

The American Craft Council Presents

american craft made

St. Paul:

In person October 7–9, 2022
(applications re-opened with
specific mediums prioritized)

Baltimore:

In person March 3–5, 2023

American Craft Made Online Artists Directory:

New annual online listing launching
August 2022.

First pop-up marketplace will be
October 3–16, 2022.

St. Paul 2022 and Baltimore 2023 and the American Craft Made Online Artists Directory

American Craft Made is a series of marketplace events produced by the American Craft Council, a national nonprofit dedicated to supporting craft and its artists. Our two marketplace events in Baltimore and St. Paul and now the Online Artists Directory (new this year) 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 St. Paul Marketplace Event

Now in its 35th 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.

All eligible artists are welcome to apply. However, in order to balance our media makeup we are specifically calling for applications for work within the clothing and accessories and home goods categories. Jewelry applicants will be placed on a waiting list.

About the Baltimore Marketplace Event

Coming up on its 46th year, the Baltimore marketplace is our flagship event and takes place at the impressive Baltimore Convention Center in Maryland. With an average attendance of 17 thousand annually, this highly competitive and prestigious marketplace 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.

About the Online Artists Directory

The American Craft Made Online Artists Directory is new for 2022 and represents the evolution of our online marketplace events into an opportunity for artists to gain visibility and sell their work over the course of an entire year. This program will bring contemporary craft artists from around the country together in a directory designed to share their



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
- **FOR ST. PAUL ONLY:** All eligible artists are welcome to apply. However, in order to balance our media makeup we are specifically calling for applications for work within the clothing and accessories and home goods categories. Jewelry applicants will be placed on a waiting list.
- 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.
- Artists whose work is produced in the United States or Canada and does not incorporate unsustainable and/or endangered materials or illegal products made from endangered species. ACC reserves the right to require authentication of the production process at any time.

work and their story and offer opportunities to participate in exclusive online marketplace events. Artists will be promoted to our targeted craft audience of over 60,000 email subscribers and 100,000 social media followers. Directory artists will also be the first to be considered for partnerships and collaborations as they arise. Our ecommerce platform has reached over 160,000 visitors and generated over \$617,000 in revenue for participating artists since the launch in fall 2020.

Jury Process

ACC values clarity and transparency in our artist selection and invitation process. Because of time constraints, newly applying artists will be selected to participate in American Craft Made / St. Paul by ACC staff. Artists will be selected to participate in American Craft Made / Baltimore from an application pool juried by outside curators and ACC staff. The online directory will be curated by 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 LGBTQIA+ artists in the marketplace. If you would like to apply for multiple media you will be required to submit an application for each medium.

How To Apply for American Craft Made

Applicants will submit an application form including five images, a short bio, and some additional information about your practice. 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, bio, and Q&A within the application may be used by the ACC Marketing Department to promote you, your work, and/or American Craft Made. If you would like to apply for multiple media you will be required to submit an application for each medium. Jewelry images must all be submitted under jewelry.

American Craft Made / St. Paul**Application Open:** April 1, 2022**Application Deadline:** May 31, 2022**Where:** Saint Paul RiverCentre**When:** October 7–9, 2022**Size:** 250 exhibitors (in-person)**Acceptance Notification:** June 2022**Move-In Dates:** October 5–6, 2022**Participation Fees:**

- 10 x 10 ft. booth = \$940
- Corner fee = additional \$300

Average Attendance: 8,000**American Craft Made / Baltimore****Application Open:** April 1, 2022**Application Deadline:** July 15, 2022**Where:** Baltimore Convention Center**When:** March 3–5, 2023**Size:** 400 exhibitors (in-person)**Acceptance Notification:** September 2022**Move-In Dates:** March 1–2, 2023**Participation Fees:**

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

Average Attendance: 17,000**In-Person Marketplace Details****Application Fees:**

- \$45 application fee for each marketplace
- 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.

Participation Fees:

Booth fees vary by marketplace location (see left) 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 marketplace directory
- Represented in online show listing
- Free and discounted guest passes
- National, regional, and local marketing campaigns including promotion to more than 71,000 email contacts and more than 100,000 followers on social media—all designed to bring an engaged audience of craft appreciators to our events
- Digital promo kits for artists

Participation 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. Exhibitors are responsible for collecting and reporting sales tax where applicable.
- Exhibitors must accept and comply with all [health and safety policies](#).



How To Apply as an American Craft Made Emerging Artist

The application and process are the same as our regular application process; applicants will submit an application form and five application images. Applications to participate in the program at the 2023 Baltimore shows are open April 1 – July 15, 2022. Artists applying to our 2023 marketplace through the Emerging Artists program will not have to submit an application fee. Applicants must apply to the program exclusively, and application submissions will be scored by a separate jury panel.

Participation Fees:

- American Craft Made / Baltimore (March 3–5, 2023): \$700

American Craft Made Emerging Artists (Open for Baltimore Only)

ACC recognizes and supports artists as they make their way through different stages on their pathway to practice. If you are new to the American Craft Made marketplace and consider yourself an emerging artist, we encourage you to apply as an American Craft Made Emerging Artist. 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 17,000 collectors and craft enthusiasts
- Access to a well-educated audience who 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:

The types of work that are eligible for American Craft Made also apply to the Emerging Artists program (see section above “What kind of work is eligible?”). 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 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

\$700 Participation Fee Includes:

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



**American Craft Made
Online Artists Directory**

Acceptance Notification: June 2022

Online visitors: 160,000

Directory launch: August 2022

First online pop-up marketplace:
October 3–16, 2022

Participation Fee:

- \$350 annually

Online Artists Directory Details

American Craft Made Online Artists Directory

Applications open: April 1, 2022

Application deadline: May 31, 2022

Application Fees:

- \$10 application fee
- All application fees are non-refundable and not transferable. The American Craft Council assumes no responsibility for incomplete or ineligible applications.
- Artists who are selected for the Online Artists Directory will not need to reapply after their first year and can simply renew their participation annually.

Why participate in the Directory?

- The opportunity to introduce yourself to the American Craft Council's audience in your own words, building a relationship that will drive sales of your work
- Inclusion in a professionally designed directory with detailed filter options to help customers find you
- No up-front fee to participate in our established online pop-up sales, where customers can shop right from the Directory
- Dedicated staff support
- Promotion on ACC's various online platforms and social media
- One year of ACC membership included

\$350 Annual Fee Includes:

- One-year listing in the Directory
 - An easy way for buyers, collectors, and wholesalers to find you
 - Professionally designed platform
 - Filters for medium, location, wholesale, "open to custom work and commissions," and more
 - Comprehensive introduction to you and your work
 - Includes information beyond just your name and medium that puts the artist front and center:
 - Headshot and photos of your work
 - Featured video
 - Bio and Q&A
 - Links to your website and social media
- ACC membership
 - \$60 fee waived for one year of ACC membership and all of the following benefits:
 - Four issues of American Craft magazine
 - Exclusive content, inspiring reads, special invites, and community updates in your inbox
 - Travel portal offering discounted rates on airfare, car rental, and lodging
 - Artist-centered insurance options for general liability as well as tools and equipment





- **Optional** participation in online pop-up marketplaces
 - Customers can shop right from your Directory listing
 - Two-week-long events with custom themes and branding
 - Dedicated onboarding and customer service support
 - Add up to 20 pieces with no limits on sales
 - 30% commission rate within online marketplace events to support Online Artists Directory growth and cover Shopify fees and credit card processing fees
 - Exposure to ACC's audience of online shoppers (past online marketplace events have reached over 160,000 visitors)
 - For more information, see [Online Marketplace Events](#)
- **Official ACC endorsement**
 - Share your acceptance with pride
 - Digital badge to display on your website
- **Featured advertising**
 - Opportunities to reach ACC's audience of craft enthusiasts
 - Featured in an email announcement welcoming new artists to the Directory and in marketing for pop-up marketplace events
 - Highlighted across ACC's social media
 - Additional advertising options (media kit available upon request)
 - ACC's online reach:
 - Email audience size: 64,921
 - Email open rate: 23%
 - Social media followers: 99,000
 - Instagram 41,397
 - Facebook 30,162
 - Twitter 12,565
 - LinkedIn 3,125
 - Pinterest 9,983
 - YouTube 2,380



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