Handmade Arcade Winter Marketplace 2021
Application Instructions

Please follow these instructions carefully. We recommend either printing or keeping the instructions open in a new window while completing the application.

Data must be submitted within 24 minutes. If you cannot complete the application within the allotted time, you can log back in to complete your application. Unfortunately, this is a setting of the application system that we are unable to change. We apologize for any inconvenience.

IMPORTANT: The application for Handmade Arcade has THREE STEPS.

1. **STEP ONE: Login / Register with ArtCall.org**
2. **STEP TWO: Create New Application (Two-part process)**
3. **STEP THREE: Upload Images**

Applicants that do not follow through with ALL three steps will NOT be considered.

Handmade Arcade uses ArtCall.org, an online entry submission software, to manage applications. Payments are processed through Stripe, a third-party billing and processing agent.

STEP ONE: Login / Register at ArtCall.org

RETURNING APPLICANTS:
If you have applied to HA in 2016-2019 or to the 2021 Spring event, you should have an ArtCall.org account.

NEW APPLICANTS:
If you have applied to HA or have only participated in the 2020 Virtual Marketplace, you will need to register with ArtCall.org.

There will be TWO BUTTONS (or a mobile drop-down menu) on the top right corner of the screen.

NEW APPLICANTS

Select the button

1. Fill out the form.

2. Save by clicking the **Create Account** button at the bottom of the page.

3. *NOTE: If you already have an ArtCall.org account, you will be directed to* **Login** *button. You may have used ArtCall to apply to another event or forgot that you applied to a past HA.*

RETURNING APPLICANTS:

Select the **Login** button.

Enter your email and password. *If you do not remember your password, choose "Forgot Password" and reset.*

1. You will be prompted to "Update Profile" with a pop-up box. Click "Got It" and continue to Update User Profile form. **There are new data fields in this year's application that you are required to fill out.**

2. If you are not prompted, you will see **Edit Profile | My Applications | ⏻** in the top right corner. Select the **Edit Profile** button to update account information and complete new fields.

3. Update the new information that is being collected.

4. Click the **Update User Profile** button to save changes.

STEP TWO: Create New Application (Two-part process)

IMPORTANT! If you do not complete both parts of STEP TWO, your application will NOT be considered.

1. **PART ONE:**

    a. From the "My Applications" page, click the **Add New Application +** button.

    b. At this time, you will be prompted to pay the NON-REFUNDABLE application fee of $20. *If this fee presents a barrier to participation, please email info@handmadearcace.org for assistance.*

    c. Click the **Submit Payment Charge** button.

2. **PART TWO: Step 1 of 2: New Application Details**

a. Choose a **Category**

If you need help choosing your category, click the [image] button, and Category Descriptions will open.

b. Choose a **Sub-Category**.
If your work does not fit into one of the listed sub-categories, please select "General / Variety." *Note all categories have sub-categories. In this instance, you will only be allowed to choose "General / Variety."*

c. **Application Title** is a required ArtCall.org field. **Please reenter your company name here.**

d. **Linked Web Resource:** Enter your company's e-commerce site here.
If you do not have one, leave it blank. HA will contact applicants that do not have an e-commerce site to discuss a plan for participation in the Virtual Marketplace. You can still participate even if you don't have an e-commerce site.

e. **Describe your products and creative process**
A well-written description of your products and creative process is vital to your application. Please keep this under 300 words. If sharing a table, include descriptions for BOTH applicants.

f. **Product range**
Enter the price range of your products like this "$5-$15."

If you are applying with a second applicant, enter a range for both like this: "CompanyName1: $5-$100" and "ComplanyName2: $50-$200"

Applicants are assessed on a variety of elements that include product price ranges. HA's winter marketplace is considered a holiday gift market by our audience. Therefore, vendors with a range of prices tend to do best.

g. **The MAJORITY of my products sell for**
For example, if you bring items that are popular at a holiday gift market that generally for a range of items from $25-$75, let us know.

h. **Sharing a space?**
If you are applying with another vendor, complete the fields for Second Applicants. Important: Please include information about the second applicant's products/process and prices in the same fields in which you entered your information.

i. Booth Details

Click the button for Booth Descriptions. Choose the booth size for which you are applying.

Reminders: Craft Corridor Booth: This space is reserved for emerging makers who have NOT participated in Handmade Arcade's December event in the past. If you have participated in a past event, you are NOT eligible to apply for the Craft Corridor booth.

Expanded Vendor Spaces are not guaranteed. There are 20 expanded spaces and will be award to vendors in order of payment. If you want an expanded space, pay attention to your email acceptance letter and pay for your space promptly. Once filled, the accepted vendor will be directed to a Standard Vendor Space. to accepted vendors on a first-come, first-served.

Requests for electricity and endcaps will be available when accepted vendors pay for their booth fee.

j. Terms and Conditions

Please read this document before you agree to it. If you violate the Terms and Conditions in any way, you will forfeit your space.

Click the **button.**

STEP THREE: Step 2 of 2: Add Entry Images

IMPORTANT! Applications without images will NOT be considered.

Before uploading images, please clearly label your files with your company name and product name. For example, "NameofCompany_kitchenwidget.jpg."

- **NEW THIS YEAR: Booth image is required** (Unless you are a new/emerging maker and do not have one)
- Up to 6 Attachment(s) can be uploaded / Minimum of three images required for consideration.
- NEW Image minimum length on the longest side: 960px
- Image maximum length on longest side: 4600px
- Allowed File types: jpg, png

From the "Add Entry Attachment(3)" page, upload 3-6 images (JPG or PNG only).

Click the "Add Attachment" button
or
Mouse over "Drag and drop a file" and click

Upload Progress Bar will appear. If your image is uploaded successfully, a thumbnail of the image will appear with the text "Image File Successfully Uploaded!"

If the image is too big or too small, the upload will fail. In this case, you may have to log out and back in to resubmit images.

VERY IMPORTANT:
- Due to the high volume of applications, applicants must include clear, well-lit, high-resolution photos representing their work.
- If applying with a second applicant, there should be an equal number of images representing each applicant's work.
- Applications without at least THREE images will not be considered.
- **RETURNING APPLICANTS: Do not photos that you have used in the past. As we attempt to diversify and create a more inclusive space, it is crucial this year more than ever to show us something new.**

Click the [Complete & View Entry] button to complete your application.

HOORAY! You are finished!

You will receive an email confirmation that your application has been submitted. ArtCall.org allows you to edit any information or images on your entry (which are automatically re-submitted) up until Friday. August 13, 2021, at 11:59 PM (EST)

- The deadline to edit/submit applications is **Friday, August 13, 2021, at 11:59 p.m.** (EST)
- All applicants will be notified via email on **Monday, September 13, 2021.**
- Payments must be received by **Monday, October 11, 2021**
- Vendor space fees (including extra costs for electricity and preferred spaces) are not refundable after **October 31, 2021**.
- **We are unable to answer inquiries regarding application status before sending final notifications.**
- If you are having trouble with your application or are unsure if it went through, please email info@handmadearcade.org. You will receive a reply within three business days.