

# Trails West!® 2017

## “Total Eclipse of the Arts”

### Call to Folk Artists

Show dates: August 18-21, 2017

Applications must be postmarked by May 1, 2017

Notifications will be mailed on or before June 1, 2017

Refund deadline: June 16, 2017

Join us in St. Joseph, Missouri, August 18-21, 2017 to celebrate Trails West!® festival's 25th year and the total solar eclipse in one fun-filled, exciting weekend! Artists, musicians and more gather for this three-day, outdoor festival to celebrate the unique heritage of St. Joseph every year, but the 2017 festival is extra special. As a result of St. Joseph being one of the prime locations to view the first total solar eclipse in 99 years, we will be welcoming approximately 50-500,000 additional tourists to the community and extending the festival an extra day! That makes being an artist at the 2017 Trails West!® festival the perfect opportunity for you to showcase your work and bring awareness to your talents!

#### Selection Process

Folk artists juried into the festival will be located in the Folk Art Area on the west side of the festival. Returning folk artists may select a location preference on the application if turned in by April 3, 2017. Our goal is to present a well-rounded show. Items in the Folk Art category may include, but are not limited to:

Baskets	Home Décor	Jewelry	Sculpture
Fiber	Wood	Leather	Needlework
Quilting	Furniture	Packaged Food	Literary
Apparel	Glass	Pottery	Other

#### Awards

Cash prizes totaling \$250.00 will be awarded.

#### Marketing

To help insure a profitable festival everyone in northwest Missouri will know about the show through our advertising and publicity campaigns. The marketing plan includes print media buys, weeks of display ads in the area's #1 major newspaper, the St. Joseph News Press, TV and radio commercials, and rack cards distributed throughout northwest Missouri. Additionally, the publicity campaign uses social media extensively, as well as newspaper articles, radio and television interviews and email blasts targeting our niche audience in a 100 mile radius.

#### Demographics

Over 40,000 people visit the festival each year. 49% of the patrons are between 40 and 59 and 36% of attendees have incomes over \$75,000. With the solar eclipse, we anticipate even larger numbers.

## Entry Information

- With your application, include two checks, one for the booth fee, (\$150 for 10x10; \$300 for 10x20 and \$25 additional if requesting electricity) and one for the \$15.00 non-refundable jury fee. Those applicants who are not selected by the jury for participation in the show will be refunded the booth fee.
- Choose one category on the entry form that most closely reflects your work.
- Submit six digital images for consideration by the jury. Five digital images are to be representative of current work that you will display. The sixth digital image must show the display booth you will use during the festival.
- Digital Image: Name each image as follows: your last name, number 1-6 (example ware1.jpg, ward2.jpg, etc.). The first five images should be your current work and the sixth, of your booth display. Submit images at 300 dpi on a CD. Images submitted by accepted folk artists will be displayed on the Trails West!® web site.
- Returning crafters may request 1st, 2nd, and 3rd preferred location. Requests are awarded in order received. To save your spot have your application in by April 3, 2017.
- Trails West!® will establish a waiting list. Folk Artists on the waiting list may be called if space becomes available.
- Notification will be sent on or before June 1, 2017. Please do not make phone inquiries.

## Festival Specifics

- **ONLY HANDCRAFTED WORK WILL BE ACCEPTED. WE WILL NOT ACCEPT WORK THAT IS IMPORTED FOR RESALE.**
- Media: All handmade crafts, traditional and contemporary, should focus on the work of the individual. All components of the work must be handcrafted, displaying excellence in concept and technique and the mark of individuality. No imports, kits, items made from kits, unfinished work, items made from elephant or whale ivory, commercial T-Shirts, commercial sweats, or art and craft supplies may be displayed or sold. The festival has the right to request removal of offensive or non-complying objects.
- Artists and craftsmen must be present to display their own work; proxy exhibitors are not permitted.
- The work of only one exhibitor may be displayed in each assigned space. A two-person team producing a product may qualify as a single exhibitor, but this arrangement must be explained in detail on the application in the descriptor space provided.
- The festival grounds are patrolled night and day by off duty police officers and the St. Joseph police department. Although care will be taken to avoid hazards to artwork, Trails West!® is not responsible for any loss or damage to displays or exhibited works.
- Parking will be provided. Additional information will accompany the acceptance letter.
- Each exhibitor space is 10' x 10'. Electricity is available for an additional fee of \$25.00. Request for electricity must be made at the time of application. No other requests will be honored.
- Folk Artists must provide their own white canopy, chairs, tables, display screens, etc. and must be contained within the assigned space.
- Each exhibitor is responsible for collecting Missouri sales tax on all sales.
- No commissions will be charged for sales. One-hundred percent will go to the folk artist.
- Trails West!® is an outdoor festival and is held regardless of weather conditions.
- No pets are allowed on the premises of Civic Center Park.

## Hospitality

- First Baptist Church, 1225 Francis, serves as the festival hospitality area. Beverages and light refreshments are available.
- Volunteers will be available for booth sitting.
- 24- hour security and on-site weather tracking
- ATM services are located at: Woody's Gas Station, 1334 Frederick; Smokerz Outlet, 1601 Frederick; First Bank of Missouri, 602 Edmond; US Bank, 415 Francis; Commerce Bank, 328 Felix.
- Parking and admission is free to all vendors. Each exhibitor will receive two free passes and a locator map for his/her booth.

## Lodging

- Hotels, Bed and Breakfasts, campgrounds etc. for August 18-21, 2017 are anticipated to reach max capacity quickly. All festival vendors are strongly encouraged to make reservations well in advance. See attached list for available lodging locations.

## Force Majeure

- In the event that any part of the exhibit or any portion thereof is unavailable whether for the entire event, or a portion of the event as a result of fire, flood, tempest or any other such cause, or as a result of war, strike, lock-out, labor dispute, riot or any other cause or agency over which the show has no control, or should festival officials decide that because of any such cause it is necessary to cancel, postpone or re-site the show, or reduce the installation time, show time, or move-out time, the festival shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or indirect as a result thereof.

## Calendar of Important Dates

### Monday, April 3, 2017

Deadline to reserve specific booth location for returning vendors

### Monday, May 1, 2017

Entry postmark deadline

### Thursday, June 1, 2017

Notification of acceptance/non-acceptance emailed on or before June 1

### Friday, June 16, 2017

Last day to withdraw without forfeiting booth fees

### Thursday, August 17, 2017

1:00 p.m. - 4:30 p.m. Artist check-in

### Friday, August 18, 2017

8:00 a.m. - 3:00 p.m. Artist check-in

5:00 p.m. Festival opens

8:00 p.m. Official art selling closes, but artists are free to continue sales if desired

End of main stage concert Festival closes

### Saturday, August 19, 2017

10:00 a.m. Festival opens

8:00 p.m. Official art selling closes, but artists are free to continue sales if desired

End of main stage concert Festival closes

### Sunday, August 20, 2017

12:00 p.m. Festival opens to the public. (Please note this time is approximate as we are still in the planning process)

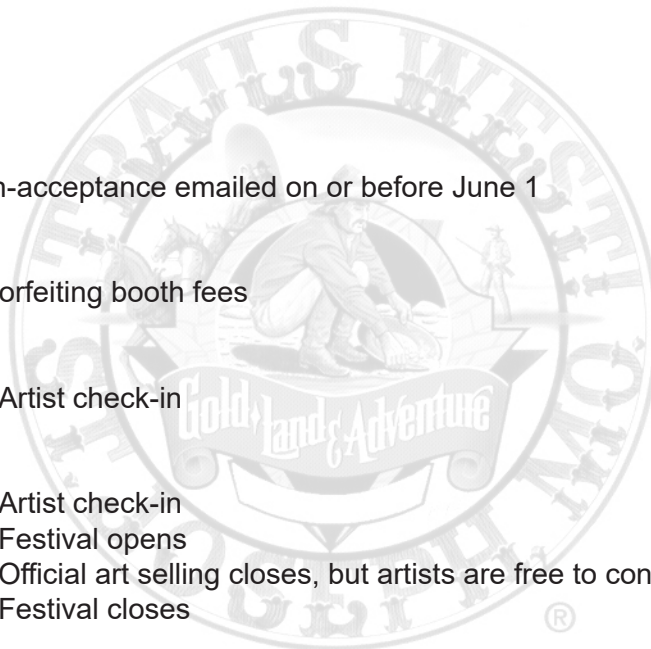
6:00 p.m. Art show closes (Artists may leave if they carry their display and tent off the grounds.)

10:00 p.m. Festival closes

### Monday, August 21, 2017 (OPTIONAL- No additional fee)

10:00 a.m. Festival opens

4:00 p.m. Festival closes



## CHECKLIST

Incomplete applications will not be accepted. For more information, email [lauren.pierce@stjoearts.org](mailto:lauren.pierce@stjoearts.org) or 816-233-0231.

- Application completed and signed
- Hold Harmless release agreement signed
- Check for booth fee (\$25 additional if requesting electricity). Applicants who are not selected by the jury for participation in the show will be refunded the booth fee
- Separate check (from booth fee) for non-refundable jury fee-\$15.00
- Five digital images of your current artwork
- One image of your display booth

## MAIL TO:

Allied Arts Council  
Attn: Lauren Pierce  
118 S 8th Street  
St. Joseph, MO 64501

