to multiple shows may submit a single application. Please check the box next to each show for which you wish to apply. Notification of your application status will be sent approximately two weeks after the application deadline for each show.

Deadlines, fees, and jury notification dates

SHOW	SHOW DATES	APPLICATION DEADLINE	BOOTH FEE	JURY RESULTS
Baltimore (wholesale & retail)	February 21 - 24, 2019	November 5, 2018	\$795	November 16, 2018
Baltimore (retail only)	February 22 - 24, 2019	November 5, 2018	\$550	November 16, 2018
Atlanta	March 15 - 17, 2019	November 5, 2018	\$550	November 16, 2018
St. Paul	April 5 - 7, 2019	January 7, 2019	\$550	January 18, 2019
San Francisco	April 5 - 7, 2019	April 15, 2019	\$600	April 26, 2019

Image requirements and specifications

The image that is submitted must be an accurate representation of the object as it was originally photographed. Acceptable manipulations include: size of the file, background, lighting, shadows, contrast, color correction, and/or adjustments that do not affect the object itself.

Professional photography is highly recommended as it best highlights the quality of your work for jurying and allows us to use your images for show marketing purposes. We suggest using a white or neutral background in your images.

ACC retains the right to use application images to promote individual artists, the Hip Pop program, and the ACC shows as a whole. All images submitted must be high resolution (at least 300 dpi at 5 x 7 inches or larger).

Artist information

All information collected in the application is used in show directories and online artist listings (name, secondary artist name(s), company name, city, state, website URL, and/or email address). Please review this information carefully for accuracy before submitting your application. Your information will be published as entered.

Jury process

- A curatorial committee will complete the jury process. The committee may elect to accept, reject, or waitlist an application.
- When scoring applications, jurors consider the images and their descriptions. All other application information is used for administrative purposes only.
- Average jury scores are tabulated by the digital jury system to produce a single score, which is applied to each show.
- Invitations to exhibit are issued to artists with the highest scores.
- A wait list is created from the scores immediately following those invited to exhibit. The Council reserves the right to balance its shows through artists on the wait list.
- Individual scores are not released, and the Council does not provide an explanation of why an artist's submission was or was not accepted.

Acceptance criteria

Applicants are asked to classify their work by identifying the principal material in which they work (ceramic, fiber, glass, metal, etc.) or the primary type of work they create (furniture and lighting, jewelry, etc.). This is how work will be scored and listed in the show directories, etc. ACC retains the right to reclassify applications if the category selected on the application does not fit the type of work pictured.

Multiple bodies of work

- If an artist makes two distinct bodies of work in the same material, he/she may wish to submit a separate application for each. Applicants may not submit the same image more than once in the same category.
- A single application representing multiple bodies of work in the same material must proportionately reflect what the artist intends to exhibit at the show. For example, if one type of work predominates in the artist's display, it must predominate in the files submitted. The Council reserves the right to enforce the same proportion in your display.
- If an artist wishes to apply with more than one application, he/she must apply with separate online user IDs, digital images, and application fees.

- If there are multiple applications and only one is accepted, only work represented in that application may be exhibited. If both are accepted, the work may be exhibited in any proportion.

Invited vs. wait-listed

If one application is accepted and another is wait-listed, the wait-listed work may not represent more than one-third of the entire booth. Once the artist's number on the wait list is reached, the artist may include the wait-listed work in his/her booth in any proportion.

ADDITIONAL INFORMATION

Exhibitor terms and conditions

Accepted exhibitors must agree to abide by the general terms and conditions of the American Craft Shows below.

- Exhibitors must be full-time residents of the United States or Canada.
- Exhibitors must be professional, capable of producing work of consistent quality, and responsible for fulfilling orders obtained at a Council show.
- All work in Council shows must be original and created by the exhibitor or under the exhibitor's direct supervision. Exhibitors must display only their own work, not work made by others.
- All work must be original and handmade in the United States or Canada. Small studio production work under the direct supervision of the applicant is acceptable.
- Exhibitors must present work consistent with the type and quality represented in the application submission. In addition, work of inferior quality or inordinate proportions of work not represented in the image submission are not permitted.
- Exhibitors must attend their work in person for the duration of the show. Exhibitors' employees may not substitute for the exhibitor. Sales representatives are never permitted.
- Unit displays must remain intact until the show ends.
- Exhibitors must be current members of the American Craft Council at the time they exhibit in a Council show.
- Exhibitors must have a valid state sales tax permit from each state in which they are participating in a Council show. Exhibitors are responsible for collecting and reporting sales tax where applicable.

Exhibitor support

- Artists will receive a Hip Pop program manual and exhibitor kit with answers to frequently asked questions, lists of suggested items to bring to the show, marketing tips, and other helpful information.
- All artists will have access to the program manager for support with individual inquiries both prior to the show and on-site.

- Artists will be partnered with an experienced ACC exhibitor in a buddy program so they can get advice and ask questions.
- A Hip Pop orientation will be held during set up at each show to demonstrate booth structure set up and provide a forum for participating artists to meet the program manager, get to know each other, and ask questions.

Hip Pop emerging artist award

Hip Pop participants are uniquely eligible for an award, designed to recognize the talents of emerging artists. One awardee is selected from the Hip Pop participants at each ACC retail show. This award is juried and sponsored by the trustees of the American Craft Council as a part of the Council's efforts to support the professional development of emerging artists and strengthen economic opportunities within the craft field. Awardees receive automatic admission to exhibit during the following show season and will receive a free Hip Pop unit (up to \$550) or a discount of \$550 off a standard booth (preferred option to be selected by the awardee).

2019 ACC SHOWS

American Craft Show, Baltimore

The Baltimore Convention Center in Maryland is home to the Council's flagship show, now in its 43rd year. This highly competitive and prestigious show is a must-attend event for wholesale buyers and the public, attracting artists, buyers, and craft appreciators from across the United States.

Jury notifications will be emailed November 16, 2018.

Please note: There are three separate sections in the Baltimore show: wholesale-only, wholesale/retail, and retail-only. Hip Pop is only offered in the wholesale/retail and retail-only sections of the show. Artists may apply to any or both sections of the show and are eligible to exhibit only in the sections to which they apply and are accepted.

New in 2019: You spoke and we listened. The 2019 Baltimore wholesale show will be one day only, and we are reducing the size of the retail show.

Show dates

February 21, 2019 (wholesale)
February 22 - 24, 2019 (retail)

Move-in dates

Wholesale/retail section: February 20, 2019
Retail section: February 21, 2019

Show size

Wholesale section: 50 exhibitors

Wholesale/retail section: 250 exhibitors
Retail-only section: 300 exhibitors

American Craft Show, Atlanta

Now in its 30th year, the Atlanta show is held at Cobb Galleria Centre, a beautiful venue situated near the affluent suburbs of Cobb County, Georgia, with easy highway access and ample parking. It's a very competitive show that draws a sophisticated audience.

Jury notifications will be emailed November 16, 2018.

Note: Wholesale opportunities are offered for artists at our retail shows. ACC reaches out to buyers and invites them to attend anytime during the show. Artists will be asked to check a box on their space reservation form if they are interested in conducting wholesale business.

Show dates: March 15 – 17, 2019

Move-in date: March 14, 2019

Show size: 230 exhibitors

American Craft Show, St. Paul

Now in its 33rd year, this established show attracts a loyal regional audience, many of whom are collectors, and draws attendees from the Twin Cities of Minneapolis and St. Paul, Minnesota, as well as western Wisconsin. It's held at St. Paul Rivercentre, a superb facility in the heart of downtown.

Jury notifications will be emailed January 18, 2019.

Note: Wholesale opportunities are offered for artists at our retail shows. ACC reaches out to buyers and invites them to attend anytime during the show. Artists will be asked to check a box on their space reservation form if they are interested in conducting wholesale business.

Show dates

April 4, 2019 (Preview Party)

April 5 – 7, 2019

Move-in date: April 3, 2019

Show size: 230 exhibitors

American Craft Show, San Francisco

Now in its 44th year, our San Francisco show is held at Fort Mason Center's Festival Pavilion, which is located on the waterfront between Fisherman's Wharf and the Golden Gate Bridge. This show serves a well-established audience of Bay Area craft enthusiasts, including a growing younger demographic of admirers of handmade goods.

Jury notifications will be emailed April 15, 2019.

Note: Wholesale opportunities are offered for artists at our retail shows. ACC reaches out to buyers and invites them to attend anytime during the show. Artists will be asked to check a box on their space reservation form if they are interested in conducting wholesale business.

Show dates: August 2 - 4, 2019

Move-in date: August 1, 2019

Show size: 250 exhibitors