



November 24 - December 24, 2017  
6100 Airport Blvd. | Austin, TX  
[www.bluegenieartbazaar.com](http://www.bluegenieartbazaar.com)

## Prospective Artist Information

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### I. About the Show

The Blue Genie Art Bazaar (BGAB) is a unique, once a year holiday art show celebrated by artists, patrons, and the press. It combines the convenience of retail shopping, with our centralized checkout stations, with the variety of an arts fair, plus live events and a full bar. It occurs annually from Black Friday through Christmas Eve, and is open Sunday-Saturday from 10am-10pm.



During the show, exhibitors do not watch over their space or cashier their own sales. All sales are handled by BGAB cashiers at centralized checkout stations, as in a pop-up gallery or retail store. Customers appreciate the low pressure sales environment and this relaxed atmosphere has proven to increase sales at our show. Because the artists are not staffing their booths, they have extra time to create more work to meet our high volume show, as well as network to promote the show. Exhibitors are also encouraged to market to their customers through social networks, packaging, and promotional materials.

Customers will find a dazzling array of art, apparel, and other gifts throughout our 11,000 sq ft

venue. The booths are organized to create a varied experience for customers by mixing mediums and complimentary styles. BGAB staff walks the floor to answer questions and assist with handling art. The Bazaar is always free to attend and offers free parking.

## II. **BGAB 2017 Show Dates**

Early Submission Deadline.....Friday, July 28, 11:59 pm  
Final Submission Deadline.....Friday, August 11, 11:59 pm

Artist Notifications via Email.....Friday, September 1

New Artist Bootcamp.....Thursday, October 26, 7-8 pm

All Artist Orientation.....Thursday, November 9, 7-8 pm

Artist Load-in.....November 18-22 (specific dates will be assigned)

Show Opens.....Friday, November 24, 10 am

Show Closes.....Sunday, December 24, 6 pm

Artist Load-out.....December 26-27  
(storage can be arranged for artists unavailable on these days)

Artist Payment.....Mailed out January 8, 2018

## III. **Submission Process**

Submissions are ONLY accepted online through Zapplication

Early submissions: May 1 - July 28, \$35 fee

Final submissions: July 29 - August 11, \$45 fee

**If you have not used Zapplication before, please read their instructions on [How to Apply](#).**

### Application

Review and prepare each of these requirements:

1. Description of Materials/Technique: Brief statement of 1,000 characters or less that describes the materials and techniques used to create your artwork and your artistic background.

2. Description of Work: One sentence description of your work. *This will be used on the BGAB website to represent your work to the public.*
3. Prices: Your retail price averages (low/med/high) for primary merchandise types.
4. Quantity: Estimate the quantity of merchandise you will have ready to sell.
5. Booth type & electricity needs: Review the available display space types (see Section IV) and indicate your preference. You will also be asked to indicate whether you require electrical access for your products (e.g. if you sell lamps or other items which require electricity to work)
6. Photos: Please prepare six (6) product photos which represent what you plan to sell. **For best results, photos should be standard JPG format, 72 dpi, 1400-1920 px on the longest side, and no larger than 2MB each.** [See Image Preparation Tips](#)
  - a. *These images will be used on the BGAB website.*
  - b. *We will only use images of your product, please do not submit artist photos or company logos.*
7. Payment: Have a valid credit card ready to pay the submission fee.

If you experience any technical difficulties with the online application, please consult the [Zapplication Help Center](#). (BGAB Staff are unable to view in-progress applications.)

Once you have submitted your application and payment, you should receive an email from Zapplication confirming your purchase. **This is the only “confirmation” email you will receive when submitting your application.**

### Requirements & Conditions

All artists must submit an application and all submissions are reviewed and selected through a jury process. Past participation does not guarantee a place in this year's show. Only submissions completed by the final deadline will be considered for participation. **Application fees are non-refundable regardless of acceptance.**

All applicants will be notified of their jury status via email on September 1. Participating artists, or representatives, must be available for scheduled load-in. Artists, or representatives, must also be available for load-out or they can choose to pay BGAB a \$100 fee to have their items stored.

### Shared Display or Multiple Artist Submissions

1. A maximum of three (3) artists are allowed to apply for a display space together, but it will remain within our standard size parameters. How the display space is shared is up to the group.
2. Only one (1) application is required per group. On your Zapplication *My Profile* page, select the Team button and fill out the names of your group members.

3. There needs to be a primary contact that is responsible for receiving all BGAB communication for the group.
4. Each artist's work must be represented on the application in the description and photos.
5. The group will be juried and accepted or rejected as a whole, rather than as individual artists.
6. The group will receive one (1) PLU for the booth. *We will not issue multiple PLUs for each artist.* (See the FAQs at the bottom for more on PLUs.)
7. Only one (1) check will be issued to the group.

### Jury Criteria

Each year we strive to include artists with handmade, high quality, unique artwork in a wide variety of mediums. We select artists who we believe are capable of meeting the demands of the show in terms of style, volume, and affordability. These are subjective criterion that are at the exclusive discretion of the jurors. The show attracts a diverse audience, but for the purposes of selection our jurors have a target demographic that represents the majority of our clientele. The target audience is 28-40 years old with a toddler-aged child. They live in Austin and appreciate the unique, creative, and relaxed style for which it is known. They like their gifts, attire, and home furnishings to reflect their personal style.

### **IV. Display Spaces**

The display spaces are different at BGAB than at other shows, please look over this information carefully.

#### Wall Construction

The booth layout is primarily comprised of 4' x 8' walls constructed from thin 1/4" plywood over a frame of 1" x 4" lumber. All walls are painted white.

#### Types and Sizes

There are three (3) types of display spaces available. Please indicate your preference on your application. Indicating your preference does not guarantee that you will be assigned that type of space. Final space assignments are at the discretion of BGAB Management.

Please note that most booths will share a corner with another vendor. Corners must be respected and you can't block a neighbor's space.

1. 8' x 8' Wall

The 8' x 8' Wall space is generally a wall space that is 8 feet wide by 8 feet tall with approximately 2 feet of floor space in front. Some spaces have taller walls and are

usually assigned to artists working in two dimensions who could use more height. Tables used in 8' x 8' space should be no more than 2 feet deep by 6 feet long. Shelves and brackets may be screwed to the walls. Some 8' x 8' wall spaces may not be flat, meaning the walls may be perpendicular to each other forming a corner.



8' x 8' Wall



8' x 8' Wall w/ 90 degree corner

2. 4' x 8' Wall

The 4' x 8' Wall space is generally a wall space that is 4 feet wide and 8 feet tall with 1-2 feet of floor space in front. Although tables can work in half booths, shelving is often a more effective way to display in a small space. Shelves and brackets may be screwed to the walls.



4' x 8' Wall w/ no corners



4' x 8' Wall w/ shared corner on left

### 3. Shelving Space

Shelving space refers to spaces on shared shelving units provided by BGAB positioned in prominent areas throughout the show. Generally, artists with these spaces are given the equivalent of two shelves, each about 4 feet long. Displays in these areas must be compact. Each shelf is about 10" deep and vertical space between shelves is about 14". Dimensions may vary slightly.

Shelving space categorization is also used for other small displays we provide, such as clothing racks and jewelry cases. If you would like to use a clothing rack or jewelry case, select 'Shelving' on the application.



*Display Shelves*



*Clothing Rack*



*Jewelry Case*



*Display Shelves*

## Display Design Guidelines

1. It's a good idea to prepare in advance for an attractive and well merchandised display. However, changes to the space may arise at the last minute, so you must be flexible and ready to find creative solutions.
2. You may cover walls with paper, fabric or anything removable. You may not paint the walls.
3. You may use screws, tape, staples, and pins to attach things to display walls, but not nails. Hammering on the walls can cause work to fall of the opposite side of the wall.
4. Shelves and brackets may be screwed to walls. Your shelves should be no more than 2 feet deep. If you plan to put significant weight on your shelves, it is a good idea to reinforce them.
5. You may store extra merchandise within your display for restocking, for example concealed under a table or inside a cabinet.
6. Most walls share a corner with another space. Corners must be respected and you may not block any part of your neighbor's space. A friendly conversation with your neighbor beforehand can be helpful!
7. Because walls meet at corners, the dimensions of your booth space may not be exactly 8'x8' or 4'x8'. Keep this in mind when planning your display.
8. We encourage you to include business cards and signage about yourself, merchandise, or business; however, we ask that you not display information promoting another store, gallery, or show.
9. Your walls must be cleaned of all materials at the time of load-out, including screws, staples, and tape.

## **V. Product Pricing**

1. This is a gift show and people are primarily shopping for affordable gifts.
2. By offering items at a variety of price points, you'll increase your chances of making a sale. While shoppers may be attracted by the expensive, eye-catching items, they often end up buying the more affordable items.
3. It is a good idea to do some market research to see if your pricing is in line with other people selling similar work at art fairs, in stores, or on Etsy and other sites.
4. You may offer quantity discounts (ex. 3 for \$20), as long as it is included on the price tag.
5. You may change your pricing during the show, just make sure all tags are accurate!

## **VI. Commissions & Fees**

In addition to the application fee, artists will pay a commission on sales. Commissions are categorized into three tiers based on the artist's total show sales:

Tier 1: \$0 to 2,500 = 45%      Tier 2: \$2,501 to 7,500 = 40%      Tier 3: \$7,501+ = 35%  
All sales are handled by BGAB; including collection and payment of sales tax.

After the commission is deducted, payment is mailed to artists within two weeks of the show closing. When you receive your check, you will also receive a statement showing your total number of sales, gross sales, and net payment after commission.

## **VII. Security & Loss**

Although we are committed to loss prevention, BGAB is ultimately not responsible for loss. It can occur through unintentional damage, cashier mis-rings, or theft. We have preventative measures in place including staff training and a central prominent check-out station. BGAB cannot track inventory, though artists may keep an inventory of the products they stock; however, BGAB cannot accept any artist inventory reporting as a basis for claims of loss.

## **VIII. Frequently Asked Questions**

A. What does it cost to participate?

Artist must pay the application fee (\$35 early rate, \$45 final rate) and a 35-45% commission will be deducted from the final sales totals. Commissions are explained in Section VI.

B. When will I know if I'm accepted or not?

Notifications will be emailed to all applicants on Friday, September 1.

C. What is the size of my booth?

Applicants must indicate their preferred display type on the application: 8'x8', 4'x8', or shelving. Display types are explained in Section IV.

BGAB Management will assign booth spaces after all exhibitors have been confirmed.

D. Are shelves provided?

Shelves are only provided to artists assigned a "Shelving" space. Any additional display units or hardware is not provided.

E. Can I put shelves or tables in my display?

Yes, shelves and tables may be included in your wall display, but they should have a maximum depth of 24 inches and they must respect any corner neighbors. Shelves should only be attached with screws.

F. Can I have a wall covering on my display?

Yes, you may use a temporary wall covering, such as paper or fabric. You may not paint

directly on the wall.

G. Can I display my business name?

Yes! We encourage you to include business cards and signage which communicates your brand. However, any solicitation promoting another store, gallery, or show (like postcards, flyers, etc.) are not allowed without express consent of BGAB management.

H. Will I have electrical access in my booth?

We must limit the use of electricity by exhibitors, so we ask that exhibitors not use additional lighting or electrically powered objects within their booths (the exception is jewelers).

If your products *require* electricity to be displayed, such as lamps or lightboxes, we will provide an electrical outlet. If you need electrical access for this reason, please let us know on your application. Final booth placement and access to electricity is at the discretion of the management.

I. What is my PLU?

Each artist is assigned a unique PLU (price look-up) number. It will be emailed to participating artists at least six weeks before the show opens. Each piece of merchandise must have a clearly labeled PLU# and Price.

Because our roster of exhibitors changes each year, we cannot allow returning artists to use the same PLU they had in a previous year.

J. How do I label my PLU?

Each piece of merchandise must have a clearly-marked label of their PLU# and Price. It can be printed or handwritten, but it must be legible and smudge-proof. The order is important for cashiers; it should have the PLU# and then the Price.

*See example on right.*



K. When do I re-stock my merchandise?

Artists can restock any time that the show is open from 10am-10pm, but we recommend coming in at off-peak hours, such as weekdays or mornings. Artists should plan on restocking frequently; each artist (or the representative) must get a badge from staff every time before restocking.

L. Who do I contact if I have more questions?

If you have questions about the Bazaar, please email us at [info@bluegenieartbazaar.com](mailto:info@bluegenieartbazaar.com)

If you experience technical difficulties with Zapplication, please consult the [Zapplication Help Center](#).