

24th Annual Crafts at the Cathedral
Cathedral Church of St. John the Divine, New York City
Friday, December 4 – Sunday, December 6, 2020
www.craftsatthecathedral.org

Prospectus

Crafts at the Cathedral, a fine juried crafts show that benefits the work of the Cathedral Church of St. John the Divine and its congregation, takes place in the center of the nave and most of the crossing of the world's largest gothic cathedral. The Cathedral is of enormous scale and beauty. The floors in the nave are of green Vermont slate, the soaring columns, the gothic arches, spectacular stained glass windows~St John the Divine is overwhelming in its beauty. What better location to show off your work? The Cathedral is a prime tourist destination. Situated on the bustling **Upper West Side** just south of Columbia University, Teacher's College, Jewish and Union Theological Seminaries and the Manhattan School of Music, visits are highest during the holiday season.

Qualifying Exhibitors: The show is open to North American craft artists in all media who design and produce their own work. Imports, commercially mass-produced items, T-shirts, items produced from kits and assembled beads will not be accepted. Wearable art must be sewn by the exhibitor. Exhibits must consist only of work handcrafted by the artist.

The organizers attempt to avoid duplication or similarity of style or theme and limit the number of exhibitors in each category. Items judged by the organizers to be inconsistent with the kind or quality of work represented in the application must be removed on request of the organizers.

Exhibitors who have not applied nor been accepted as jewelers may not show jewelry without written permission from the organizers. Exhibiting artists must be present throughout the event.

Booth Spaces:

There are 84 booths on a single floor. Booth sizes are all 10 x 10 and are free standing. **Booth set-ups** are the responsibility of the exhibitor. Display styles are at the exhibitors' discretion. **All space must have full backing on three sides except for corner booths, which must have backing on two sides.** All backing materials must conform to New York City fire code. **Any fabric used as backing must have a "class A interior finish rating" where class A refers to having a flame-spread rating of 0-25.**



Booth sharing is permitted under some circumstances. However, each exhibitor must be juried separately and the booth display must be integrated and pleasing.

Electricity: An electrician provides one outlet for each booth. Exhibitors should bring their own power strips and lighting. A generous 600 watts is included in the booth fees. Exhibitors are encouraged to use professional lighting to enhance their displays and to create a more dynamic look to the show. LED lights are also encouraged as they require less current and are eco-friendly.

Tax collection: Exhibitors are expected to collect New York City and State Taxes which as of this writing total 8.875%. Information on licenses to collect taxes is available at <http://www.ny.gov> (Clothing and footwear under \$110 are exempt from New York City and NY State Sales Tax.)

Expected attendance: As one of the few remaining juried craft shows in New York City during the holiday season, Crafts at the Cathedral has a large and growing following from throughout New York City as well as Brooklyn, Queens, Westchester and New Jersey. We are expecting significant (3,000 or more) additional foot traffic from tourists and visitors to the Cathedral.

Promotion: An aggressive campaign will be mounted including distribution of thousands of postcards, press releases to television and news media, electronic advertising and social media. Radio spots on WNYC and WQXR will be purchased. We encourage exhibitors to work their mailing lists and to use Instagram, Twitter and Facebook as much as possible. Share our site, <https://craftsatthecathedral.org/> with your customers.

Amenities: Free coffee, tea and other beverages are available to exhibitors throughout the show. A café will be operating during show hours. The coordinators will have a team of volunteers ready to booth-sit for those who are exhibiting alone and need a short break. Security will be on-site throughout the fair. One of the seven chapels will be used for storage during the show and locked up overnight. Parking on the cathedral grounds is not available. Street parking is possible provided exhibitors observe rules for alternate side of the street parking. Information on local garages is available on our website.

Entrance Fees: \$10 fee to enter as often as customer wishes. Students and Seniors pay \$8.00

Loading & Unloading: Set-up and break-down. We are setting aside the all day Thursday December 3 and Friday morning for set-up. There is a ramp on the north side of the cathedral near a new loading dock. Since less than a dozen cars may unload at any one time, a staggered schedule will be worked out with exhibitors. Assistance will be available for exhibitors loading and unloading.

Application procedure: Use of ZAPApplications is strongly encouraged as it reduces paperwork simplifies fee collections and communication. ZAPP is free for artists. You may reach our application on ZAPP by clicking here: <https://www.zapplication.org/event-info.php?ID=8312> Six images are required (minimum digital photo size 900 pixels x 600 pixels), 5 of which should show different examples of your recent work. The sixth image should show a typical booth display.

Selection schedule: Application deadline is March 31. The jury meets in early April. Invitations will be sent shortly after jury completes its work. Agreements and payment will be due one month after notification of acceptance. Those applying through ZAPP will pay ZAPP directly by credit card or indicate check number on ZAPP and mail check to Congregation. We expect some openings in some categories other than jewelry and fiber after March 31. However please email us before applying later in the year.

Refunds and Cancellation fees: Cancellations incur a \$150 cancellation fee. If cancellation is made later than October 15, refund minus the \$150 fee will be contingent on organizers finding a suitable replacement.

Show Fees:

Application fee:	\$40.00 (non-refundable)
Booth, 10 x 10	\$600 (includes electricity)
Corner booth fee	\$750 (includes electricity)
Tables (6 or 8 ft)	\$40.00 each
Chairs	No charge
Publicity Postcards	No charge

All times subject to revision at the discretion of the sponsors—ample notification of change will be given

Thursday, December 3	Exhibitor load in (7:30 a.m. – 8:00 p.m.)
Friday December 4:	Exhibitor load-in/set-up 7:30 a.m. – 12:00 noon Show hours, noon – 8:00 p.m.
Saturday, December 5	Show hours 10 – 6
Sunday, December 6	Show hours 1:00 – 5:00 p.m. Breakdown, load out 5:00 p.m. to 10:30

Contact info2020@craftsatthecathedral.org