

Dogwood Arts Emerging Makers Program Craft Fair FAQs

About the program

The Emerging Makers program is a new initiative started in 2022 to support up-and-coming artists and makers. We provide year round support through educational opportunities, equipment rentals, monetary support for local markets, and online promotion for local and regional artists and makers. In 2023, we will be introducing the Emerging Makers tent at the Dogwood Arts Festival, Sunday, April 30th from 10am-5pm. This opportunity is for individuals of any age and background who are seeking to gain craft fair experience as they:

- begin their professional career as an artist/maker
- work in a new medium
- exhibit at the Dogwood Arts Festival for the first time (without having previously exhibited at art festivals of the same caliber as the Dogwood Arts Festival)

What we're looking for...

- **Application**
 - Quality photos - it is highly suggested to submit multiple examples of work. A complete application will have between 3-10 photos. Keep in mind, these photos may be used to promote the Emerging Makers tent (artists will always be credited when work is shared).
 - Lighting: Each photo should be properly lit to show all details of the photographed item. We suggest photographing items in natural window light or outdoors, if you do not have access to a light box.
 - Styling: For this purpose, keep product styling to a minimum. If you would like to show your product in use, make sure props do not obstruct the work itself.
 - Background: Ensure that the work remains the main focus of the photo. A solid color surface (e.g. white poster board) is an ideal background for small items. Larger pieces can be photographed with a clean, non-distracting background, ensuring that the focus remains on the work.
 - Focus: Applicants are welcome to submit artistic photos with selective focus/shallow depth of field; however, we highly suggest including photos in which your work is fully in focus.
 - Complete product category list - applicants must include a complete list of each type of item they plan to have available for sale (e.g. ceramic mugs, wooden bowls, knit mittens). You may be asked to remove any "surprise" products from the market.
 - Valid links to see more of your work - double check your website and social media links to make sure they are live and have updated examples of your work! We will be

including these links in festival promotions, so it is important to send functional, relevant links.

○ **Booth display**

- What we provide - Dogwood Arts will provide a 5' x 10' booth space with an 8' table and black tablecloth.
- What to bring
 - Inventory - Applicants should bring enough inventory to fill an 8' flat table surface. Plan to bring enough to restock a few times throughout the day (the Emerging Makers tent will be open from 10a-5p). You are welcome to bring additional free standing shelves, if you would like to display more products in your 5' x 10' booth space.
 - Display Stands - It is highly suggested to bring a few structures to add height, variety, and additional space to your tabletop display. Options for craft fair display stands can be found on Etsy, Hobby Lobby, or Home Depot, etc. Also, consider repurposing baskets, wooden drawers, table top risers/pedestals, or metal tins to display items.
 - Hanging displays - If your product is best displayed while hanging, you may opt to use a vertical display structure instead of/in addition to the 8' table. You will be responsible for providing this structure.
 - Signage - Make sure to have your name/business name visibly displayed in your booth. It is optional to have a price list displayed, but recommended. Possible options for displaying signage include using an 8"x10" picture frame, a chalkboard sign, or a clipboard display stand. Have a stash of business cards or stickers with your business name and contact info available to give to booth visitors and customers alike.
 - Packaging - Be thoughtful about your customer' experience all the way through purchasing. Will they carry their purchased item in a paper bag or a clear sleeve? Will any items require newspaper or bubble wrap? Will the packaging be in a specific brand color or will it be marked by a logo sticker? There is no right answer, but you will want to think through the packaging option that is best for you and your products!
 - Payment - It is recommended to have a variety of payment options, including cash, credit card, and/or digital payment platforms (e.g. Venmo, Cash App). If you are providing digital payment options, it is highly recommended to have this information printed and visibly displayed with QR codes for maximum ease of use.
 - Extras - Consider bringing a few additional props and table fillers to create a booth experience that is representative of your brand (e.g. faux flowers, house plants, etc). You may also want to bring a "toolkit" with scissors, zip ties, tape, pens, and paper weights (in case of high wind), etc.