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TENNESSEE
CRAFT
FAIR

**EMERGING ARTIST PROGRAM
PROSPECTUS**
48th ANNUAL FALL TENNESSEE CRAFT FAIR 2026

EMERGING ARTIST PROGRAM (EAP) PROSPECTUS

48th Annual Fall Tennessee Craft Fair | October 9, 10 & 11, 2026
Friday and Saturday 10 am – 6 pm CT | Sunday 10 am – 4 pm CT
Load-In: Thursday, Oct., 8, 2026 9 am – 6 pm CT

Tennessee Craft and its Fair Committee are pleased to offer an exclusive opportunity for our member artists interested in taking their craft business to the next level. An exclusive opportunity for current Tennessee Craft members who

PO Box 120066 | NASHVILLE, TN 37212 | 615-736-7600
fairs@tennesseecraft.org | www.tennesseecraft.org

are 18+ years of age and reside in Tennessee or are studying at Tennessee institutions.

EAP is an onsite Tennessee Craft Fair program where juried emerging artists learn from and alongside mentor artists, receive resources and knowledge through a heightened, educational curriculum-based program, gaining real-world hands-on experience on all aspects of fair exhibition responsibilities including selling their art to the public, administrating their displays, marketing, and engagement. Emerging artists will build the skills they need to take the next step toward exhibiting as individual artists with their own booths at a future Tennessee Craft fair and their future exhibition and retail endeavors, in a 3-day mentorship group environment. Up to eighteen (18) emerging artists and two (2) mentors will join in the fair's EAP tent.

The Emerging Artist Program (EAP) is a structured experience with the following expectations of all **emerging artist mentees**:

1. How to talk and write about your work thoughtfully
2. How to display your work appropriately for an art fair setting
3. How to approach pricing your work
4. How to interact with customers and conduct yourself in a professional way
5. What to pack and how to set yourself up for success personally throughout a multi-day art fair
6. How to process your own sales via cash and credit card, and how to collect and submit Tennessee Department of Revenue Sales Tax payment and return after the event
7. How to learn from feedback you get from customers and sales
8. How to research other art fairs you may want to try in the future and how to apply to these events

Emerging Artists may be artists of any age 18+ years of age or background who are:

- Beginning their professional craft career
- Working in a new medium
- Exhibiting at a Tennessee Craft Fair for the first time and have not previously exhibited at craft fairs of the caliber of the Tennessee Craft Fair

EAP Mentors are professional artists who:

- Have experience selling their work at juried art fairs
- Have a passion for mentoring emerging artists and supporting them as they navigate the EAP curriculum
- Will take responsibility for helping mentees navigate the logistics of participating in the art fair and answer their questions before, during, and

- after the event
- Will have the option of selling their work alongside of their mentees during the art fair in the EAP group tent
 - Conduct preparatory training and provide information and resources to emerging artist mentees

Participation is open to current members of Tennessee Craft. New members are welcome to apply for a current year membership upon juried invitation to exhibit in the fair's EAP. Offering this outlet to emerging makers works toward Tennessee Craft's mission of encouraging, developing, and promoting crafts and craftspeople in Tennessee.

The EAP EMERGING ARTIST application is available online at:

<https://www.cognitofrms.com/TennesseeCraft1/EmergingArtistProgramArtistApplicationFall2026>

The EAP MENTOR application is available online at:

<https://www.cognitofrms.com/TennesseeCraft1/EmergingArtistProgramMentorApplicationFall2026>

RULES AND POLICIES

EAP ARTIST ELIGIBILITY

1. Artists must be 18+ years of age, current members of Tennessee Craft, and reside in Tennessee or are studying at Tennessee institutions
2. Artists must comply with the EXHIBITOR FEES
3. Submitted artwork must meet the ARTWORK ELIGIBILITY criteria
4. Artists may only participate in this single program at this current fair
5. Exhibiting artists must be on-site at the craft fair for the 3-day duration of the show
6. Artists may participate in EAP for a maximum of three (3) fairs, although they will be expected to have new goals that they wish to explore each time they reapply

EAP EMERGING ARTIST EXHIBITOR FEES

- **\$75 booth fee per Emerging Artist** (*will be invoiced via PayPal and paid electronically*)
- **20% commission on all sales taken before taxes;** *By check payable to Tennessee Craft and mailed to P.O. Box 120066, Nashville, TN 37212 within two (2) weeks of the fair conclusion). If you prefer to pay electronically, contact Kim Waag at fairs@tennesseecraft.org or text her at 727-215-7894 stating your name, email address, and amount you owe to Tennessee*

- Craft, and an invoice will be emailed to you where you can pay online*
- Artists will be expected to pay their own sales tax and submit their sales tax return to the TN Department of Revenue (TNDOR) through their individual TNDOR TNTAP with the support provided during their EAP curriculum educational session with their mentor

EAP EMERGING ARTIST and EAP MENTOR ARTWORK ELIGIBILITY

Complete Art Eligibility requirements of Tennessee Craft fairs may be found online for this fair at <https://tennesseecraft.org/events/craft-fairs/craft-fair-preparation-for-invited-artists/>

1. Acceptable media: basketry, books/paper, clay, drawing, fiber/textile, furniture, glass, jewelry, leather, metal, mixed media/other, painting, photography, printmaking and wood.
2. Original artwork only.
3. Absolutely no buy-sell.
4. Artwork produced mostly by assistants, with commercial kits, molds, patterns, plans, prefabricated forms or other commercial methods are not permitted.
5. Any commercially made embellishments must be subordinate to the handcrafted work.
6. For upcycled/recycled artwork, the finished pieces must show a manipulation of the materials and originality in design to be eligible.
7. Tennessee Craft expects full and accurate disclosure by the craft artist of materials and methods used in his/her work.
8. Copyrighted designs not owned by the craft artist may not be used, nor may commercially manufactured artwork be shown (e.g., coffee cups, postcards, calendars, stickers).
9. All work exhibited must be available for sale. Displays of work not intended for sale, but for purposes of receiving orders for work to be delivered at a later date will not be permitted.

Ineligible work includes:

1. Items for sale that are not of the medium in which they were accepted, including all non-craft items such as books, food products, etc.
2. Seconds: advertising of close-out sales or specially marked down items is considered inappropriate.
3. Commercially produced or digitally produced works.
4. Commercially molded ceramics, sculpture or jewelry.

Reproduction Rules: Reproductions of an artist's one-of-a-kind work may be exhibited under the following conditions:

1. Original work must be clearly visible and of primary importance.
2. All reproductions must be signed and numbered.
3. All reproductions whether framed or unframed must be clearly and

individually labeled "Reproduction."

4. Reproductions may comprise no more than 30% of display space.
5. All reproductions whether framed or unframed, must be displayed in browse bins – limited to two (2) bins per booth.
6. Notecard reproductions of your art pieces are allowed.

Limited Edition Rules (for photography and printmaking): Limited Editions must be labeled as "Limited Edition Reproductions" and signed, numbered and dated. There is no restriction as to how many limited editions may be displayed. If displayed in bins, up to two (2) bins per booth are allowed.

Work exhibited must be consistent with the quality shown in digital images submitted in application and only media accepted by the jury panel will be permitted.

ARTWORK DISPLAYS

1. EAP Mentors will provide additional guidelines to those below as well as maximum table size - all artists are required to bring their own setup, including table, chair, linen, and other display items.
2. Displays and/or work that block the view of all work in the tent and/or the pathway for patrons to enter and exit the tent will be removed.
3. No large individual banners that identify the artist or their business name that dominate visually will be allowed. Tennessee Craft will provide a booth sign with your name on it that is to be displayed somewhere within your allotted area. If you wish to display a small sign with a logo, contact information, website, and/or social media handles, that is allowed.
4. Displays must fit entirely within your designated section (to be determined by Tennessee Craft Fair Director).
5. Staking of any kind for any purpose is not permitted, regardless of size of stakes.

CANCELLATIONS

All cancellations must be made in writing via email to Kim Waag, Fair Director, fairs@tennesseecraft.org. Deadline for Emerging Artists to cancel with a refund of your booth fee: September 1, 2026.

EAP ARTIST SELECTION and FAIR PREPARATION

All Emerging Artist and Mentor applications must be submitted online. Each application will undergo review and jury process by the jury panel comprised of the Fair Committee.

SELECTION PROCESS FOR EMERGING ARTISTS

1. After the application deadline, Tennessee Craft staff will review submissions for eligibility.
2. Tennessee Craft Fair Director will provide the jury panel with the link to review and score eligible applications online.
3. Fair Committee will review juror scores and select the emerging artists invited to exhibit in the EAP fair tent.
4. Tennessee Craft Fair Director will notify all applicants of the jury decisions of the Fair Committee, and invoice selected artists via PayPal for the booth fee.

SELECTION PROCESS AND RESPONSIBILITIES FOR MENTORS

Two (2) mentors will be selected out of the applicant pool by a jury committee consisting of members from the Tennessee Craft Fair Committee. Mentors have the option of selling their artwork that fully complies with the fair's ARTWORK ELIGIBILITY criteria and will pay no commission on their sales. Mentors will be paid compensation: \$200 to each mentor.

Mentor Responsibilities:

- Read and be familiar with the learning outcomes for mentees and all the curriculum support documents and resources.
- Conduct at least two (2) Zoom meetings (pre-fair) that should cover the following:
 - Meeting 1 (to happen soon after mentees are assigned): Let mentees meet each other, their mentor and begin to bond. Review and explain the learning outcomes and show mentees where all the curriculum resources are located. Introduce general logistics that they need to begin thinking about early on (how to start brainstorming a display) and start to clarify expectations moving forward. Mentors are encouraged to ask mentees to come up with a display plan by the next meeting so they can get feedback from the group and their mentor.
 - Meeting 2 (to happen after mentees have had time to read the curriculum - Fair Director will join): Mentors will provide time to answer all questions about the curriculum. Mentees will be encouraged to share their display plans with the group to get feedback. Mentors will review logistics of the art fair weekend, so mentees are all on the same page, including educating them know how to prepare for difficult weather. Mentors will ensure mentees are comfortable with Square, collecting sales tax, and the process to pay Tennessee Craft at the end of the fair.
- Design the layout of your EAP-designated emerging artists' sections in the EAP tent and choose which spot each artist will be assigned. We encourage you to consult with the other Mentor and do this together to

- ensure a good flow.
- Ensure your mentees bring their own cash box with change and credit card Square processing equipment, and that they feel prepared to process sales/pay sales tax on their own.
 - Check in with mentees at the end of each day to review and record their daily sales total, to help ensure an accurate commission is paid to Tennessee Craft at the end of the weekend. This is also a great time to give your mentees a little encouragement.
 - Send totals sales by mentees to Tennessee Craft Office by end of the fair week.
 - Ensure everyone brings their own tables, chairs and display setup.

AT THE FAIR

As the fair approaches, all emerging artists and mentors will receive from the Fair Director a welcome packet with detailed information regarding parking, set-up/breakdown times, etc. This will include a name badge.

A guest juror will be present on Friday to score each emerging artist on eligibility to exhibit in Tennessee Craft fairs, originality of work, their artist statement, and craftsmanship/manipulation of medium. The announcement of award winners occurs in the Emerging Artist Program tent on Friday afternoon. Awards will be given for:

1. **Best Emerging Artist** – Individual award to the best emerging artist based on eligibility to exhibit in Tennessee Craft fairs, originality of work and craftsmanship. Winner receives a certificate, \$55 individual Tennessee Craft membership for following year, featured in the Tennessee Craft newsletter, \$35 application fee waived to apply in ZAPP for the following year's Tennessee Craft fair of the same season as an individual exhibiting artist in their own booth and is awarded a Tennessee Craft t-shirt.
2. **Merit Award** – Individual award to an emerging artist based on eligibility to exhibit in Tennessee Craft fairs, originality of work and craftsmanship. Winner receives a certificate, \$35 application fee waived to apply in ZAPP for the following year's Tennessee Craft fair of the same season as an individual exhibiting artist in their own booth and is awarded a Tennessee Craft t-shirt.
3. **Best Display** – Individual award to emerging artist with best display that is attention getting, promotes products well, conveys an effective message using design/graphics and correctly balances the booth size versus amount of product displayed. Winner receives a certificate, \$35

application fee waived to apply in ZAPP for the following year's Tennessee Craft fair of the same season as an individual exhibiting artist in their own booth and is awarded a Tennessee Craft t-shirt.

4. **Most innovative Artist** – Individual award to emerging artist with the best new, original idea for craft, materials or innovative way to display or sell. Winner receives a certificate, \$35 application fee waived to apply in ZAPP for the following year's Tennessee Craft fair of the same season as an individual exhibiting artist in their own booth and is awarded a Tennessee Craft t-shirt.

EMERGING ARTIST PROGRAM (EAP)

FALL FAIR 2026 Key Dates and Deadlines

All Times are Central Time

July 1, 2026	EAP Applications from mentors and emerging artists open. Call for Artists
July 15, 2026, 11:45 PM	Application deadline for mentors and emerging artists
July 16-31, 2026	Jury scores and selects mentors and emerging artists
By August 1, 2026	Notifications will be sent to all mentor applicants
August 3, 2026	Notifications will be sent to all emerging artist applicants. Selected participants will be invoiced for booth fee via PayPal by Tennessee Craft
August 9, 2026, 11:45 PM	Booth fee payments DUE from invited emerging artists to secure spot in the EAP tent
August 11, 2026	Mentors receive names and contact info of participating emerging artists, and a tent layout map will be received from Fair Director
TBA	Mentors and Fair hold at least 2 Mentor educational / preparation sessions with invited emerging artists

FAIR DATES

Thur., Oct 8, 9 AM-6 PM

Load-In and Setup, Centennial Park

Fri & Sat Oct 9 & 10, 10 AM- 6 PM & Sun Oct 11, 10 AM-4 PM **Open to the Public**

Oct 11, 2026, 5 PM

Emerging artists review final fair sales with mentor in the EAP tent before departing the show

Oct 16, 2026

Mentor sends sales totals, including tax and credit card breakdown by artist to Fair Director via email fairs@tennesseecraft.org

Oct 11-26, 2026

Emerging Artists send 20% commission on all your sales to Tennessee Craft Office by check made payable to Tennessee Craft and mailed to Tennessee Craft, PO Box 120066, Nashville, TN 37212. If you prefer to pay electronically, contact Kim Waag at fairs@tennesseecraft.org or text her at 727-215-7894 stating your name, email address, and amount you owe to Tennessee Craft, and an invoice will be emailed to you where you can pay online

By Nov 20, 2026

Taxes DUE to TN Dept of Revenue by the 20th of the month following the month of a fair

LIABILITY

All exhibitors waive, release and discharge from any and all claims or liabilities attributable to the negligence of Tennessee Craft and/or any agents, successors, assigns, or employees of Tennessee Craft, which may arise from their participation in the Tennessee Craft Fair. Exhibitors agree to indemnify and hold harmless Tennessee Craft, Metro Parks and Metro Government of Nashville and Davidson County for any claims for damage, loss or injury which relate to or in any way arise from acts or omissions connected to my participation in the Tennessee Craft Fair. Exhibitors acknowledge that Tennessee Craft Fairs are a rain or shine event and may remain scheduled as planned, regardless of inclement weather. No refunds will be given due to interruption of the event or cancellation for reasons beyond the control of Tennessee Craft. These reasons include, but are not limited to weather, acts of God, acts of terrorism, public health or safety concerns, or governmental intervention. Exhibitors understand tent, art, and other staking is not permitted, regardless of size of stakes. Exhibitors understand that all fair participants are expected to exercise full and reasonable respect for other artists, Tennessee Craft staff and volunteers, and the public, including all who are participating in and at the fair. Any breach of reasonable behavior may result in a jury zero score

and disqualification from participation in Tennessee Craft Fairs. Exhibitors agree and understand that use of firearms, explosives and weapons are not permitted. Exhibitors confirm that they are not under active felony proceedings in any state or country and /or confirm that they do not have an active felony conviction in any state or country and/or are not active on a justice registry of any state or country at the time of submitting their application. Exhibitors confirm that they will not have an active felony conviction in any state or country and will not be on a justice registry of any state or country during the period of this event, and will immediately notify Tennessee Craft if they have an active felony conviction in any state or country or are on a justice registry of any state or country and acknowledge that Tennessee Craft may disqualify them from participating based on such status. The Tennessee Craft Fair Committee and/or Governing Board bodies reserve the right to make final interpretation of all rules. Exhibitors grant Tennessee Craft permission to reproduce submitted images for publicity or educational purposes.

Exhibitors understand that the Tennessee Craft Fair Emerging Artist Program is only open to Tennessee residents, who are 18+ years of age as well as artist studying at Tennessee institutions who are 18+ years of age. Exhibitors understand that participation in the Emerging Artist Program is only open to members of Tennessee Craft in good standing.

Tennessee Craft staff, along with the Fair Committee, reserve the right to request removal of any exhibited work not meeting the guidelines for eligibility or displays not meeting the guidelines for set up. Failure to comply with these policies will be taken into consideration when offering invitations to future shows.

The rules and policies outlined in this document are subject to change.