

 **WARRANDYTE**

 **25 & 26 FEBRUARY 2017**

**APPLY FOR A STALL**

The Pottery Expo at Warrandyte encourages studio potters from around Australia and overseas are to apply to exhibit. We welcome new potters and our long-term exhibitors.

The Pottery Expo at Warrandyte is an outdoor event on the banks of the Yarra River in Warrandyte, 30kms northeast of Melbourne.

Studio potters need to apply online, noting the dates and deadlines given in “Application Information for Exhibitors”.

We require 4 high quality images of work intended for exhibition at the Expo. A selection panel of professional ceramic artists with the organizer will select the exhibitors.

As we have more potters than places, unfortunately not everyone can participate each year, but we will consider each potter’s application for the quality, innovation and skill of his or her work.

Tip: send good photos!

**APPLICATION INFORMATION FOR EXHIBITORS**

**Deadlines**

Deadline for all applications is Friday 7 October 2016

Applicants will be notified by 12 November of their acceptance or otherwise.

Deadline to confirm acceptance and payment of exhibitor fee 1 December 2016

**Fees**

* Stand for individual potters $200
* Stand for 2 ceramic students in the last year of their course, sharing one stand or 2 potters sharing a single studio, sharing one stand $200 [We have a limited number of these stands].
* Stand for ‘newcomers’: Individual Potters who have been exhibiting for less than 2 years. $150

**Insurance**

The Pottery Expo takes out public liability of $10,000,000 for the exhibitors at the event.

**Tents/ Marquees**

Exhibitors needs to provide their own marquee/ shelter of 3m x 3m

Stands will be on the grass on the riverbank opposite the Warrandyte Community Centre and the pub, there will be some uneven ground. You will need to bring chocs.

There will be 2 stands adjacent to each other, with a small walk way between every 2 stands.

**Image Requirements**

We urge you to take special care when preparing your photos.The quality is very important to your application being accepted.It is best to use a consistent background and a clean, crisp focus. Please send photos that represent the work to be exhibited at the Expo.Photos will be used for publicity purposes and on our website. Blurry photos with complex, conflicting backgrounds cannot be used.

**Photo format**

Four images submitted online with your name and the number of each photo associated with each photo. High-resolution jpeg files 300dpi and between 1 to 5 MB

Only ceramics made by you, in your studio will be accepted. No seconds or painted blanks.

**Marketing**

The Pottery Expo will be promoted widely with print and media advertising and distribution. You will receive eflyers and posted physical flyers and posters for you to distribute to your networks. We have a Facebook page, Instagram and a new website. We ask all exhibitors to extend the marketing reach by posting on these sites and inviting your own contacts.

We are developing a catalogue/brochure as a hand out prior to and during the Expo, with list of exhibitors with a map showing where they will be situated and information about the event.

**EVENT TIMETABLE**

**Arrival and setup**

Friday 24 February 12 noon to 7pm.

You will be able to drive into your site and set up your marquee and unload and set up.

**Event times**

*Saturday 25 February 9am – 5.30pm*

Saturday night party 6pm onwards at the Expo site, dinner and a DJ. Potters who double as musicians, please bring your instruments.

*Sunday 10am – 5.30pm*

All potters are asked to be present at their stands, no cars on site on both days. There will be volunteers to give you a break.

A security guard will guard the Expo site on both Friday and Saturday nights.

**Pack up and departure:**

Sunday 26 February 5.30pm

You may bring your car onsite from 5.30 onwards. There will be volunteers directing traffic and you are asked to be patient and considerate of others.

**FOR FURTHER POTTERY EXPO INFORMATION, CONTACT:**Jane Annois
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