

January 11, 2018

Dear Artisan:

 Greetings! I would like to cordially invite you to apply to become a vendor at West Virginia University’s 2018 Mountaineer Week Craft Fair. Mountaineer Week (a celebration of Appalachian culture) will take place in the Mountainlair Ballrooms on the Downtown Campus of West Virginia University. The schedule is:

**Mountaineer Week: Oct. 19 – Oct. 28, 2018**

**Mountaineer Week Craft Fair/Quilt Show: Oct. 19 – Oct. 21, 2018**

**Mountaineer Week Football Game - WVU vs Baylor: Thursday, Oct. 26, 2018**

 The Mountaineer Week Craft Fair is an indoor fair held in the Ballrooms and hallways of WVU’s Mountainlair Student Union, located in the heart of the Downtown Campus. Mountaineer Week has grown into a program that combines the colorful arts, crafts, culture, music, traditions, and spirit of West Virginia and Appalachia into a week-long campus, community, state, and regional celebration.

 The Mountaineer Week Craft Fair is a juried event. A panel of judges will determine the participants based on set cultural qualifications, artistic quality, craft ubiquity, and manufacturing criteria. With your application, please send in digital pictures of your work (via email, USB, or CD) or actual samples of your work. Please send no more than 6 photos or items. If you have more than one type of craft you must submit work for each type (i.e. paintings and edibles; woodwork and wearables.) The results from the Jury Selection Committee and acceptance letters will be sent out by the middle of July 2018. Accepted artisans will be receive detailed information about all aspects of the Fair in future correspondence.

**Photos or items submitted to previous year’s craft fairs will NOT be valid for this year’s application.**

**Please note that you are not required to submit the application fee until you are notified of your acceptance!**

 Enclosed you will also find (1) the 2018 Mountaineer Week Craft Fair Application Form, and (2) a helpful information sheet detailing some frequently asked questions.

If you will, please submit your application and pictures to the following address by:

**Friday, June 1, 2018**

**Mountaineer Week Craft Fair**

**Jason Burns, Mountaineer Week Advisor**

**Mountainlair Student Union**

**P.O. Box 6437**

**Morgantown, WV 26506**

 The booth and set-up fee will be **$175** for this year. **Please do not** **send in this fee until you are notified in writing of your acceptance into the Fair**. This fee **assists** us in providing amenities for the artisans such as advertising & marketing, booth creation, parking, electricity, and food throughout the three-day event, etc. **There will be no commission charged on sales**.

 If you have any questions and/or concerns, please contact Mountaineer Week at 304-293-2702 or by email at Jason.Burns@mail.wvu.edu or Sonja.Wilson@mail.wvu.edu. As you well know, Mountaineer Week is an important way to educate our students, community, state, and region about our Appalachian heritage. The success of this cultural program is contingent upon the participation of artisans such as yourself. For this, I thank you!

 Sincerely,

Jason Burns

 Mountaineer Week Craft Fair Advisor

**Frequently Asked Questions**

 **Mountainlair PO Box 6437 Morgantown, WV 26506 304-293-2702 www.mountaineerweek.wvu.edu**

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**Fees**

There is a one-time booth fee of $175. Fees will be accepted once artisans are selected. There will be **NO** commission collected from artisan’s sales.

**Exhibitor Amenities:** The Mountaineer Week Craft Fair Committee will do its best to provide everything needed to deliver a successful, first-class event for the vendors. Each artisan will be provided with tables, peg board and electricity free of charge (while supplies last.) In addition, you will be provided with an identification sign, name tags, hospitality room serving limited meals, storage room for extra supplies, overnight security, unlimited flyers for pre-show promotions, and free parking.

**Advertising & Marketing:** Promotion of the event is done through pre-show advertising. Mountaineer Week engages a highly visible, aggressive advertising campaign, including radio, television, multiple newspapers, and direct mail. Every public relations opportunity is utilized to create awareness and high attendance.

**Eligible Work:** All work must be the original through design and creation of the artisan. **(We will not accept buy/sell items for our Fair). Exhibitors who do not honor this requirement will be asked to remove the items or leave immediately.** Eligible work includes all media of original fine arts & crafts, prints, and edibles. Sales representatives and agents will not be accepted. Imports, kits, manufactured items and products cast from commercial molds are not allowed. The Craft Fair committee reserves the right to refuse any application, and to remove ANY vendor that violates these terms.

**Jurying Process:** Entry into the Mountaineer Week Craft Fair will be juried by a committee of qualified professionals from within the arts and crafts community. Decisions of the jurors are based on merit and quality as well as overall balance of the various media represented. Jurors will NOT consist of anyone applying to be a part of the Mountaineer Week Craft Fair. All decisions will be final. Artisans who are waitlisted will be notified in the order predetermined by the jury panel.

**Booth Size:** Since this is an indoor show some of the booth sizes may vary. Inside the ballroom, the center spaces are 10x8 feet. However, along the ballroom walls and throughout the second floor hallways the sizes are not exactly the same, due to logistics and fire regulations. Flexibility in spacing is common, but all artisans will receive similar spacing and have staff on hand, during setup to help with any issues. If you have any questions regarding booth space size, then please contact Mountaineer Week prior to your arrival.

**Behavior:** Mountaineer Week upholds a safe-space policy. All persons, regardless of age, race, gender, sexual orientation, and religious affiliation are welcome everywhere on the WVU campus. Any violation of this policy will result in immediate expulsion from the Craft Fair.

This event is created as a welcoming, pleasant experience for everyone involved, including vendors, organizers, and volunteers. Patience is required, and compromise is key to the Fair’s function. Aggressive actions, verbal or otherwise, will not be tolerated – and could result in expulsion from the Craft Fair.