



Reserve your space in 2 steps!

## EVENT SUMMARY FOR INVITED ARTISANS

The **76th Annual Waterford Fair**, a juried artisan exhibition with demonstrations and retail sales, will be held in the National Historic Landmark village of Waterford. This truly unique setting gives the **125 heritage and contemporary artisans** accepted a beautiful backdrop to demonstrate, sell their products and cultivate lasting relationships with loyal buyers. The Fair also hosts a Fine Art Exhibit and Sale and takes fine crafts on consignment for the Old Mill Shop. Applications for these are independent of this application and details can be found on website: [waterfordfairva.org](http://waterfordfairva.org).

The 15,000+ visitors who attend annually enjoy strolling through the streets, touring homes, learning about the artisans and their work and purchasing their wares. Fair organizers cater to all artistic preferences and budgets of the attendees. The result is a tasteful selection of juried high-quality, handmade products in eleven (11) media categories.

Founded in 1733, Waterford is situated in western Loudoun County – DC’s wine country. For the past 12 years Loudoun County, Virginia, has been named the No. 1 county in America for the highest median household income. In 2018 income was reported to be \$139,464.00 according to U.S. Census Bureau reports. The second highest rated county, Fairfax, is our easterly neighbor.

The funds raised by the Waterford Fair support the preservation/education efforts of the Waterford Foundation, a 501(c)(3).

Over the years, artisans have come to appreciate the warmth of the Waterford welcome and the support they receive from our well-educated and loyal clientele, villagers and volunteers. Many stay with local residents, forgoing hotels and the associated expenses.

The funds raised by the Waterford Fair support the preservation and education efforts of the Waterford Foundation whose mission is to preserve and protect the Landmark District and through education increase the public’s knowledge of life and work in an early American rural community.



### CALENDAR

Questionnaire & Processing Fee Due	February 5, 2020	Processing Fee: \$30
Jury Selection	N/A; LAP	
Notification of Jury status	N/A; LAP	
Booth Fees Due	50% by 4/2/20; bal. due 7/30/20; must be paid in full to reserve booth	
Cancellation Date	August 31, 2020, 5:00 PM per cancellation policy	
Certificate of Insurance Due	September 1, 2020	
Mandatory Set-up Day	Thursday, October 1, 2020, 10 AM to 5 PM	
Preview Party (artisans attend free)	Thursday, October 1, 2020, 6 PM to 8:30 PM	
Waterford Fair	October 2, 3, and 4, 2020, 10 AM to 5 PM (Fri early bird shopping at 9 AM)	
Break-down	October 4, 2020, after 5 PM	

The Waterford Foundation is a 501(c)(3). This video produced by Visit Loudoun: [Waterford Homes Tour & Crafts Exhibit](#) provides a quick peek into our event.

## APPLICATION INFORMATION, DEADLINES AND FEES

**Upon invitation**, you can reserve your space with only 2 easy steps:

1. Complete the “writable” pdf Landmark Artisan’s Questionnaire on your own computer, save as a pdf, and then email it as an attachment to [fairadmin@waterfordfoundation.org](mailto:fairadmin@waterfordfoundation.org) or print the questionnaire, complete by hand and mail to our office at PO Box 142, Waterford, VA 20197.
2. Remit the processing fee of \$30 either [online with a credit card](#) or by mailing a check or money order, made payable “Waterford Foundation” to PO Box 142, Waterford, VA 20197.

Returning the complete Landmark Artisan’s Questionnaire and the non-refundable processing fee by February 5, 2020 confirms your intent to participate in the event.

## SHOW DATES AND HOURS

Friday, October 2 10 AM to 5 PM EST; booths open and ready for business at 9 AM\*  
Saturday, October 3 10 AM to 5 PM EST; booths open and ready for business at 9 AM  
Sunday, October 4 10 AM to 5 PM EST; booths open and ready for business at 9 AM  
\*Early Bird Shopping begins at 9 AM

## LOCATION

Historic Landmark of Waterford, Virginia 20197

## SUBMISSION INSTRUCTIONS

New items that do not meet the criteria for which the artist was previously selected may need to be juried. Please discuss any product change with the Fair Director prior to submitting the Artisan Questionnaire.

### Eligibility

Works eligible for exhibition include traditional and contemporary basketry, clay, fiber/textile, heritage foods, furniture, glass, jewelry, leather, metal, mixed media/other, paper and wood. Note: Artists wishing to exhibit jewelry and another media **MUST** note so on the questionnaire. For example, you were previously accepted in the “clay” category for serving pieces but now would like to include pendants and other jewelry. Please contact the Fair Director if you have any questions.

The Waterford Fair is open to demonstrating artisans who produce fine goods, crafted using materials and tools traditionally used in America in the 18<sup>th</sup> and 19<sup>th</sup> centuries. Goods may be traditional or contemporary in style. Selection is based on craftsmanship and the artisan’s knowledge of the art form. All work must be original in concept and design and be made and displayed by the artisan. All displayed work must be for sale, with prices clearly marked. Artisans may also take orders for works but must work directly with purchaser. *Artisans must demonstrate their knowledge and skill approximately 50% of the time during the three-day event.*

### Media Definitions

*Basketry:* Functional and sculptural works where the material used is woven or plaited.

*Clay:* Functional and sculptural work where the primary material is clay.

*Fiber/Textiles:* Wall hangings, quilts, rugs, wearable items, etc. where the primary material is fiber.

*Furniture:* Work where the primary intention is furniture, including clocks and lamps. All media are included.

*Glass:* Functional and sculptural work where the primary material is glass that has been hand formed, hand worked, hand-blown or hand cast.

*Heritage Foods:* Food grown, harvested or prepared by traditional 18<sup>th</sup> or 19<sup>th</sup> c. American methods.

*Jewelry:* Work made from precious or semi-precious materials as well as other materials such as glass, ceramic, paper, fiber, wood, leather and polymer clay.

*Leather:* Functional and sculptural work where the primary material used is leather.

*Metal:* Functional and sculptural work where the primary material is metal, and includes all non-sculptural, non-jewelry works crafted from metals.

*Mixed Media/Other:* Work where the primary intention of the work is the union of two or more media. Soft sculptures, musical instruments, candles, brooms, kaleidoscopes are included in this category.

*Paper:* Functional and sculptural work created primarily from paper.

*Wood:* Functional and sculptural work where the primary material is wood. Original works must be hand-tooled, machine-worked, turned or carved.

Work must be produced by the exhibiting artisan, whose manipulation of the chosen media exhibits an excellence in concept and technique, as well as the mark of individuality. Work exhibited must be consistent with the quality shown the previous year. NO BUY/RESELL, commercial or imported products, items made from kits or green-ware, or mass-produced items will be accepted. Waterford Fair reserves the right to require that any inappropriate or ineligible work be removed. The Waterford Foundation also reserves the right to refuse any artisan admission to the event.

## EVENT SUPPORT

### Artisan Amenities

- Vehicle unloading/loading at booth space
- Comprehensive emergency/evacuation plan
- Leisurely set up (full day Thursday)
- Free artisan parking
- Invitations to special events & preview party
- **Free homestay lodging** with villagers and neighbors in the surrounding communities (first come, first serve)
- Individual artisans listed on Fair website, on social media, and in the Fair booklet four ways: alphabetical, by medium, by location and by business name (if listed).
- Designated Area Chairperson onsite to assist with any questions or concerns during the event
- One (1) free wine or beer tasting
- Complimentary media file (JPEG/PDF) or printed "Save the Date" cards for use by artisans
- Refer an artisan and receive a "Thank you" bonus! If the referred artisan juries in and participates, referring artisan will receive \$100 after the Fair.

### Advertising and Promotion

Our marketing campaign is extensive. Working with a PR firm that specialized in large events, our promotions cover the Mid-Atlantic region and includes but are not limited to the following:

- Radio coverage in both the DC Metro and Western Virginia/Eastern West Virginia areas
- Promotional displays in all 11 Virginia State Welcome Centers

- Responsive website and integrated social media campaign
- Website includes: one image with name, email and live link to artisans' website
- Email campaign to over 14,000 Foundation members and area residents
- Ticket sales promoted through Eventbrite and Wegmans Food Stores
- TV promos on local DC metro area stations
- Newspapers, magazine and online advertising (ex: Wash Post, TripAdvisor, Virginia Living, AAA, etc.)
- "Save the Date" cards sent to artisan as jpeg/pdf or in postcard format for own use
- Poster and rack card distribution to county businesses including 45+ wineries and breweries
- Collaboration with Visit Loudoun and the Virginia Tourism Corporation to further our reach
- Printed official Fair Booklet (50+ pages) and a quick reference artisans' location map

## Lodging

- *Village Homestays:* Local families have generously welcomed artisans into their homes for over 50 years. The Foundation is pleased that this tradition continues. Accommodations with local families are limited and will be provided on a first-come-first-served basis. We suggest reserving with a hotel, and then once your homestay is confirmed, cancel the hotel reservation.
- *Hotels:* The Foundation negotiates special rates with area hotels. Lodging details can be found on the Fair website after March 1: [waterfordfairva.org](http://waterfordfairva.org).
- *Camping:* Limited, primitive camping on the outskirts of the village is available. Contact the Fair office for details.

## EXHIBIT POLICY

*Demonstrations:* As part of our mission, we place great emphasis on education. Artisans will demonstrate in their exhibit space approximately 50% of each day. Please plan to have sufficient help to take care of sales, breaks and other needs.

*Hours:* Artisans will need to be onsite and ready to open each morning by 9 am to avoid getting caught up in traffic. Fair hours: 10 am - 5pm daily with Early Bird Shopping: Fri, 10/2, starting at 9 am. Booths/tents are to remain open throughout the day, all three days. This is a rain or shine event.

*Costumes:* Help us create Fair magic at this historic event! Dress in costume (18th or 19th century) or modify your street clothes so that you look like a shopkeeper or tradesperson. Our event transports fairgoers back to a simpler time when Virginia was rural and Waterford was a thriving town of trades and crafts people who supplied residents and the surrounding agricultural community. You, our demonstrating artisans, play an important role in creating the atmosphere for this event. You may choose from two (2) costuming options:

- Option 1: Wear a period costume appropriate for your art or craft (i.e., a blacksmith might wear heavy pants, long-sleeved shirt, a leather apron and cap or a candle-maker could wear a simple blouse, long skirt, apron and shawl). Two sources: [www.townsend.us](http://www.townsend.us) and [www.jpeterman.com](http://www.jpeterman.com).

- **Option 2:** Select items from your own closet that when paired with a “shopkeeper’s apron” pays homage to days gone by. Appropriate items include: a white or natural-colored button-down shirt or blouse, dark trousers, canvas work pants or long skirt. Think *Little House on the Prairie*: simple, modest, natural fabrics and neutral colors. Shopkeeper’s aprons will be available for rent to complete your “look”, if needed.

Jeans, shorts, t-shirts, sneakers/sandals and other "modern" apparel are not in keeping with the historic look of the Fair and should not be worn. If you need help shopping, please contact the Fair office for assistance.

*Children’s Activities:* As part of our mission, we place great emphasis on the education of young visitors. Traditionally artisans have included children in their demonstrations and **many school and homeschool groups include a trip to the Fair as a “living history” educational opportunity.** We continue with this tradition today and ask that wherever possible artisans provide a simple activity related to your art/craft process. Note your activity on the Questionnaire so we may include it in the Fair booklet.

*Sales and Sales Tax:* All sales are handled by the artisan. Waterford Foundation collects no commission on artisan product sales. Virginia Sales tax must be collected by each artisan. The necessary forms for artisans who do not have a Virginia sales tax license number will be included in the welcome packet along with information regarding how the 6% sales tax should be deposited with the Virginia Department of Revenue.

*Payments:* Fees may be paid via check, money order or credit card. Make checks and money orders payable to “Waterford Foundation” and mail to: Waterford Fair, PO Box 142, Waterford, VA 20197. Call the office for credit card payment instructions.

*Returned Checks:* If a check is returned by our bank, you will automatically forfeit your space and be assessed a \$40.00 fee.

## **FACILITIES AND SET-UP**

Artisans are responsible for their entire display. **THERE IS NO SET-UP ALLOWED DURING SHOW HOURS.** Exhibition space is primarily outdoors with limited indoor space. Three space sizes are available: 100, 150 & 200 sq. feet. Indoor booth structure and displays must not exceed limits of assigned space and demonstration must take place within your space. Outdoor spaces will receive extra demonstration space alongside or in front of their tent. Tables are available for rent, first come first serve, from the Foundation and must be rented in advance. For those opting for outdoor space, electricity (see special note below) is available for an additional fee and artisans must provide their own power cords. Electric is included in the indoor price.

Set up takes place the day before the Fair starts, from 10 am – 5 pm. Loading and unloading is permitted in close proximity to space locations, weather permitting. Vehicles cannot return to or remain in the exhibit area during show hours. Daily restocking from your vehicle is permitted after close of day. RV and truck & trailers cannot be parked on streets overnight. RV and camper parking options will be provided upon request.

Artisans may request early set up but not all areas can accommodate this request due to staffing and area preparation. If you know that you will be arriving early, please request early set up well in advance. We will do our best to accommodate you.

Set up is to be complete by 5pm on Thursday to assure all volunteers and artisans can attend the Preview Party. No set up is allowed on Friday morning. Artisans must be onsite and prepared to open each morning by 9 am.

For all booth/spaces:

- Out of respect for exhibiting neighbors, disruptive sounds, smells or other distractions are not allowable. No prerecorded or amplified live music of any kind is permissible in an artisan's booth space.
- Signage is to be in keeping with the Fair's esthetics. **No large banners are allowed.**
- The artisan **MUST** be present and have their booth open for business during all hours of the 3-day event and work well with fellow artisans, Foundation staff and volunteers.
- Artisans may not share booth space unless they have submitted a joint application and have been accepted as such; nor may they sublet or apportion space to another artisan.

**Indoors:** We use several historic buildings for our indoor exhibit areas. Many of these spaces are not square. You may be contacted regarding your set up to see how it will best fit an area before placements are assigned.

**Outdoors:** The average space allotment is 10' x 10' (100 sq. ft.), but this varies since most of the show is outdoors where natural and man-made obstructions can limit or increase size. The show is held in a residential historic village. Booth spaces are located mostly on concrete or grassy, tree-laden areas; there are few spaces on perfectly flat ground. Exhibitors must abide by local fire regulations. No smoking is allowed in or near buildings or tents.

Outdoor artisans will have a small area for demonstration outside their tent (approx. 3' x 5'). An extension from the tent is allowed over the demo area during poor weather, but separate tents are NOT allowed.

**Tents:** Artisans are responsible for providing their own tents and displays, which should be sufficiently sturdy to withstand weather and crowds. **Tents should not be bigger than 10' x 10, 15' or 20', nor should height exceed 9' to clear overhead tree branches. Tents should be white or neutral in color.** Please contact the office if your tent falls outside of these parameters to discuss options. Tents may be secured with hand or foot driven stakes, which do not exceed 9 inches, and all legs must be weighed down. Due to high wind concerns light-weight accordion style pop-up tents are **STRONGLY** discouraged. The Foundation does not provide tent weights. Your submission of the Artisans Questionnaire confirms that you agree to comply with the staking and weights requirement and that the artisan assumes sole responsibility for any property damage within your booth, to your neighbors or to fair goers.

**Rental Tents:** Artisans who contract with tent rental agencies must provide the rental agency specific directions to the exhibitor's area. Additionally, the Fair office must be notified with the tent rental company's arrival date and time. If you use the same rental company as the Fair uses, Capital Party Rental (CPR), the Fair office will provide your location and direct tent set up. Either way, upon arrival

immediately examine your tent and contact the rental company directly on Thursday, if you have any issues -- do not wait until after the event. CPR's contact is Margaret Smith. She can be reached at [MSmith@capitalpartyrentals.com](mailto:MSmith@capitalpartyrentals.com)

**Electricity:** Exhibit buildings are historic (i.e., old) and electricity is limited. The use of power tools is usually prohibited; if you do need to use them, please keep them to an absolute minimum and describe the use and power requirement clearly on your application. Extension cords must be provided by artisan: at least a 40-foot length of heavy-duty three-pronged cord is required. Generators are NOT permitted. Battery-powered lighting is acceptable.

**Security:** Loudoun County Sheriff's Office provide security during the show's hours of operation. Waterford is a residential area, so reasonable precautions should be taken to ensure the safety of you and your property. All work is exhibited at the artisan's own risk.

**Certificate of Insurance Liability:** Artisan is responsible for obtaining general liability insurance, as the fair's insurance does NOT extend coverage for exhibit damage or bodily injury. Ask your insurance agent to prepare a Certificate of Insurance (COI) listing the certificate holder as: The Waterford Foundation, PO Box 142, Waterford, VA 20197. Another source for coverage is ACT ([actinsurance.com](http://actinsurance.com)). A copy of certificate is to be submitted to the Foundation by September 1, via regular mail or as an attachment in an email sent to: [fairadmin@waterfordfoundation.org](mailto:fairadmin@waterfordfoundation.org).

**Site Selection:** inside space is available in approx. 100, 150 and 200 sq. ft. increments; outside space begins at 10' x 10' (100 sq. ft.). Indoor space is available in the Old School and several other historic building around the village, listed on the chart as "Old School" and "All Other". Tents which are 10 x 15 (150 sq. ft.) or 10 x 20 (200 sq. ft.) will be assessed as noted below. Tent sizes must be indicated in order for your application to be considered. Outside space will be offered if all interior spaces have been allocated.

**BOOTH/SPACE PRICING: Select top three (3) choices (example: 7, 8 or 4) when completing application.**

1. Old School Inside Space	100 sq. ft.	\$ 850
2. Old School Inside Space & Half	150 sq. ft.	\$1,275
3. Old School Inside Double Space	200 sq. ft.	\$1,700
4. All Other Inside Space	100 sq. ft.	\$ 750
5. All Other Inside Space & Half	150 sq. ft.	\$1,075
6. All Other Inside Double Space	200 sq. ft.	\$1,500
7. Outside Space	100 sq. ft.	\$ 500
8. Outside Space & Half	150 sq. ft.	\$ 750
9. Outside Double Space	200 sq. ft.	\$1,000

Please indicate your top three (3) space preferences by using the number to the left of the item description when applying. If accepted, you will be invoiced via email for your number 1 selection. Calculate your deposit base on your first preference. For your convenience payment may be made in two (2) installments – a 50% deposit due May 28 and the final balance by July 30.

Placement is only secured when the balance is paid in full. Accounts will be adjusted after site selection and the artisan will be notified if there are any changes to the balance due. Booth/space fee

payments may be paid by credit card or by sending a check or money order to our office. All booth fees must be paid by July 30 to participate in the event.

**Sales and Sales Tax:** All sales are handled by the artisan. Waterford Foundation collects no commission on artisan product sales. Virginia Sales tax must be collected by each artisan. The necessary forms for artisans who do not have a Virginia sales tax license number can be found at this [link](#), along with information regarding how the 6% sales tax should be deposited with the Virginia Department of Revenue.

**Payments:** Application, booth and other fees may be paid via check, money order or credit card. Booth space can NOT be reserved without full payment of fees. Make checks and money orders payable to “Waterford Foundation” and mail to: Waterford Fair, PO Box 142, Waterford, VA 20197. Call the office for credit card payment instructions. If a check is returned by our bank, you will automatically forfeit your space and be assessed a \$40.00 fee.

**Waterford Logo Guidelines:** Use of Waterford Foundation and/or Waterford Fair logos on your art/items must be approved prior to the event. Please contact the Fair Director to discuss your idea(s) at [fairadmin@waterfordfoundation.org](mailto:fairadmin@waterfordfoundation.org).

**Photo/Video Disclaimer:** The Waterford Foundation reserves the right to use any photograph/video taken at Waterford without the expressed written permission of those included within the photograph/video. Photographs/videos may be used in publications, brochures, postcards, posters, newspapers, social media, television, websites, etc., for the purposes of event promotion and/or portraying the Fair as a destination event. To ensure the privacy of children, images will not be identified using names or personal identifying information without written approval from the photographed subject, parent or legal guardian.

**Cancellation Policy:** Cancellations must be submitted in writing. Booth fees will be refunded, less \$100, if cancelled prior to 5:00 pm on August 31. The booth fee is for exhibit space rental by the artisan ONLY and is not transferable. If the artisan cannot participate, control of the space reverts back to the Foundation and refunds are made per stated policy. No refunds are given if inclement weather is experienced during the event. **No refunds are given after 8/31/20.**

**Artisan's booth fee payment constitutes an agreement to show and abide by the guidelines outlined above.** The Waterford Foundation reserves the right to refuse any artisan admission to the event.

All correspondence and inquiries should be addressed to:  
Waterford Foundation  
PO Box 142  
Waterford, VA 20197  
540-882-3018  
[fairadmin@waterfordfoundation.org](mailto:fairadmin@waterfordfoundation.org)