WESTERN +DESIGN

Event Handbook

meet the maker and shop direct
from cowboy to contemporary

September 5-8, 2019

SNOW KING CENTER • JACKSON HOLE, WYOMING















27TH ANNUAL WESTERN +DESIGN EXHIBIT+SALE
SEPTEMBER 5 - 8, 2019
JACKSON HOLE

EXHIBITOR
REGISTRATION: WesternDesignConference.com

OPENING PREVIEW PARTY • RUNWAY FASHION SHOW
DESIGNER SHOW HOUSE • LIVE AUCTION • 3-DAY EXHIBIT + SALE

Welcome to the Western Design Conference

About JACKSON HOLE

97% of land in Teton County, Wyoming is protected for generations to come

- Jackson Hole is a 48-mile-long valley inside Teton National Park and surrounded by the Teton and Gros Ventre Mountains with Yellowstone National Park to the north.
- Jackson Hole is located in Teton County, one of the wealthiest counties in the nation.
- 80% of attendees to the Western Design Conference are 2nd and 3rd home-owners.
- The WDC is the signature event kicking off the Jackson Hole Fall Arts Festival.
- Town is at capacity during this event each year.
- Each year patrons of the Western Design Conference Exhibit + Sale spend upwards of $2 million with exhibiting national artists.





SOURCEBOOK

The *WDC Sourcebook* provides a complimentary listing for each exhibitors. Additonal advertising opportunities are available to showcase your work. Space is limited. Reserve space via your registration link.

The 27th Annual Sourcebook will be available as a stand alone archival issue and hosted online throughout the year via the WDC site, Mountain Living, Western Art & Architecture, Cowboys & Indians, Homestead, Range and more.

Exhibitor Ad Rates

SPREAD	$2495
FULL PAGE	$1495
1/2 PAGE	$895
1/4 PAGE	$495



Follow us

promote what you are up to #westerndesign

FOR ADDED EXPOSURE The Western Design Conference website features detailed artist pages and posts that connect WDC Fans to WDC Exhibitors all year long.

MARKETING

Throughout the year the Western Design Conference targets readers internationally, nationally, regionally, and locally. Our reach includes extensive print advertising, blog sites, social media, and editorial coverage. Join us and tell your story online as you invite your clients to find you at the Western Design Conference.

About THE WESTERN DESIGN CONFERENCE Events



Snow King Center
Thursday, September 5, 6PM – 10PM

OPENING PREVIEW PARTY

A gala celebration where the public views award winning craft, meets this year's artists, walks through the Designer Show House, experiences a Runway Fashion Show and participates in the live WDC Auction while enjoying local culinary creations + signature cocktails during a festive night of shopping.



Snow King Center
Friday, Saturday, Sunday
September 6, 7, 8, 10AM – 5PM

WDC EXHIBIT + SALE

3-day Exhibit + Sale features one-of-a-kind creations in furniture, fashion jewelry + home accessories from more than 130 artists. This event celebrates functional museum-quality creations capturing the spirit of the West.

DESIGNER SHOW HOUSE

Juried artists' creations + custom interior design in a home environment. The intent is to align interior designers with the public by providing the creative venue to showcase their talent and the ability to incorporate pieces from WDC juried artists into a home environment. The DSH provides an excellent opportunity for prospective clients to better understand how to integrate one-of-a-kind objects into beautifully designed spaces.



Awards

$20,000 Awarded Annually

Best In Show	$5000
Woodworking Contemporary Design	$1000
Western Spirit Award	$1000
Sonny Tuttle Spirit Award	$1000
Accents	$1000
Art to Wear Fashion	$1000
Designer Show House Interior Design (coverage in Sourcebook and online feature)	$3000 value
Best Collection Fashion Show	$1000
Honorable Mention Fashion Show	$ 200
Art to Wear Jewelry	$1000
Leather	$1000
Metal	$1000
Mixed Media	$1000
Woodworking Historical Design	$1000
Honorable Mention (in each category)	$ 200

The Winners' Circle Art Auction

Past award winners donate new works of art to be auctioned off. **A 50/50 split will benefit the annual WDC Best of Show artist awards fund and the contributing artist.** The auction precedes the live runway fashion show and is limited to 5 items featuring advance promotion.

Art Genres (each juried entry must select one category)

Accents
This category encompasses an eclectic grouping of functional art made from antler, ceramics, fiber, glass, leather, metal, or wood. All pieces are usable to and would be recognized as art by just about any viewer.

Art to Wear – Fashion
In this category, artists explore and expand the limits of their imagination and the style of the American West. You will find beautifully crafted pieces for "dressing West" from head-to-toe.

Art to Wear – Jewelry & Accessories
Western artists blend silver, gold, precious and semi-precious stones, turquoise, coral, antique china, and other materials to create one-of-a-kind jewelry and accessory pieces.

Leather
Leather has long been used in functional art, in pieces ranging from furniture to picture frames. This category displays hand tooling and leather manipulation of exquisite quality and craftsmanship.

Metal
From hand-pounded silver to hand-forged iron, this category encompasses heirloom-quality pieces of art that any collector or homeowner would be proud to display.

Mixed Media
Artists present functional works using a collaboration of materials. These creations incorporate multiple techniques, textures, and mediums. This category knows no limit and pushes the envelope of design and artistry.

Woodworking (Historical Design/Craftsmanship AND Contemporary Design/Craftsmanship)
This expansive category showcases timeless design, attention to detail, and traditional methods of craftsmanship. Each piece, whether simple or complex, will endure for generations.

The conference is a gallery style exhibit... Booth spaces are limited, so apply early! See Juried Artist Registration Form for available sizes and rates.

The attraction of the Exhibit + Sale is the high caliber and originality of the functional art being shown. Therefore, it is our expectation that all pedestal exhibits will be new works designed and built **A pedestal is REQUIRED to display your juried piece(s).** A pedestal is of the utmost importance so that we may maintain the visual integrity of a gallery (NO RUGS or DECORATIVE ITEMS MAY BE PLACED ON OR UNDER A PEDESTAL). A pedestal is designed to showcase and protect your work and is the responsibility of the artist.

BOOTH SPACE

10 x 10'	$2000
10 x 16'	$2700
10 x 20'	$3600
10 x 30'	$5400
4' x 16'	$2500
corner	$400
outside	$750

BOOTH + PEDESTAL PACKAGE

10 x 10' booth + 4 x 4 pedestal $2600
10 x 16' booth + 4 x 4 pedestal $3300

POP UP BOOTH (FRI -SUN only)

10 x 10' booth ($1300) + pedestal ($600)
booth setup Fri 7:30-10 am, pedestal setup Thurs.



PEDESTAL FLOOR SPACE ($200 discount with any booth space)

4 x 4 ft Space	$800	6 x 6 ft Space	$1000
8 x 8 ft Space	$1100	2 Pieces (one pedestal) 8 x 8 ft Space	$1400
10 x10 ft Space	$1600	2 Pieces (one pedestal) 10 x 10 ft Space	$1800

PEDESTAL SPECIFICATIONS, CONSTRUCTION, FINISH & RENTALS

Specifications: The pedestal cannot exceed the piece's size by more than 6 inches, nor be smaller than the piece by more than 1 inch. It is left to your discretion to decide the dimensions and size that will best showcase your piece(s). If your art piece extends over your pedestal it is possible that damage could occur. It is up to the artist to protect their artwork.

Construction: Pedestals are to be constructed of ½" to ¾" plywood sizes, butt jointed. The top needs to be ½" to ¾" medium density particleboard or plywood mounted flush to the outside. Wood glue is to be used to attach all surfaces. Fastening shall be done with #6 finishing nails or screws. Nail holes must be filled and sanded flush. Pedestals for oversized work may be constructed in several pieces or footers may be used.

Finish: Pedestals need to be sanded with a minimum of 120 grit sandpaper prior to finish. **Two coats of Pratt & Lambert** "Seed Pearl" latex satin enamel (or an equivalent) shall be applied as a finish.

Reservations are Available... Pedestals & display cases are available for rent.
Contact: allison@westerndesignconference.com for reservations or 307-690-9719



Exhibit + Sale Booth Space

Juried artists can purchase booth space to show more of their work.

The conference is a gallery style exhibit; purchasing booth space allows artists the opportunity to create an intimate salesroom space for buyers and clients. Artwork displayed in booth space will not be part of the juried exhibition, and works sold there will not be eligible for awards or cash prizes. All artwork must be displayed inside the booth area. Booth spaces are limited, so apply early! *See **Juried Artist Registration Form** for available sizes and rates.*

BOOTHS ARE PROFESSIONALLY LINED
with craft paper and include 9-ft tall wooden walls, overhead truss lighting, and electricity.

LIGHTING & ELECTRIC
All booths will have power for a electronics or one light/credit card machine. Additional lighting and electric is available for purchase. Free Wi-Fi is provided.



Western Design Conference

OPENING PREVIEW PARTY
Thursday, September 5
Snow King Center 6PM -10PM

Gala Event

FASHION SHOW All juried artists with Art-to-Wear ensembles are invited to apply to showcase work during the fashion show. If selected, your notification will include full production details.

Awards and models are provided courtesy of the WDC, space is limited and a participation fee applies.





Judging Thursday, immediately following set-up.

YOU THE ARTIST have the opportunity to share your written story with the judges and the public. We feel that your knowledge and inspiration of materials used, design process, and concepts are important.

Describe your entry in 150 words or less. Include a typed description (in Times New Roman font) to allow the judges to gain your personal perspective as an artist when they review the piece presented.

Describe: Use of Materials
Design Details and Concepts

We want you to have an equal opportunity to present your work to the judges.
A judge's assistant will read each card aloud to the panel. List your company name, artist name, city and state below your description of the piece. **Place this card on your pedestal during set-up where it will remain for the duration of the 3-day WDC Exhibit + Sale.**

SHIPPING & DELIVERY
Items may be shipped to the venue prior to your arrival. Include: Your Name/WDC, Snow King Center,100 E. Snow King Avenue, Jackson, WY 83001. Items may be shipped after the WDC with a pre-paid UPS/FEDEX label. NOTHING IS TO BE LEFT BEHIND AT THE SHOW.

ACCOMMODATIONS
Limited discount block reservations are available until Aug 1, mention Western Design Conference. ALL HOTELS WILL SELL OUT, BOOK YOUR ROOMS EARLY!
Snow King Hotel (adjacent to the WDC) $219/night, condos available.
Snow King Resort Reservations, 800-522-5464, snowking.com
Virginian Lodge & RV Parking rooms starting at $140/night.
Judy 307-733-2792 virginianlodge.com

BADGES & SECURITY
Exhibitor badges are mandatory for entry into the show. Exhibitor badges must be worn at ALL times. This is to provide maximum security for all artists - NO EXCEPTIONS. Badges will be included in your welcome packet at check-in.

TICKETS
Each artist/exhibitor receives 10 complimentary day passes for guests (value $150). These Exhibit + Sale tickets will be held under the artist's name at the Ticket Window for guests to pick up courtesy of the WDC. Remember to invite your clients!! Each artist/exhibitor receives 3 complimentary Opening Preview Party + Fashion Show General Admission tickets in their welcome packet (value $150). *A ticket is required for all artists/exhibitors to attend.*

ADDITIONAL EVENT TICKETS
Opening Preview Party + Fashion Show Tickets and *Exhibit + Sale Tickets* are sold online in advance and at the door.

FOUR LEGGED FRIENDS Due to new venue regulations dogs are no longer permitted.

CANCELLATION POLICY
Cancellation before June 1, 2019 will be subject to an administrative fee of $100. Cancellation after June 1, 2019 will be subject to an administrative fee of 50% of the confirmed booth and pedestal fee. NO REFUNDS after August 1, 2019.

QUESTIONS?
Allison Merritt, WDC Executive Director • Phone 307-690-9719
allison@westerndesignconference.com • WesternDesignConference.com

2019



Schedule of Events • Snow King Center

WEDNESDAY, SEPTEMBER 4

8 am–6 pm **Check-in begins, Booth move-in (no pedestal setup)**
Please allow enough time for move-in. Booths are permitted to unload only on Wednesday. The WDC offers complimentary assistance and dollies for off-loading should you need them. Fork lift rental is available through the event center.

5 pm–9 pm **Fashion Show rehearsal**

THURSDAY, SEPTEMBER 5

8 am–Noon **Artist Pedestal setup/Pedestal lighting (no booth move-in)**
Pedestal setup is permitted ONLY on Thursday in order to minimize potential damages. The event staff will align lighting to best showcase your work at this time. All booth and pedestal set-up MUST be complete by noon. Strict adherence to the schedule is mandatory.

12 pm–5 pm **Judging Process**
Pavilion closed to artists and booth personnel until judging is complete - NO exceptions.

6 pm–10 pm **Opening Preview Party - Live Auction, Fashion Show + Exhibit + Sale, Designer Show House**

FRIDAY, SEPTEMBER 6

10 am–5 pm **WDC Exhibit + Sale, Designer Show House**

2pm **Design Excellence Awards Celebration**



SATURDAY, SEPTEMBER 7

10 am–5 pm **WDC Exhibit + Sale, Designer Show House**

SUNDAY, SEPTEMBER 8

10 am–5 pm **WDC Exhibit + Sale, Designer Show House**

5:15–8 pm **Pedestal and Booth breakdown (tear down will start after 5:15 pm) No early breakdown!**

Artitude Adjustment - daily sponsored happy hours at 2pm



MONDAY, SEPTEMBER 9

8 am–Noon **Pedestal and Booth breakdown**
Access closes at noon.

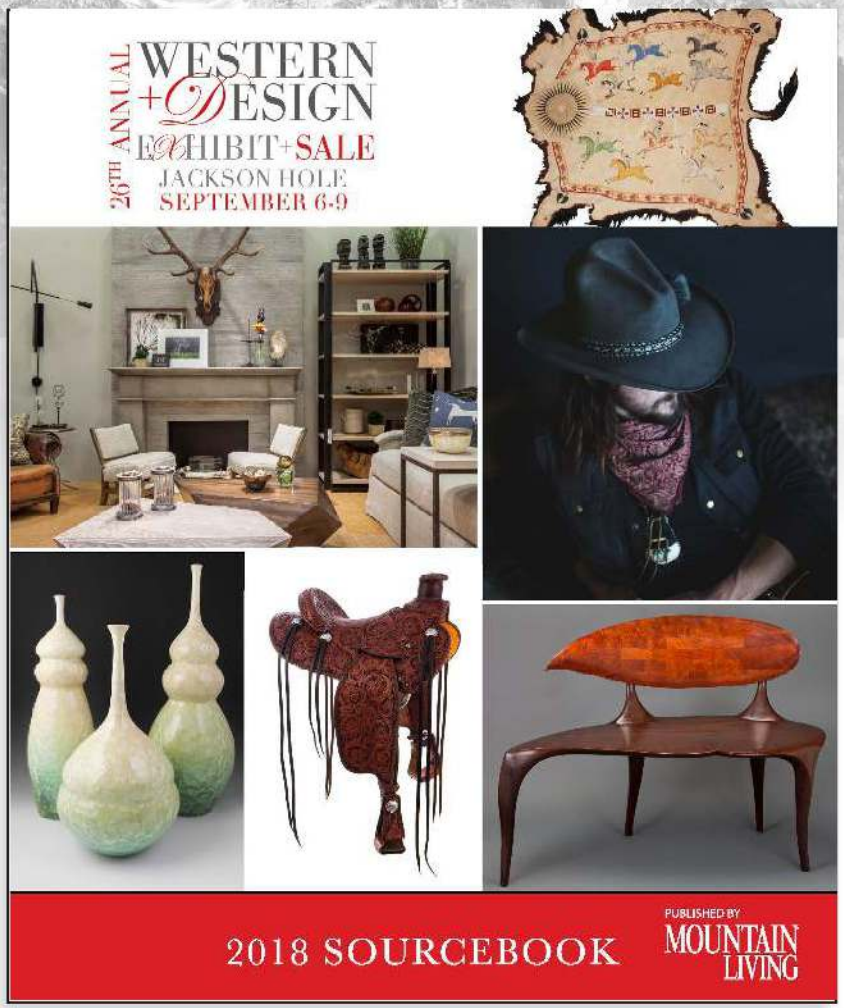
Booth Color Reference Chart



Black #80 | *Thunder Grey #57* | *Grey #77* | *Nutmeg #67* | *Russet #92* | *Fawn #64*



WESTERN +DESIGN EXHIBIT+SALE SOURCEBOOK



SPECIAL RATES

2 PAGE	**$2495**
FULL PAGE	**$1495**
HALF PAGE	**$895**
QUARTER PAGE	**$495**

- Official program distributed during the Exhibit + Sale to all attendees
- Archival quality
- hosted online via WDC website, *Homestead, Range, Mountain Living, Western Art & Architecture* and more

AD CLOSE: July 10 AD MATERIALS DUE: July 12

Reserve your space today!

For more information contact Allison Merritt:
allison@westerndesignconference.com
307.690.9719