

2017 Plowshares Craftsfair Application

For Craftspersons and Community Groups
Postmarked or delivered to SPC by **June 12th, 2017**



Syracuse Peace Council's 47th Annual Craftsfair & Peace Festival

DECEMBER 2-3, 2017

Saturday 10-5 Sunday 11-5

**Nottingham High School, 3100 East Genesee Street,
Syracuse, NY 13224**

Set-up Friday evening (time TBA)

Welcome to a fair where craftspeople and community groups gather to share inspiration and talent, reinforcing the sense of community among those who support the Peace Council's work. Plowshares is a major fund-raising event for the Syracuse Peace Council (SPC).

The following guidelines create a crafts fair of variety and quality, and provide a community cultural event that is consistent with our vision of a world where people enjoy their work and have control over it. *Info specific to community groups is in italics.*

Come celebrate with us this year!

www.peacecouncil.net

DISPLAY SPACE AND FEES

See page 3 for booth sizes and fees. Renting more than one space is not permitted. Your storage and access needs **must** be contained within the designated boundaries of your space. Please understand that no space is provided between booths. You and your customers must be able to enter and exit your booth within the space you have rented. Electricity is available on a limited basis (\$15 fee). Chairs are provided.

YOU MUST PROVIDE YOUR OWN TABLES.

PUBLICITY

We do extensive publicity through local papers, lawn signs, posters, mailings, fliers, calendar listings in periodicals and social media, plus TV and radio announcements. We will send you posters to put up in your area and postcards that you can send to your patrons. Digital resources for additional publicity are available at www.peacecouncil.net/plowshares.

CRAFT SHOW PARTICIPATION

Applicants must staff their own displays, sell only their own work, and be present for the entire show. No packing up until the show is over.

Part of the participation fee is providing one item representing the mid-range of your merchandise. This piece will be sold at the SPC CRAFTS TABLE with proceeds directly supporting the work of SPC.

Work displayed must be consistent with work juried.

The **PLOWSHARES RAFFLE** is an additional SPC fundraiser. No other raffles are allowed.

APPLICATION GUIDELINES

Applications are available on the web at www.peacecouncil.net/plowshares.

We seek a balanced show with a variety of quality crafts; as such, some categories may be limited. **Preference will be given to applications from Central New York.**

Plowshares is a juried show. SPC reserves the right to designate a small number of spaces independent of the jury process. We seek crafts that are consistent with the Peace Council's political and social philosophy. For example: no toy guns; yes to dolls that reflect the diversity of our community.

Plowshares is an opportunity for us to share the work of our own hands. To that end, no kits or manufactured items may be sold. Crafts must be made primarily by the craftsperson's or *community group members' own hands*. *Aside from logo items, Community Groups must clear all sale items with the Plowshares Committee before the show.*

We respect traditional crafts and those who create them as a means of cultural expression and livelihood. For example, we only accept Native American style crafts if made by Native American craftspeople.

Many shoppers, especially children, are looking for crafts that are inexpensive. Having a range of prices will be much appreciated by these buyers and may provide more sales. Seconds, for example, usually sell quite well.

A small number of spaces will be set aside for groups of several craftspeople. **EACH PERSON MUST APPLY INDIVIDUALLY. SEND ALL THE APPLICATIONS AND FULL PAYMENT TOGETHER IN THE SAME ENVELOPE.** Take care to use enough postage. All craftspeople must attend both days.

QUESTIONS?

Contact Lanny Freshman – senex401@gmail.com or 315.382.9524
or Marie Summerwood – msummerw@twcny.rr.com or 315.476.1256

SINCE OUR MOVE TO NOTTINGHAM, PLOWSHARES HAS GROWN.

The last few years we have received 50-100 more applications than available spaces. With our anonymous jury process, even some folks who have been with us for years may not get a space. We wish everyone could be included and hope that

whatever happens you will connect in some way to Plowshares this year. We welcome your thoughts about how to promote quality, diversity and fairness to all that apply.
– *the Plowshares Committee*

About the Syracuse Peace Council

SYRACUSE PEACE COUNCIL (SPC), founded in 1936, is an antiwar/social justice organization. We are community-based, autonomous and funded by the contributions of our supporters. Our political values and personal lives shape and reflect each other. In both we are committed to nonviolent means of conflict resolution and to a decision-making process that responds to the needs of us all.

Please visit our website for more information. www.peacecouncil.net

PLEASE PRINT Check one: **Craftsperson** **Community Group** **Under 18?**

NAME _____

EMAIL _____

ADDRESS _____

WEBSITE _____

Business Name _____

TELEPHONE: _____

Check here if you DO NOT want phone # published in program or on web site.

HOW DO YOU WANT TO BE LISTED IN THE PROGRAM?
 under a business name or your proper name?

REQUIRED VEHICLE INFORMATION: Make/Model & License Plate # (To help us regulate parking at school.)

COMMUNITY GROUP NAME _____

INFO & INSTRUCTIONS

FEES Display space fees below.

- Make checks & money orders payable to Syracuse Peace Council (SPC).
- Applications will **not** be processed without payment.
- Checks & money orders can be post-dated and will **not** be deposited until acceptance notice is given. Notification of acceptance will be **emailed** by the end of July.
- Cancellations before November 1st will receive a refund, minus a \$25 fee. No refunds will be made after November 1st.

- Please do not plan to sell any items not shown in your photos and/or described on p. 4.
- *Images are not necessary for community group logo items.*

SUBMITTING THE APPLICATION & PHOTOS

- **Application & payment must be postmarked or delivered to SPC by June 12, 2017.** Applications received after June 12, 2017 will be placed on a waiting list for possible subsequent review. (No whining if you are late.)
- If you need help with the images call Karen at 315.474.1132, ext. 18, for assistance.
- Only items shown in photos & described on p. 4 will be juried, so please choose photos carefully and submit them exactly as directed.

SUMMARY CHECKLIST

- Please submit six (6) good digital photos: one (1) photo of your booth, plus five (5) pictures that encompass every type of item you will be selling. More than one item can be in a photo.
- All photos should be high quality images of at least 1,000 pixels on one side (not too small) and **MUST** be JPEG or PDF digitally submitted to plowshares@peacecouncil.net. **All photos** must be emailed for easy review by jury. No CD's accepted. Images must be submitted anew every year.
- Please number your images in the same order as listed on page 4. SEND to plowshares@peacecouncil.net. In the subject line put the word "photos" followed by your name.
- Application completed and mailed (DO NOT EMAIL) **WITH** check or money order. (Received by June 12, 2017.)

DISPLAY SPACE AND FEES
NO DOUBLE SPACES



Please check off your display space choice and circle other applicable items.

SIZE Aisle Frontage x Depth	CRAFTS- PERSON	COMMUNITY GROUPS Not Selling Item(s)	COMMUNITY GROUPS Selling Item(s)
<input type="checkbox"/> 4'x7'	\$50	\$25	\$50
<input type="checkbox"/> 7'x7'	\$110	not available	\$110
<input type="checkbox"/> 10'x7'	\$165	not available	not available
<input type="checkbox"/> Corner 10'x7'	\$200	not available	not available
<input type="checkbox"/> Electricity	\$15	\$15	\$15

I/we prefer wall space if available My/our display uses high shelves or canopy

I am sharing my space with: (separate application required for each person) _____

If possible, I would like to be next to: _____

Special needs or requests: _____

Please send me _____ (up to 24) postcards for publicity. If you want more, call Rae at 315.445.2840. Digital resources for additional publicity available soon at www.peacecouncil.net/plowshares.

PRINT LAST NAME HERE for jury process>>>>>

Circle your primary craft. CHOOSE ONLY ONE.

- cards/paper
- clothing
- dolls/toys
- fiber/textiles
- glass
- jewelry
- leather
- metal
- music
- paintings/art
- photography
- pottery/
ceramics
- soaps/balms
- wood
- OTHER:

TELL US ABOUT YOUR CRAFT(S): Please be specific and thorough; crafts will only be allowed at your booth if described in advance here and exemplified in one of your photos. Attach additional page if necessary.

All images MUST BE EMAILED for easy review by jury. Please number your images in the same order as below. SEND to plowshares@peacecouncil.net. In the subject line put the word "photos" followed by your name.

BRIEF DESCRIPTION OF EACH IMAGE	ART MEDIUM	DIMENSIONS	PRICE
1.			
2.			
3.			
4.			
5.			


Please copy and share this application with other craftspeople you think might like to be part of this show. For additional applications and program ad information, visit www.peacecouncil.net/plowshares.

Mail to **Plowshares, c/o Syracuse Peace Council, 2013 E. Genesee St., Syracuse NY 13210**

OFFICIAL OFFICE USE ONLY			
CHECK #	AMOUNT	CATEGORY	NEW TO PLOWSHARES ?

Syracuse Peace Council

2013 E. Genesee St. • Syracuse NY 13210 • (315) 472-5478



Early Bird
Deadline - Take
\$5 off ad prices
by June 12!

Ad Rates For 2017 PLOWSHARES CRAFTSFAIR PROGRAM

Ad size (inches)	Width	Height	Cost
Back page	4 3/4 in.	7 1/2 in.	\$175
Full page	4 3/4 in.	7 1/2 in.	\$95
Half page	4 3/4 in.	3 5/8 in.	\$50
Third page	4 3/4 in.	2 1/2 in.	\$35
Greetings	Up to 15 words		\$10

- This year we again plan to have a stand-alone program for the Plowshares Craftsfair and Peace Festival. Our program will be 5 1/2" x 8 1/2", folded.
- The program will feature all the information usually contained, plus a detailed map of both rooms of Plowshares, featuring each vendor's name and location at the show.
- We expect several thousand people over the weekend.
- The dedicated program gets significant attention from Plowshares shoppers. Please consider placing an ad or a greeting to highlight your work in what will be a very full show.
- Camera ready ads are due by **Friday, October 27**.
- The deadline for ads requiring layout is **Friday, October 20**.
- If layout or formatting is required, it will be billed at \$20/hour.
- Any questions, please don't hesitate to contact Carol at 472-5478 or carol@peacecouncil.net.

See other side for the mail-in form.

Plowshares Advertising Order Form

PLEASE RETURN WITH PAYMENT

DEADLINES

Camera-Ready: **October 27**

Non-Camera-Ready: **October 20**

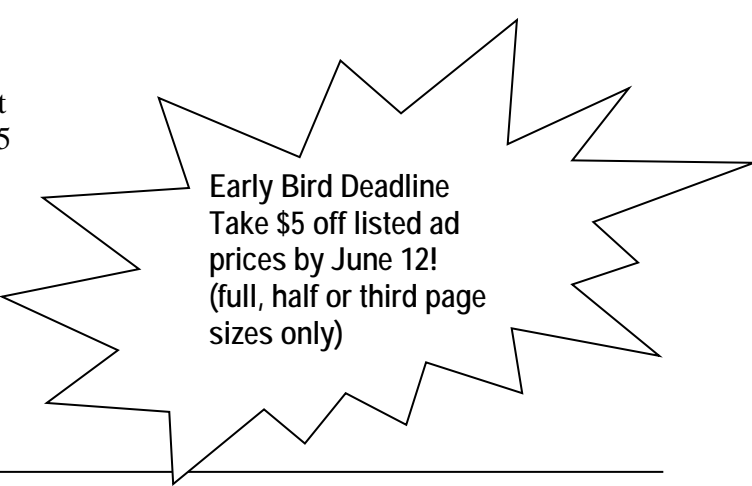
Please mail to: Syracuse Peace Council
ATTN: Plowshares Program Ad
2013 E. Genesee St.
Syracuse, NY 13210

I would like to be included in the advertising section of the 2017 Plowshares program. My ad check is enclosed. (You will be advised of additional charges for layout assistance for ads not camera-ready.)

Please email your camera-ready ad or materials to carol@peacecouncil.net (with cc to plowshares@peacecouncil.net) with the subject: Plowshares Program Ad. You may also send or drop off a CD-ROM or USB memory stick with those materials (if so, please include a printed copy as well). Ads may be sent in the following formats: PDF, TIF, JPG.

Ad sizes (inches):

		Width	Height	Cost
___	Back page	4 3/4	x 7 1/2	\$175
___	Full page	4 3/4	x 7 1/2	\$95
___	Half page	4 3/4	x 3 5/8	\$50
___	Third page	4 3/4	x 2 1/2	\$35
___	Greetings up to 15 words			\$10



Early Bird Deadline
Take \$5 off listed ad
prices by June 12!
(full, half or third page
sizes only)

Please enter your greetings text here:

Contact information

Name:

Postal address:

Email:

Phone: