

Dear WVAA “Art in the Park” 2010 Exhibitors,

Due to the responses from “Art in the Park” evaluations and comments from previous exhibitors and experiences in the screening process, the “Art in the Park” Chairpersons will continue with these guidelines for the 2011 screening process, as follows:

We will NOT be charging the screening fee to exhibitors screened into the 2010 show who return with the same work for the 2011 show.

Here’s how it goes:

- For any 2010 exhibitor screened in and accepted to the 2010 show that returns to the 2011 show with **the same art or craft products**, the screening fee is waived for 2010.
- Simply write “**waived -2010 Exhibitor**” on the line by screening fee. **No screening fee!**
- Photos are still required with application – see below in the Q & A section.
- **If you significantly change your craft/art**, at any time in the application/acceptance process, you must submit the photos for screening and abide by the deadlines.

We will need a **minimum of 4 photos**: 2 photos (minimum) of your work/finished products, 1 photo of you in the process of completing your art/craft, **AND** 1 photo of your display/booth set up. These photos will be returned to you in your registration packet at the 2011 Art in the Park. **We suggest you send recent, good quality pictures, as there will be a new screening committee and they will only be able to judge your work from your pictures. You may send in more than the required 4 pictures of your work to improve your screening chances.**

Q: What is the reason for the photo requirements for returning exhibitors?

A: The Screening Committee consists of WVAA member volunteers and not all committee members are familiar with all of the exhibitors’ work from previous shows. The Co-Chairpersons for Art in the Park also change from year to year and different persons are responsible for the screening committee. *Therefore, even if you have been a part of “Art in the Park” since the beginning of time, some members of the screening committee are new each year.* Some will not be familiar with your work and will not be able to evaluate all applications fairly, unless all applications provide the required photos. *It is highly suggested that you submit your best photos, as judging is based solely on the photos for some members of the screening committee.*

Q: Why does the screening committee retain the photos and not return them in the acceptance packet, as previously done?

A: 1) The WVAA can have the photos, with the artist’s permission, for show advertising.
2) Not returning the photos in the acceptance packet simplifies and helps to expedite this process for the volunteers, and significantly decreases mailing costs for the WVAA. We then pass this savings on to you, by continuing to not have screening fees for returning exhibitors.

Q: As a returning exhibitor, am I guaranteed a booth in “Art in the Park” each year?

A: Sorry, but No. In order to meet the requirements of a screened art and craft fair, the screening committee must evaluate each application on its own merit through photographs and information provided on the application. **Once again, all exhibitors are highly encouraged to provide the best pictures of their work, and a variety of photos.**

To provide a well-balanced show and variety for the customers, we also limit the number of exhibitors for each category of work. We limit categories to make booth placement beneficial for all exhibitors. **Jewelry and pottery generally fill early**, but each category varies from year to year. If the category is full and your work meets the approval of the screening committee, you may be placed on a waiting list pending the cancellation of another exhibitor in your same category.

We are again offering a sliding booth fee scale, which is **dependent on the date your application is post-marked for mailing.**

Applications **mailed by or before January 15, 2011** will have reduced booth fees: \$190 for single booth, \$375 for a double booth, and \$100 for a half booth (Note: Less than 2007 fees!) If you apply early- it is a significant savings for you! Fees (check or money order) and photos must be included with the application.

All applications mailed after January 15, 2011, will have the increased rate for the booth fees: \$210 for a single booth, \$400 for a double booth, and \$110 for a half booth. The increase in rates after Jan.15, is to encourage early applications.

All new exhibitors will continue to have to follow the screening process and pay the screening fee. The only exception will be **new exhibitors who are also current WVAA members**. These persons will have to submit the photos of their work and booth for the screening committee, but will have the **screening fee waived** as a **benefit of membership**.

I believe this covers every possible option, but if you have questions or need clarification, please feel free to contact Jill Viergutz, Dan Mootz, or Lee Ann Schulz.

Sincerely,

Lee Ann M. Schulz

Jill Viergutz, Art in the Park Co-Chairperson (Exhibitors)
715-573-0101 (cell) or jviergutz@verizon.net or jviergutz@verizon.com

Dan Mootz, Art in the Park Chairperson
715-298-3100
DanMootz@aol.com

Lee Ann Schulz, Art in the Park Co-Advisor
715-581-1484
cheaphillwvaa@msn.com

\