Celebrating 35 Years

BOZEMAN, MONTANA

WESTERN +DESIGN EXHIBIT+SALE

August 12 - 15, 2027

BOZEMAN

Brick Breeden Fieldhouse

meet the maker and shop direct from cowboy to contemporary

EVENT HANDBOOK



GINA PANNORFI



D. JAMES HATS



CANDY WOOLLEY ACCESSORIES



STEPHANIE ZIER JEWELRY



SR WOODWORKING



MANY TEARS

EXHIBITOR APPICATIONS:

WesternDesignConference.com

OPENING PREVIEW GALA + RUNWAY FASHION SHOW

SHOP WITH 100+ JURIED ARTISTS • 3-DAY EXHIBIT + SALE

DESIGNER SHOWHOUSE • $20,000 AWARDED

About

BOZEMAN, MT

66% of land in Gallatin County, Montana is protected for generations to come

- Bozeman, Big Sky & Livingston are outdoor playgrounds and gateways to Yellowstone National Park, fine dining & shopping.
- The Brick Breeden Fieldhouse at Montana State University is home to the WDC Exhibit + Sale, boasting 45k sq. ft.
- 80% of attendees to the Western Design Conference are 2nd and 3rd home-owners
- Each year patrons spend upwards of $2 million with exhibiting national artists



Overview

CONSIDERED THE WORLD'S PREEMINENT EXHIBITION OF WESTERN FURNITURE, FASHION, AND HOME ACCESSORIES

The Exhibit + Sale serves as a venue for illuminating the current state of Western design, and as a catalyst for the genre's evolution, bringing together artists, scholars, collectors, interior designers, architects, and fashion designers with a passion for the West.







EXHIBIT +SALE





About

WESTERN DESIGN CONFERENCE *& Events*

FASHION SHOW 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.



EXHIBIT +SALE

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





DESIGNER SHOWHOUSE

Tour juried artists' creations + custom interior design in a full scale home setting.



The Western Design Conference is a curated community of artists, designers representing over 28 states. Authenticity is at the core of everything we do.

Awards

$20,000 Awarded Annually

Best of Show	$5000
Exhibitors' Choice (pedestal value)	$1500
Best Collection Fashion Show	$1000
Honorable Mention Fashion Show	$ 200
Best Exhibitor Design Award (pedestal value)	$2700

Accents	$1000
Fashion	$1000
Fine Art	$1000
Jewelry	$1000
Leather	$1000
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, 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.

Fine Art
In this catergory artists feature painting, sculpture and photography.

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.

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 x10' booth + 4 x 4 pedestal	$3100
10 x 16' booth + 4 x 4 pedestal	$4000



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 laura.fambrocook@gmail.com or 307.272.7218
$750 includes 6 models, rehearsals, awards and advance promo in print and online
$600 with pedestal purchase (SAVE $150)



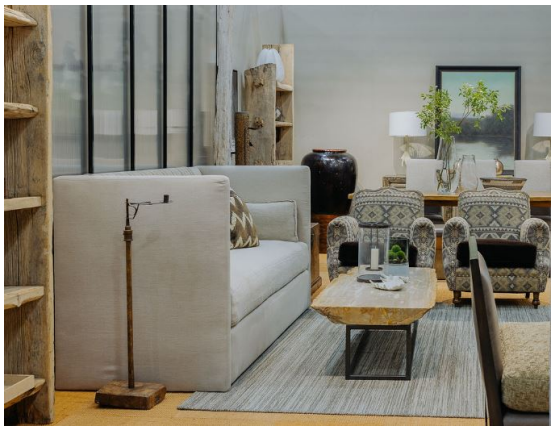
Exhibit + Sale Booth Space

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!

BOOTHS ARE PROFESSIONALLY LINED with the paper color of your choice and 9'h.

LIGHTING & ELECTRIC is included.













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, Brick Breeden Fieldhouse, 1 Bobcat Circle, Bozeman, MT 59715**. Items may be shipped after the WDC with a pre-paid UPS/FEDEX label if scheduled. NOTHING IS TO BE LEFT BEHIND AT THE SHOW.

ACCOMMODATIONS
Limited discount block reservations are available until July 10, mention Western Design Conference. ALL HOTELS WILL SELL OUT, BOOK YOUR ROOMS EARLY!

- Home2 Suites by Hilton Bozeman Midtown $259 406.686.1301
- Hilton Garden Inn Bozeman $269 406.582.9900

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. 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. *A ticket is required for all artists/ exhibitors to attend. Additional tickets to all events are sold online in advance and at the door.*

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 after June 1 will be subject to 50% of the confirmed booth and pedestal fee.
NO REFUNDS after July 1, 2027

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

Mollie Flaherty, Event Manager • Phone 307-699-0461
mollie@westerndesignconference.com • WesternDesignConference.com

Welcome to a show as unique as its surroundings…

2027

Schedule of Events • Brick Breeden Fieldhouse

WEDNESDAY, AUGUST 11

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, AUGUST 12

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

FRIDAY, AUSTUST 13

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

2pm **Design Excellence Awards Celebration**

SATURDAY, AUSTUST 14

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

SUNDAY, AUSTUST 15

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!**

MONDAY, AUGUST 16

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









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

WESTERN +DESIGN EXHIBIT+SALE

SOURCEBOOK





35th ANNUAL SPECIAL RATES

2 PAGE	**$2495**
FULL PAGE	**$1795**
HALF PAGE	**$1195**
QUARTER PAGE	**$695**

- Official program distributed during the Exhibit + Sale and in advance in Bozeman + Big Sky
- Archival quality
- Hosted online in advance via WDC website and partner social channels...

AD CLOSE & PAYMENT: June 10 AD MATERIALS DUE: June 15

Reserve your space today!

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