

Events Management Group - Events Beyond Expectations!

Juried Fine Art & Craft Shows

www.emgshows.com

757-417-7771



JUNE 25-27, 2021

New Date for 2021 ↑



NOVEMBER 12 -14, 2021



NOVEMBER 26 - 28, 2021

Dear Artisan,

Thank you for requesting our 2021 Craft Show Application. We wish we could turn the clock back because 2019 was a record-breaking year for us with higher attendance as well as higher artist participation, with the trend of collecting handcrafted products rising upward. In January of 2020 we started the year with more applications in the mail than in the past 10 years – so we were set up for success! Of course with the pandemic, our numbers were lower, however we were able to produce both our Spring Market and our Northern Virginia Market before the governor limited our attendance numbers and we were forced to cancel. **So...2021 is THE Year!** With the recent release of the vaccine, and the warmer months ahead, we know it is the right time to consider joining us for one or all of our stellar markets! All three shows were ranked in *Sunshine Artist Magazine's* top 100 Fine Craft Shows in the Nation in 2019! Come experience one of the "East Coast's Oldest and Best Fine Art & Craft Shows" (quote from *Sunshine Artist Magazine*.) You will benefit from our top-shelf advertising, faithful customer following, free marketing materials, easy load-in, show program, website inclusion, and discounted hotel room blocks, making these a great addition to your show calendar for 2021!

Listed below are many details you will want to know when applying to our shows.

2021 Application Process & Show Details:

Deadlines

Please note the following deadlines for our 2021 shows:

Virginia Beach Spring Craft Market

Jewelry Category – April 23, 2021

All other Categories – February 15, 2021

Northern Virginia & Virginia Beach Christmas Markets

Jewelry Category – March 16, 2021

All other Categories – August 15, 2021

Show Standards: Handmade Items ONLY*

All items must be handmade in the US, and the original idea and creation of the exhibitor selling them. Our jury bases their selection of participants on the most unique original artistic designs/products, attractive packaging (if appropriate), and presented in a high-quality decorative and/or fashionable manner that will attract our shoppers as well as maintain the high standards of our show. Occasionally EMG finds an artisan that creates something so unique and clearly would make a great gift, but is not *completely* handmade. In this case, the item will be grandfathered in, but must have at least a 60% handcrafted aspect to it. All exhibitors who are participating must be present all hours of the show. No dealers or other agents who represent the artist will be allowed to participate – the actual artist must be present.

* Our interpretation of "Handmade Only" means first and foremost **no manufactured or assembled merchandise, no commercial merchandise or services, and no imported goods.** In the case of the Gourmet Food category, we allow the sale of pre-purchased merchandise that is custom-blended and packaged for gift resale. In the case of most other categories, we allow the combining of purchased items as long as the finished product has a high level of handmade aspect and creativity and to it. Merely tying a bow on a purchased item does not suffice. Accepted artists will have a high level of handmade aspect and original design to their work.

Media Categories: - Apparel - Bath & body - Books - Baskets - Ceramics - Decor/Furniture - Fiber Arts - Fine Art - Florals - Folk Art - Gourmet Food - Glass - Holiday Crafts - Jewelry - Leather - Metal - Mixed Media - Pet Products - Photography - Pottery - Sculpture - Toys - Wood

Vintage Alley - Vintage, Re-purposed And Green Creations

A special section is showcased at our shows for exhibitors who make items with re-purposed goods. The items sold by these artists must have a 60% handmade aspect to them, and we prefer them to be made out of vintage materials.

Application Process All applications must include: Completed application, \$100 deposit in the form of check or credit card (neither will be deposited/charged unless artist is accepted), artist statement including description of creative process and materials used, three photos of artist's work to be sold, and one photo of booth display. If entering two categories, or if work varies greatly from piece to piece, more photos are recommended to assist in jury decision. If you have any questions regarding eligibility of your handmade items, feel free to email us at info@emgshows.com with description and photos for verification. Notification will be mailed within 3 weeks of application receipt or in the case of jewelry within 3 weeks of the jury date.

EMG Shows Application Process Continued

Deposits and Payments

A deposit of \$100 per show is required with your application. You have the option of indicating on your application if you would like your balance to be paid by credit card on the due date. Once an artist is accepted, his deposit is cashed/charged, and if there is a balance due then either an invoice is mailed for the balance due, or an auto-draft is set up on their credit card for the balance due date (February 15th for our Spring Market, and May 31st for both Christmas Markets) and a “pending charge receipt” is mailed for artist's records. If for any reason the artist requires an extension on the balance past the above due dates, he/she can call EMG and arrange a series of up to three payments made by post-dated check or auto-draft credit card.

Load in Dates:

Virginia Beach Spring Craft Show
June 24, 3-9pm, June 25, 7-10 am

Northern Virginia Christmas Market
Nov. 11, 3-9pm, Nov 12, 7-10am

Virginia Beach Christmas Market
Wed. Nov. 24, 12-9pm, Fri. Nov 26, 6 -9:30 am
(The Convention Center is closed Thanksgiving Day)

Gourmet Food Exhibitors

All products must meet our show standards to be eligible:

1. All products sold must be made in a commercial kitchen, and must be gift-packaged and sealed so it cannot be consumed on site. No single-serve items can be sold. All items must be four or more in a package.
2. No drinks or other items can be sold that directly compete with the concession stands located at either venue.
3. All exhibitors, once accepted, must contact the Virginia Beach or Fairfax County Health Department, review the requirements and application process, and will need to plan their set-up and load-in so that they are ready for a health inspection at 9:00 am on opening day of the show. Additionally each exhibitor will need to be approved through the venue – this is a separate, short application process.
4. When applying for this show, please include a menu of food you intend to sell, the price, and photos of your packaging and booth display, **as well a physical sample of the items you will sell.** (Yes, our jury tries all food before a gourmet food exhibitor is accepted.)
5. The Dulles Expo at The Northern Virginia Christmas Market requires an additional \$200 to sell gourmet food items that can be opened and consumed on site. You will receive additional information on this upon acceptance.

Other Expenses – Electricity, Tables, Chairs, Drape, Hotels

Electricity is ordered directly through the Convention Centers! Order your electricity early to receive the pre-show price:

Pre-show Price: \$85 for the Va Beach Convention Center, and \$95 for the Dulles Expo Center.

For Spring Market order before March 15th For both Christmas Markets, please order before November 1st

Electrical orders can be placed once an artist is accepted and they receive their acceptance packet with show materials.

Tables: Be sure to check off what you need on your application!

Both 6-foot and 8-foot tables can be ordered on your application for \$20 each (either size), and chairs can be ordered for \$5 each. On-site tables orders are \$25 each, so we encourage you to order in advance of arrival. Table Sizes – For our Northern Virginia Market – tables are 24' wide (both 6' and 8' tables.). For our Virginia Beach Market – tables are 30" wide (both 6' and 8' tables.)

Extra Drape:

All our shows are draped shows which means each booth is outlined in drape: Purple and White (Spring) and Red and White (Christmas) This will include one 8' high x 10' long back drape and two 3' high divider drapes on the sides of each booth. (Once an artist moves into their space, they can remove these 3' dividers if needed) Additional 8-foot high white side drape/back drape can be ordered for \$20/section. If only the drape poles are needed to support lights on front or side, the \$20 fee/section still applies.

Hotels

Each venue has a hotel adjacent or beside it where we have arranged special discounted hotel rates for our exhibitors. For the Virginia Beach Spring Market, discounted hotel rates have been arranged at a hotel 15 minutes from the venue as well, due to high prices of hotels at the oceanfront during the tourist shoulder season. All hotel details will be mailed to exhibitors with show acceptance, as well as within an e-mail with a link to the reservation page. We encourage all artists to take care of these details when they are accepted to the show to receive the best rates and to check all details off their show prep list!



Please find your 2021 application enclosed or attached. Please call us at (757) 417-7777 should you have any questions regarding the application process!