

## Local Cloth Spring 2023 Fibershed Market Prospectus

The Local Cloth Spring Fibershed Market will take place Saturday, April 8, 2023 from 10am to 4pm at Local Cloth's Shop in the River Arts District at 408 Depot Street, Asheville. It is a juried show in order to keep with the standards of Local Cloth. This prospectus will help you understand the process of applying to participate as a vendor. Please read it in its entirety, as it should answer most questions.

If you should have any additional questions or need clarification, please contact the coordinator Paula Entin at [paula.entin@gmail.com](mailto:paula.entin@gmail.com) or by phone at 828-712-8391. Paula has participated in various juried art shows and juried quilt shows over the years, and has tried to give a complete picture of this process from beginning to end, so you'll feel comfortable and can easily get your questions answered here.

### Tentative schedule:

Jan. 23: Prospectus is sent to membership and newsletter email lists.

Feb. 15: Vendor submissions close at 10pm.

Feb. 22: Coordinator notifies all submitters of acceptance status.

Mar. 6: Payment deadline for admitted vendors. Link will be in acceptance email.

### Who can apply?

Current members of Local Cloth can apply to the markets. Dues must have already been paid before filling out the submission form. Our region, known as the Blue Ridge Mountains Fibershed, covers the area within a 100 mile radius of Asheville, NC, and encompasses the rural mountainous region of Western North Carolina, parts of East Tennessee, North Georgia and Upstate South Carolina. Applicants should live in, or have farms within, our region.

Link to form:

[https://docs.google.com/forms/d/e/1FAIpQLSfa-Glg03VTPcyTRU\\_eD7ODA4ed3G8y3U\\_YaXZmoJn7L0yeDw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSfa-Glg03VTPcyTRU_eD7ODA4ed3G8y3U_YaXZmoJn7L0yeDw/viewform)

If you are not already a member but are interested in applying, please complete your membership before submitting the form.

The form asks for your contact information, a description of what you would be selling, and 4 photographs of your wares plus a photo of your booth setup (either indoors or outdoors). It also asks for a three sentence, *third person* description of your business, that will be used later for publicity if you are accepted into the show.

We currently have spaces for 10-12 vendors inside, and 4-5 outside. The indoor booth spaces are 8' x 8', and the outdoors are 10' x 10'. You may choose to have only one table, a table and screens, or 2 tables in an L-shape.

### Jurying process:

All your information and photos are organized in Google, so our juror can easily review all the materials. She chooses according to quality, and also focuses on achieving a good balance of different items for sale to make the market interesting to our customers.

Once the market coordinator has her responses, emails go out to notify those that are invited, and those that aren't. There is also an alternates list, in case an accepted vendor has to drop out.

If you are chosen:

Once notified that you have been chosen as a vendor, you will have 10-15 days to pay the fee for the Market, online. The acceptance email will contain a link to the invoice payment system. Just follow the link and you are all set.

Once everyone has paid, the coordinator and the publicity team begin their work. The newsletters will list the vendors with that three-sentence blurb, and the newsletter editor will select photos from the Drive folders. The vendor list gets split into 2 newsletters.

The coordinator will also begin work on the interior layout, to make sure no two similar vendors are next to each other, and so our customers have an interesting and exciting path through the market space. When you arrive to set up (either Friday evening or Saturday morning), you will find a table and/or chair with your name on it, and name tags, marking your space.

Friday evening setup is from 4-7pm. Saturday morning setup begins at 8am. You can do it all in one fell swoop, or split it up.

Outdoor vendors may come as early as they need to on Saturday, but we don't unlock the side door until 8am. Outdoor spaces are first come, first served.

Market runs from 10am to 4pm.

The layout is not shared ahead of time, in case there is a cancellation and it needs to be reworked.

Volunteers:

Volunteers will be on hand to help you get your stuff into the building on Friday, help outdoor folks set up booths on Saturday morning if they need a hand, and then get everything out again at the end of the Market. We also provide "booth sitters" to give you a break during the market to walk around, eat lunch, etc. These are all Local Cloth members.

Publicity:

The Local Cloth publicity team covers both online and in print materials, and uses the texts and photos you have provided. The coordinator also writes newsletter articles, and posts to her social media.

We chose second Saturdays to work with the River Arts District calendar that promotes the Second Saturday open studios. This helps draw even more people in!

We will send you a digital poster that you can use for your social media, and you can also print and post it where it might increase our audience.

We will also send you a template that can be printed on standard address labels. These can be stuck on the back of your business card, making it easier to promote the market without needing to print additional materials.

Last but not least:

The coordinator will be present Friday and Saturday, ready to hear any suggestions you might have, and encourages you to email as well, during or after the Market. We do a wrap-up for each market, and have gotten wonderful suggestions and ideas from our vendors. We look forward to hearing from you!