



WHERE ARTISTS AND ART FESTIVALS CONNECT

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Rolling Over from 2020 to 2021

Hi [first_name],

The application for [ShowName] is now accepting submissions. As a 2020 invited artist, you are automatically accepted to our 2021 event. For the 2021 event, you will still need to submit an application through ZAPP here: [Link to Event Page]. Use the coupon code below to submit your application for free. We have also included a variety of resources if you have not used coupon codes before:

- Coupon Code: [CouponCode]
- [How to Checkout with a Coupon Code on ZAPP](#)
- Video Tutorial: [How to Checkout an Application on ZAPP](#)

If you are having trouble entering your coupon code, **do not pay for your application fee**. Please email the ZAPP team at contactzapp@westaf.org for assistance.

After we receive your submission for our 2021 event, we'll follow up with next steps! Let us know if you have any questions about our 2021 process.

Sincerely,

[Name]

Applying to an Invite-Only Event

Hi [first_name],

The application for [ShowName] is now accepting submissions. Our application is invite-only, which means only those who have the code will be able to access the application and apply. Please enter the code [Invite-Only Code] to begin your application., You may review our event information and apply to our event here: [Link to Event Page].

After we receive your application, we will follow up with more information. If you have any questions, feel free to reach out to us. If you have any questions about how you can submit an application, please email the ZAPP team at contactzap@westaf.org.

Sincerely,
[Name]

Using a Coupon to Reserve a Booth Space

Hi [first_name],

Booth products are now available for reservation! You must reserve your booth by [MM/DD/YYYY] in order to participate. Follow these steps to accept our invitation and reserve your booth space for free:

- **Accept or Decline invitation:**
 - Log into your ZAPP account and click on **My ZAPApplications** in the menu.
 - Find [ShowName]. Click the button **ACCEPT OR REJECT INVITATION**.
- **Reserve your booth:**
 - Click **ZAPP Shop** from the menu.
 - Find [ShowName]. To the right of the booth products you wish to purchase, click the word **Add**.
 - Click the orange **Next Step** button. Update the quantity you wish to purchase.
 - Click the orange **Next Step** button. Add the coupon code: [CouponCode]
 - Click the orange **Next Step** button. Click "Checkout Free Item"
 - To complete checkout, click **Submit**. You will be emailed a confirmation and receipt.

If you are having trouble entering your coupon code, **do not pay for your booth**. Please review the [How to Checkout with a Coupon Code on ZAPP](#) guide and [How to Checkout an Application on ZAPP](#) video tutorial or contact the ZAPP team at contactzapp@westaf.org for assistance.

Sincerely,
[Name]

Application Received

Hi [first_name],

Thank you for submitting an application to [ShowName]! Your application is being processed and our jury will take place on [MM/DD/YYYY]. You can view our full jury details on our information page. Results will be sent by [MM/DD/YYYY] via email.

If you are invited to participate in our event, the important deadlines will be as follows:

- Deadline to Accept Invitation/Purchase Booths: [MM/DD/YYYY]
- Last day to request refunds: [MM/DD/YYYY]
- Booth Setup: [MM/DD/YYYY]

- Event Dates: [MM/DD/YYYY - MM/DD/YYYY]
- Booth Teardown: [MM/DD/YYYY]

If you have any questions about our process, please contact [ArtistContact] at [ArtistContactEmail].

Thank you,

[Name]

COVID-19 Regulation Checklist

This checklist is not meant to be all encompassing. It is merely designed to assist events in including all pertinent information in communications with artists.

When emailing artists, you may wish to include:

- Mask requirements
- Sanitization requirements
 - What artists will be required to provide
 - What the event will provide
- Booth spacing requirements
- Measures in place for crowd control
- Current county regulations for mass gatherings
- A policy for what will happen if the event is cancelled
- A date by which the event will be cancelled due to COVID-19
- A system in which artists can report if they have contracted or been exposed to COVID-19.