

The American Craft Council Presents

american craft made

Baltimore

February 11-13, 2022

St. Paul

October 7-9, 2022

**We're thrilled to be back
in person in 2022!**

**Seize this opportunity
to sell your work in
two dynamic marketplaces
and be part of our craft
community.**

Applications are open
July 8–August 23, 2021, at
go.craftcouncil.org/2022Apply



American Craft Made (formerly American Craft Shows) is a series of marketplace events produced by the American Craft Council, a national nonprofit dedicated to supporting craft and its artists. In person with an added online component, American Craft Made Baltimore and St. Paul are open to artists from across the country who are creating work that reflects the diversity of contemporary craft. Apply to participate in these opportunities to share your story and sell your work to our focused audience of craft enthusiasts.

About the Baltimore and St. Paul Marketplace Events

Now in its 45th year, the Baltimore marketplace is our flagship show and takes place at the impressive Baltimore Convention Center in Maryland. With an average attendance of 17 thousand annually, this highly competitive and prestigious show is a must-attend event for the craft community, attracting artists, buyers, and craft appreciators from across the United States. Total retail artist sales for our 2019 Baltimore show came to an estimated \$5.2 million.

Now in its 34th year, the St. Paul marketplace's established show attracts a loyal regional audience, many of whom are collectors. The event draws eight thousand attendees on average from Minnesota's Twin Cities of Minneapolis (where ACC has its headquarters) and St. Paul, as well as western Wisconsin. It's held at Saint Paul RiverCentre, a premiere facility in the heart of downtown. Total artist sales for our 2019 St. Paul show came to an estimated \$1.2 million.

After more than a year of not being able to convene while forging new ecommerce capabilities, we can't wait to begin working with artists in person again in a way that builds on everything we've learned. Laying the groundwork with our flagship and hometown events, we plan to expand our marketplaces with new, innovative opportunities for artists. Read more about the ecommerce element of our 2022 Baltimore and St. Paul events below.

Jury Process

ACC values clarity and transparency in our artist selection and invitation process. Artists will be selected to participate in American Craft Made from an application pool juried by outside curators and ACC staff. Several factors will be taken into consideration for the selection process, including craftsmanship, innovation, sustainability, and diversity of mediums and backgrounds. [Quality of product images](#) will also factor into selection. ACC reserves the right to curate up to 20 percent of participating artists and aims to include a mix of new, established, BIPOC, and LGBTQ artists in the marketplace.

What Kind of Work Is Eligible?

- **Handmade craft that reflects excellence and the unique vision of its maker or community.** ACC does not accept commercially manufactured work or painting and photographs.
- Artists working in the following mediums are encouraged to apply and participate:
 - Basketry
 - Ceramics
 - Clothing and Accessories
 - Fiber and Textiles
 - Furniture
 - Glass
 - Jewelry
 - Lighting
 - Metal
 - Mixed Media
 - Paper
 - Wood
 - Other three-dimensional mediums
- Small-studio production work made under the direct supervision of the applicant. Direct supervision requires that the artist oversees production work as it occurs and provides constant direction, feedback, and assistance.
- All work must be produced in the United States and Canada. ACC reserves the right to require authentication of the production process at any time.

How To Apply for American Craft Made

Applicants will submit an application form including five application images and a short bio. Images must be high resolution (300 dpi or larger) and representative of the body of work you plan to exhibit. Ideally, images will be square format of at least 1080 x 1080 px as it is the standard online format (not required). Minimum file size is 50 KB and maximum is 25 MB. Images and bio in the application may be used by the marketing department to promote American Craft Made.

2022 Marketplace Details

Applications for all 2022 marketplace events open: July 8, 2021

Deadline to apply for all 2022 marketplace events: August 23, 2021

Application Fees:

- \$45 application fee for each show
 - There is no fee for applying through the Emerging Artist program (see below).
- All application fees are non-refundable and not transferable.
 - The American Craft council assumes no responsibility for incomplete or ineligible applications.

Booth Fees:

Booth fees vary by show location and cover the following:

- Floor space rental
- Booth sign
- Wifi (limited to checking emails and completing sales transactions)
- Exhibitor badge plus one assistant badge
- Stock storage
- Empty crate removal and storage (Baltimore only)
- 24 hour security
- Listing in print show directory
- Listing in online show directory
- Free and discounted guest passes
- National, regional, and local marketing campaigns including promotion to more than 71K email contacts and more than 95K followers on social media—all designed to bring an engaged audience of craft appreciators to our events
- Digital promo kits for artists

Booth fees DO NOT include:

- Furnishings such as pipe and drape, carpet, shipping, etc.
- Electricity
- All booths must have 8 foot tall “walls” that cover the interior of the entire booth. Exhibitors must either rent pipe and drape or hard walls from the general contractor or, alternatively, provide their own “wall” structures.

Requirements for Participation:

- Exhibitors must present work consistent with the type and quality represented in the application submission.
- Exhibitors must be present for the duration of the show. Exhibitors’



employees may not substitute for the exhibitor. Sales representatives are never permitted.

- Booth displays must remain intact until the show ends.
- Exhibitors must have a valid state sales tax permit from each state in which they are participating in. Exhibitors are responsible for collecting and reporting sales tax where applicable.

American Craft Made / Baltimore

Where: Baltimore Convention Center

When: February 11-13, 2022 (retail only)

Size: 500 exhibitors (in-person)

Acceptance Notification: Late September, 2021

Move-In Dates: February 9-10, 2022

Booth Fees:

- 10 x 10 ft. booth = \$1500
- Corner fee = additional \$400
- Emerging Artist Program Booth (5 x 10 ft.) = \$700

* Additional booth size options will be available as floor plan is finalized

* New for 2022! Wifi is included for each exhibitor.

Average Attendance: 17,000

American Craft Made / St. Paul

Where: St. Paul RiverCentre

When: October 7-9, 2022

Size: 285 exhibitors (in-person)

Acceptance Notification: Late October, 2021

Move-In Dates: October 5-6, 2022

Booth Fees:

- 10 x 10 ft. booth = \$940
- Corner fee = additional \$300
- Emerging Artist Program Booth (5 x 10 ft.) = \$650

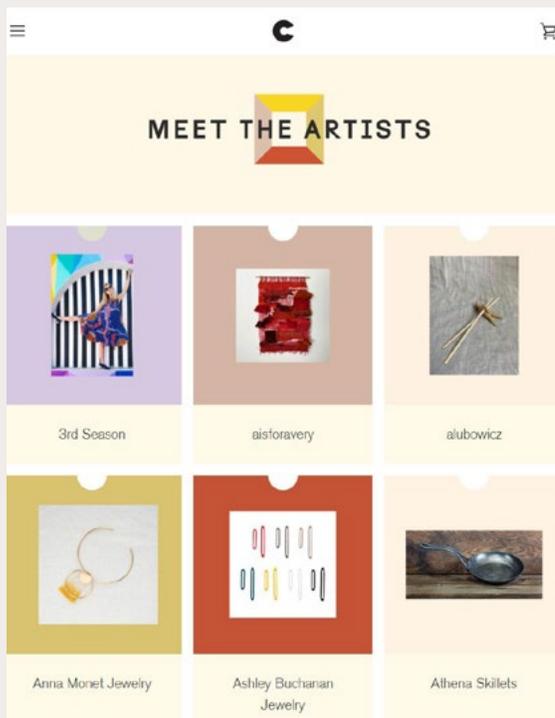
Average Attendance: 8,000

Online Marketplace

ACC will also host an online marketplace event in tandem with the in-person show. The online marketplace event will only be open to artists who are accepted and participating in the in-person event. To maximize marketing and visibility, participation for the online marketplaces will be capped at 100 artists for St. Paul and 200 artists for Baltimore. When selecting artists for the online marketplace events, ACC will consider artist jury scores, online presentation, and diversity of mediums.

The online marketplace event will be open for two weeks, one week before the live event opens and one week after the live event closes. Artists will pay an additional fee of \$350 to participate in the online marketplace event.

- **American Craft Made / Baltimore - Online: February 7-20, 2022**
- **American Craft Made / St. Paul - Online: October 3-16, 2022**



Why Take Part in the Online Marketplace

- Opportunity to reach customers from across the country in addition to those local to the event.
- Your presence online will help reinforce your brand to customers attending the event in person and drive traffic to your work.
- Our artists have shared that participating in our online marketplaces has led to increased traffic to their website, commissions, wholesale purchases, and other opportunities.

\$350 Participation Fee Includes:

- Products listed for sale in ACC's online marketplace.
 - ACC will host the online shop, process sales, and collect sales tax.
 - ACC will provide onboarding assistance and customer service.
 - Each artist listing will include a 500 character bio, square headshot, a Q&A section, and the ability to include one artist-made video.
- Marketing to a wider customer audience through our channels:
 - Email audience size: 71,057
 - Social media followers: 95,263
 - Facebook followers: 29,295
 - Instagram followers: 39,550
 - Twitter followers: 12,516
 - Pinterest followers: 8,981
 - LinkedIn followers: 2,701
 - YouTube channel subscribers: 2,220

Online Marketplace Metrics:

- \$266K in total artist sales
- 31K unique visitors to the site
- \$1,378 in sales per artist on average
- 1,773 total products sold
- 91 percent of artists made a sale

Requirements for Participation:

- Artists must manually upload 5-15 unique product listings by a set deadline. Variations of a product (size, color) are included in one listing. Quantities for each unique product can be unlimited.
- Artists are responsible for setting product quantities and regularly monitoring available inventory.
- ACC is the host of this event and will collect all customer payments upon checkout. Payments will be transferred to artists within 30 days of order fulfillment.
- Artists can list both made-to-order and ready-to-ship products. ACC recommends reserving at least 50 percent of products to be ready-to-ship (or within the two week timeline).
- Each artist is responsible for shipping logistics and costs.
- Sold products are expected to be shipped within two weeks of the completed sale unless otherwise noted.
- Shipping must be included in your sale price unless otherwise noted (large items like furniture).
- To cover credit card processing fees, ACC will deduct a 5 percent fee from each sale.



How To Apply as an American Craft Made Emerging Artist

The application and process are the same as our regular 2022 shows application process; applicants will submit an application form and five application images. Applications to participate in the program at our 2022 shows are open July 8 through August 23, 2021. Artists applying to our 2022 shows through the Emerging Artists program will not have to submit an application fee. Application submissions will be scored by a separate jury panel.

American Craft Made Emerging Artists

ACC recognizes and supports artists as they make their way through different stages on their pathway to practice. If you are new to American Craft Made shows and consider yourself an emerging artist, we encourage you to apply as an American Craft Made Emerging Artist (formerly known as Hip Pop). Now in its seventh year, our Emerging Artists program offers lower booth fees, show award opportunities, and extensive exhibitor support. Artists may enroll in the program for up to three years.

Why Participate in the Program?

- A reasonable point of entry to an established marketplace that attracts nearly 50,000 collectors and craft enthusiasts
- Access to a well-educated audience that appreciates the value of craft
- Engagement with established makers and a supportive community of fellow emerging artists
- A high level of exhibitor support, including a dedicated program manager plus marketing and public relations support
- Media coverage with help from public relations firms and media buyers
- Promotion in advertising, social media, special show-preview sections in *American Craft* magazine, and on-site

Program Eligibility:

Artists who have previously shown in standard booths with ACC will not be permitted to participate in the Emerging Artists program. Past participants in School-to-Market and AltCraft are eligible, however.

Emerging Artist Definition:

Based on the guidelines of the [Jerome Foundation](#) (St. Paul, Minnesota), ACC embraces a broad definition that supports artists early in their careers, regardless of age, who create new work, and:

- Offer a distinct vision, authentic voice, and have a focused direction and goals
- Take risks and embrace challenges
- Show evidence of professional achievement but haven't yet established a solid reputation as an artist/maker/business within their field, the media, funding circles, or the public at large

Participation Fees:

- American Craft Made / Baltimore (February 11-13, 2022): \$700
- American Craft Made / St. Paul (October 7-9, 2022): \$650

Participation Fee Includes:

- 5 x 10 ft. floor space
- Back pipe and drape
- One four-foot skirted table
- One chair
- Electricity
- Wifi



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