

WESTERN + DESIGN

Event Handbook

*meet the maker and shop direct
from cowboy to contemporary*

September 7-10, 2023

SNOW KING CENTER • JACKSON HOLE, WYOMING



EXHIBITOR
REGISTRATION: WesternDesignConference.com

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

**WESTERN
+ DESIGN
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 exhibitors. Additional advertising opportunities are available to showcase your work. Space is limited. Reserve space via your registration link.

The 30th 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 | \$1795 |
| 1/2 PAGE | \$1195 |
| 1/4 PAGE | \$695 |



Follow us

promote what you are up to on Facebook & Instagram
@westerndesignconference #westerndesignconference

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 7 5:30PM – 10PM

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 8, 9, 10 10AM – 5PM

WDC EXHIBIT + SALE

3-day Exhibit + Sale features one-of-a-kind creations in furniture, fashion, jewelry + home accessories from more than 100 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. Interior designers showcase their talent and 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

\$17,000 Awarded Annually

| | | | |
|-------------------------------------|--------|--------------------------------------|--------|
| Best of Show | \$5000 | Accents | \$1000 |
| Exhibitors' Choice (pedestal value) | \$1500 | Fashion | \$1000 |
| Sonny Tuttle Memorial | \$1000 | Jewelry | \$1000 |
| Best Collection Fashion Show | \$1000 | Leather | \$1000 |
| Honorable Mention Fashion Show | \$ 200 | Metal | \$1000 |
| | | Mixed Media | \$1000 |
| | | Woodworking | \$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 10 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 and would be recognized as art by just about any viewer.

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.

Jewelry

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

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 WDC is a gallery style exhibit... Booth spaces are limited, so apply early!

The attraction of the Exhibit + Sale is the high caliber and originality of the functional art on exhibit and available for purchase through out the show. Pedestals sit on the show floor individually or in front of booth space. Juried works are shown on white pedestals. Over \$20,000 is awarded annually to these entries.

A pedestal is REQUIRED to display your juried piece(s). A pedestal is of the utmost importance to 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' | \$2500 |
| 10 x 16' | \$3400 |
| 10 x 20' | \$4400 |
| 10 x 30' | \$6300 |
| 4' x 16' | \$3000 |
| 4' x 8' | \$1500 |
| corner | +\$500 |
| outside | \$1500 |

BOOTH + PEDESTAL PACKAGE

| | |
|---------------------------------|--------|
| 10 x 10' booth + 4 x 4 pedestal | \$3100 |
| 10 x 16' booth + 4 x 4 pedestal | \$4000 |

POP UP BOOTH (FRI -SUN only)

10 x 10' booth (\$1800) + pedestal (\$600)
booth setup Fri 7:30-10 am, pedestal setup Thurs.



PEDESTAL FLOOR SPACE SAVE \$200 off all pedestals with any booth space

| | |
|--------|--------|
| 4x4' | \$800 |
| 6x6' | \$1000 |
| 8x8' | \$1100 |
| 10x10' | \$1600 |



PEDESTAL SPECIFICATIONS, CONSTRUCTION, FINISH & RENTALS

Pedestals are meant to showcase and protect your juried entry. **Each juried entry must be displayed on a square or rectangular white pedestal.** Each juried entry must be displayed on white pedestal. Only a single item, or ensemble is permitted. **Exhibitors are responsible for providing their own pedestal. Rentals are available.** The dimensions (HxWxD) are determined by the exhibitor.

Pedestal Rentals: \$150 rental fee, email HxWxD request to info@westerndesignconference.com or 307.690.9719

FASHION SHOW professionally produced and choreographed by Laura Cook
\$750 includes 6 models, rehearsals, awards and advance promo in print and online
\$600 with pedestal purchase (SAVE \$150)



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.



Western Design Conference

PREVIEW PARTY

Thursday, September 7
Snow King Center 5:30-10PM

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; 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) \$262/night, condos available.
Snow King Resort Reservations, 800-522-5464, snowking.com
Virginian Lodge & RV Parking rooms
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 (\$30 each /\$300 total value). 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 Preview Party + Fashion Show General Admission tickets in their welcome packet (\$75 each/\$225 total value). *A ticket is required for all artists/exhibitors to attend. Additional tickets to all events are sold online in advance and at the door.*

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

PAYMENT & REGISTRATION

Booth space, pedestal floor space and Designer Show House rooms are limited and on a first come, first serve basis, reserve early. A minimum 25% deposit is due to hold any space. Registration is online via your acceptance email.

CANCELLATION POLICY

Cancellation before June 1 will be subject to an administrative fee of \$100.
Cancellation after June 1 will be subject to 50% of the confirmed booth and pedestal fee.

NO REFUNDS after July 1, 2023

QUESTIONS?

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

2023



Schedule of Events • Snow King Center

WEDNESDAY, SEPTEMBER 6

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 7

8 am–Noon Artist Pedestal setup/Pedestal lighting

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.

5:30 pm–10 pm Preview Party - Live Auction, Fashion Show + Exhibit + Sale, Designer Show House

FRIDAY, SEPTEMBER 8

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

2pm Design Excellence Awards Celebration

SATURDAY, SEPTEMBER 9

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

SUNDAY, SEPTEMBER 10

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

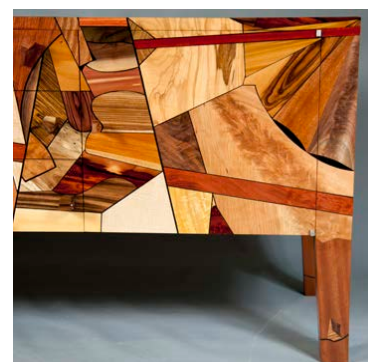
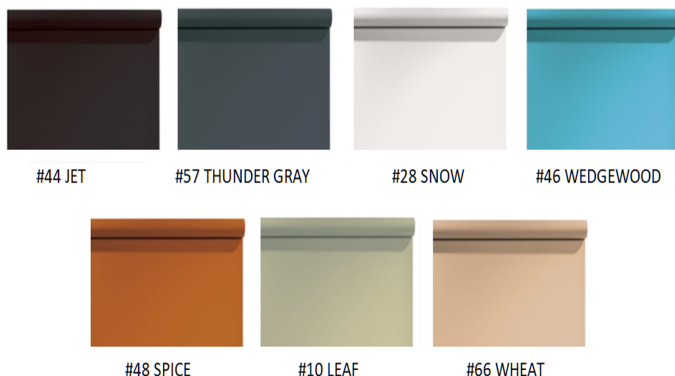
5:15–8 pm Pedestal and Booth breakdown (tear down will start after 5:15 pm) No early breakdown!

Artitude Adjustment - daily sponsored happy hours at 2pm

MONDAY, SEPTEMBER 11

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

Booth Color Reference Chart



WESTERN + DESIGN EXHIBIT+SALE SOURCEBOOK



31ST ANNUAL SPECIAL RATES

| | |
|---------------------|---------------|
| 2 PAGE | \$2495 |
| FULL PAGE | \$1795 |
| HALF PAGE | \$1195 |
| QUARTER PAGE | \$695 |

- Official program distributed during the Exhibit + Sale
- Archival quality
- Hosted online in advance via WDC website, *Homestead, Range, Mountain Living, Cowboys& Indians, Western Art & Architecture* and more...

AD CLOSE & PAYMENT: **July 10** AD MATERIALS DUE: **July 12**

*Reserve your
space today!*

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