

CONTRACT INFORMATION FOR 2021 WINTER POTTERS MARKET

Friday, November 19 – Sunday, November 21, 2021

630 Dundas Street (former Old East Village Grocery)

CONDITIONS OF PARTICIPATION

****Please read and retain a copy for your reference. By submitting this application you agree to abide by these terms and conditions. Non-compliance may result in exclusion from the next sale. Changes and new information are highlighted in yellow.*

ELIGIBILITY:

1. General

- Participants and volunteers must be fully vaccinated for COVID-19 and provide proof a vaccination by Thursday, November 18 at 4 pm (please provide proof to Cheryl Radford at LCAC)
- Participants and volunteers must agree to abide by LCAC's COVID-19 Policies and Procedures, in particular for wearing masks/face coverings and vaccination
- Participants must apply and be juried into the Potters Market
- Individuals who wish to participate (both Emerging Artists and experienced artists) are strongly encouraged to volunteer for a PM sale prior to submitting their first application
- Participants will be chosen at the discretion of the sale committee using the criteria outlined here
- All new participants must be juried prior to acceptance into the sale
- Sale hours – Friday and Saturday 9:30 am -5:30 pm Sunday 9:30 am until 4 pm

2. Deadlines

- Early bird: before October 15 - fee \$30
- Late: after October 15 and before Nov. 1 - fee \$50
- withdrawal or change deadline: November 10th

2. Jurying

- **NEW!** any participant who was not juried into a previous Potters Market must be juried as soon as possible after submitting an application
- Prior to the sale, you will be invited to meet with 2 members of the sale committee and bring several pieces of your work that are indicative of what you wish to sell at the Potters Market
- if you are an out-of-town artist, high-quality photos representing your work must be submitted **no later than** Nov. 1st

3. Limitations

- all work must be done by the artist (no commercial tiles or pottery)
- all work must be primarily ceramic, no work solely in other media is allowed - mixed media pieces must contain at least 85% ceramic content
- all mixed media pieces must be checked and approved by the jury committee **even if you/your work has previously been juried into the sale**
- slip cast ware must be from molds that are not commercially available, i.e. the mold is an original created by you or is a modified commercial mold
- pottery cannot include copyrighted images or text, and must be an original work (no copies of other pottery)

4. Quality

- no seconds allowed
- no sharp edges, rough bottoms, cracks, etc.
- glaze defects such as crawling, crazing and pinholing are acceptable only if the piece is decorative and must be marked as such
- raku and smoke-fired pieces must be cleaned and marked as decorative use only
- all glazes, under/overglazes or slips used on functional ware should be free of heavy metals (including but not limited to barium, cadmium, chromium and lead) – please check to ensure your pieces do not have these metals **THESE INCLUDE YELLOWS AND ORANGE AND REDS**
- all work will be checked by quality control on Friday and Saturday and Sunday mornings before the sale opens
- unacceptable pieces will be placed under tables and marked with red dot stickers – any piece with a red sticker cannot be put out for sale unless the defect has been fixed

SALE DISPLAY SET-UP

5. Set-up/restocking

- set up for the show is Thursday Nov. 18th from approximately **3:30 to 7:30pm**
- **tables will be arranged by the sale committee before 3:00 pm**
- after the tables are set up, you will be allowed into the space to begin arranging your personal area
- everyone must be out of the venue by 7:30 pm, no exceptions
- if you are not done setting up by 7:30 pm, you must come back on Saturday morning between 8:00 and 9:00 am
- restocking/rearrangement time is available one hour before and after the sale on Friday, Saturday and Sunday
- if you are unable to set up or take down your display yourself, you must arrange for transportation, setup and/or packing
- **NEW!** Any items left at the sale after 8:00 pm will be left outside of the building and you may be banned from further sales (subject to the committee's discretion)
- **NEW!** If you are not using a 6 foot table for your display (rented or your own), you must submit photos of your display no later than Nov. 1st to the sale committee
- tablecloths must reach to within 1” of the floor and cover all 4 sides – we shouldn’t be able to see under your table from any side
- **NEW!** It is recommended to use a black base tablecloth with an overlay of your choice
- **NEW!** The sale committee will not be held responsible for items left at the sale after 5:30 pm on Sunday; any items remaining will be left outside the building (see section 5)
- **NEW!** please make sure your table/display does not encroach or endanger neighbouring tables/display

6. Spaces/ fees

a) Fees

- each participant number is considered a single entry for \$30 (early bird) or \$50 (late)
- entry fee if application is submitted before October 15 is \$30
- late entry fee if application is submitted between October 15 and November 1 is \$50
- no entry fees for emerging artists

b) Electricity

- hydro access is available
- bring an extension cord and/or a power bar
- consider using battery-operated lights

c) Sizes

- single spaces are 15 sq. ft (6 ft x 2½' ft) i.e a standard 6 foot folding table size
- double spaces are 30 sq. ft. (two 6 ft x 2½ ft)
- half spaces (shared with another potter, please specify with whom you are sharing if possible) are available

d) Tables/Displays

- tables provided by LCAC are \$10 each and may be limited depending upon availability of space and number of applicants
- if you are bringing your own display surfaces, they must fit within the space guidelines in section 6c and within the height restriction in section 8
- all displays must have a way to store extra stock hidden from general view
- all displays must be sturdy and hard to knock over
- all tables must be made of sturdy plastic or wood

e) Emerging artists

- defined as someone who has never sold or displayed their ceramic work in a sale/gallery/exhibition; someone who is new to ceramic work (subject to sale committee discretion)
- no entry fees
- requires approximately 10-15 pieces minimum, depending on size
- allotted table space depends on number of emerging artists
- tablecloths not provided

f) General notes

- location requests will not be considered
- displays should look reasonably full at all times during the sale; choose the size of table for the amount of stock available
- no more than 20% of the display should be decorative

7. Table coverings

- table coverings are to be supplied by participants
- table coverings must be a **plain, ironed cloth** (no plastic!)
- **NEW!** it is recommended that a black base tablecloth is used with your choice of overlay
- tablecloths must extend to the floor and completely cover **all four sides of the table**
- if your cloth does not reach the floor you will be required to adjust it
- please try to ensure that any extra fabric at corners are tucked or pinned up to prevent trip hazards

8. Displays

- for safety, maximum height of entire display is 1 metre above the table, or 2 metres from the ground
- **this height restriction will be enforced; any displays exceeding 2 metres must be changed before the sale opens on Friday**
- all display surfaces must be attractive from all sides open to the public
- all work must be on the table top or display surface; no pieces should be placed on the floor
- racks and display surfaces are permitted on the floor only if you have requested a freestanding space
- all display surfaces must be sturdy and secured against collapsing or falling over
- no materials to secure your display will be provided
- **NEW** each table must have a bottle of sanitizing solution
- **NEW** each person working a shift **MUST** wear a mask/face covering as per the LCAC's Policy for Mask/Face Coverings, COVID-19

9. Plant material

- real fresh or dried plant material only
- any flowers/greenery used for embellishment should be clearly indicated as to whether it is included with the piece or is not for sale
- make sure that both potted plants and vases have enough water to keep everything from wilting

10. Props

- all props (utensils, stands, flowers/plants, wool) should be marked as to whether they are included or Not For Sale: NFS
- it is recommended that utensils are attached in a secure manner if they are to be included
- **any items used for display that are not for sale are brought at your own risk – although we make every attempt to check if props are included with the piece, we cannot guarantee that they will not be sold**

11. Extra instructions

- raku, smoke ware, pieces with melted glass or glaze defects, and non-food safe glazes must be labelled as decorative use only and not for food
- extra instructions, information or recipes are welcome

12. Signage

- you will be provided with a small cardstock sign showing your name and participant number, this must be displayed at your table
- you may also use additional signs of your own such as descriptions or instructions
- you are also encouraged to have business cards and Artist's Bios on display and available

13. Price tags/stickers

- each piece must have a secure **printed** price tag; no handwriting
- each price tag should include the participant number and the first 3 letters of your last name (with or without a dash in between) in the top left corner (see below)
- participant numbers are assigned by the guild; if you do not have a participant number we will make sure you are assigned one and are informed of your number
- all prices in **whole dollars**; all prices will be charged to the lowest whole dollar at the register
- price placed in bottom right corner; (see below)
- clearly show the “zero cents” using either “X.00”, “X.00” or “X-“
- all prices must follow the minimum price guidelines, no exceptions
- no inventory numbers should be included on the price sticker
- clearly mark sets; each piece should have a sticker saying it is part of a set, and the piece with the price tag should indicate the number of pieces in the set; tie together if possible

Example:



PARTICIPANT DUTIES

14. Advertisement

- Flyers will be available and on the store cash register desk
- if you live out of town, you may request a bundle of flyers mailed to you for distribution (within reason)
- postcards should be distributed no later than **November 5**
- flyers will be available at the LCAC starting October 1; there will also be a limited number of 8x10 flyers available for store windows
- check your locations 1-2 weeks before the sale and bring them more flyers if necessary
- postcards will also be available to hand out to personal contacts and additional locations
- **volunteers are needed to hand out flyers at the Western Fair Market the 2 weekends prior to the sale and on the day of the sale.**
- a low-resolution version of the postcard will be available for e-mailing, posting on social media

15. Sale Shifts

a) Sign-up

- sign-up will open on November 1 (subject to change) for out-of-town members (those outside of the area defined by Veteran's Parkway, the 401/402, Westdel Bourne and Medway Rd)
- sign-up will be open to all participants on November 3 (subject to change)
- sign-up request will be by e-mail or phone, details to follow
- shifts will be filled on a first-come, first-served basis – please note you may not get the exact shift you want as scheduling is based on availability and need
- requests must be submitted by November 10 or your shifts will be assigned for you
- two shifts required per participant number

b) Shift requirements

- if you are working the first shift on Friday, Sat. or Sun. (not including quality control) arrive at 9 am
- otherwise, you must arrive at least 15 minutes prior to the scheduled start time of your shift
- you must wear a name tag and red apron at all times during your shift
- if you are unable to work your shift, you can send a replacement to fill in for you – please note that all requirements/restrictions/penalties will apply to them or you
- if you withdraw from the sale after November 10, you (or your replacement) must still work your shift as scheduled

c) Penalties/Exclusions

- arriving late or leaving early will result in a \$50 fine per infraction
- repeated infractions may result in being barred from future sale(s)
- **NEW!** Participants who are not working the last shift on Sunday and their family/helpers will not be allowed into the sale until 4:30 pm to prevent rushing customers and allow us to determine who is still shopping

16. Pre-sale Meeting

- all participants must attend a short meeting at approximately 5:30 pm on Thursday, November 18
- at this time we will discuss shift duties, as well as other important information for all participants

18. Food

- no open food allowed please eat in the restaurants table areas and consider supporting these vendors

19. Liability

- LCAC is insured for public liability
- we are not responsible for any lost or damaged pieces or props
- all items for sale are the responsibility of the participant
- tallies from the cash registers are final and the artist will be paid according to that record

ENTRY FEES AND COMMISSIONS

- each separate participant number is considered an entry
- \$30 entry fee per participant if application is submitted on or before Oct. 15th after Oct. 15th and before or on Nov. 1st will have a \$50 entry fee
- tables provided by the LCAC are an extra \$10 each
- there are no entry fees to be a part of an Emerging Artists' table, however, table rental fees will be charged
- price stickers are available at a cost of \$1 per sheet of 140 stickers
- LCAC will receive a commission of 20% on all sales
- cheques will be issued after the sale and will be available at LCAC by default; if you wish to have it mailed, please check the appropriate box on the application page – application and table rental fees will be deducted from your cheque.

- **ENTRIES AFTER November 1 WILL NOT BE ACCEPTED, no exceptions**
- applications are not complete until the signed application page has been received – please note that if they are submitted at different times, the latest date will determine the entry fee
- fill out and sign the application page provided (can be submitted by e-mail to the address below)
- **Application fees and table rental fees (if applicable) will be deducted from the sale amount of each participant in the sale.**

Email: cheryl@londonclayartcentre.org

Questions?

Please contact the sale committee at lpg.pottersale@gmail.com

Withdrawal/Changes:

- please contact the sale committee to communicate changes

Photography/Videos:

Please note: photographs or videos of you and/or your work/displays may be taken by other artists, media outlets, representatives of LCAC, or the general public, and may be used publicly for future promotions or on social media.