



PEI CRAFTS COUNCIL

DISPLAY CASE APPLICATIONS 2015

The deadline for this application is **May 31, 2015**.

New for 2015 – The POP-UP on University Ave.

The PEICC has a new office and mini-gallery space at 39 University Ave, 2nd floor (above Beanz Café). Displays of products will be the primary focus of the gallery space with several display pedestals and shelves and racks available for member product display. Part of the space will display product samples for a variety of members, and the rest of the space will be used for Solo Exhibitions of member products. This space will provide for one month periods in off- season, and two week periods during summer season. There is no charge for this display space, however it is available to juried members of the PEICC only. Space is allocated on a first come first served basis, so register soon.

YEAR ROUND DISPLAYS: Gateway Village is the only display area open to the public year round for the use of members who have had their work accepted under PEICC Standards Guidelines, and have *similar* product available for sale at their own studio or other outlets. Product should be accompanied by member's business card and/or relevant information on where the items are available.

This case has proven to be an excellent and cost efficient form of visual advertising that provides public exposure to the quality handcrafts produced by PEICC members. Even in the off-season, the awareness is still there.

Display cases are booked on a first-come/first-served basis. Fees are used to cover wages, mileage, long distance phone calls and display material. Please note: The PEICC no longer provides insurance coverage for theft due to break-in or loss through fire. Check with your own company if you wish to ensure protection of your products.

Please complete the following information and mail it, along with your cheque, to:

PEI Crafts Council,
38 University Ave, 2nd Floor
Charlottetown PE, C1A 4K6

For more information contact: Laura Cole, 902-892-5152, laura@peicraftscouncil.com
Make cheques payable to: PEI Crafts Council and dated **May 31, 2015** or earlier.

NOTE: In order to display in the cases, your membership in the PEICC must be current.

Please check the appropriate dates for cases in which you wish to have your product displayed.

THE POP-UP, University Ave, Charlottetown: Numerous pedestal and shelving display spaces, Solo Exhibition

1. One Month (spring, fall, winter) _____ **or** Two Week (June, July, Aug) _____
2. Please indicate preferred time frame: _____

GATEWAY VILLAGE: 2 cases, Group Displays.

1. June 2015 – May 2016 No. ____ x \$100.00 = \$ _____

SEASONAL DISPLAY CASES:

1. St. Peters VIC No. ____ x \$30.00 = \$ _____
2. Wood Islands VIC No. ____ x \$30.00 = \$ _____
3. West Prince VIC No. ____ x \$30.00 = \$ _____

The PEICC co-ordinates Seasonal Visitor Information Centre for PEICC members who have had their work accepted under PEICC Standards Guidelines.

--Displays are set up by a designated person in each area.

--When opening dates become available applicants will be contacted by that person to arrange drop-off of display items.

--Seasonal display cases are usually shared by two or more members

--Items on display in these cases should reflect *similar* work by the member which is for sale in their own studio or other retail outlets usually (but not necessarily) in the vicinity of the VIC.

-- Products must be accompanied by the member's business card and/or relevant material on where the items are available.

--Items on display are not to be removed until the closing date of any particular centre. Most displays are open for a minimum of 3 months. Cases will be opened only by designated representatives of the PEICC.

--The rate quoted is a per person rate for the season:

Total Amount for Display Cases	\$ _____
HST 14%	\$ _____
TOTAL:	\$ _____

Name: _____ PEICC# _____

Business Name: _____

Mailing Address: _____

Phone # _____ E-mail: _____