ZAPPlication.org, also known as ZAPP®, is the online application and adjudication system used by 600 art fairs and festivals nationwide. ZAPP® allows artists to upload high-resolution digital images of their artwork and apply easily to participating art shows, festivals, and fairs. Events using ZAPP® save time and money by streamlining their application, administrative, and jury processes. The intuitive design, functionality, and outstanding customer service make ZAPP® the ideal online application system for the arts.

ZAPP® is owned by a partnership of seven nonprofit art shows and one cultural organization and is managed by the Western States Arts Federation (WESTAF), a nonprofit arts organization leading the field in the development of web-based technologies.

The ZAPP® Difference

Events that choose ZAPP® gain access to a robust management system for each event cycle—from the application and jury processes to booth sales and beyond. ZAPP® reduces staff administrative time, simplifies communication between events and artists, and saves event directors valuable resources. ZAPP® streamlines the jury process by making online juries available—no more slides, carousels, or CDs! Events can also opt to use ZAPP® digital projection equipment to display images for projected juries. ZAPP® even offers an onsite adjudication tool that allows judges at art festivals to score booths using an iPad, alleviating them of the burden of lugging around clunky notebooks, binders, and clipboards when walking booth-to-booth to determine Best in Show and other awards.

Technical Support

The ZAPP® team offers excellent technical support by an experienced staff. Members of the ZAPP® technical support team are also directly involved in the development, design, and system enhancement processes, allowing them to apply user feedback to improve the system. Artists can also find answers to frequently asked questions, instructions for image formatting, video tutorials, and more in the ZAPP® Help section on the website. Artists can always contact the ZAPP® team with questions about technical issues, error messages or other system peculiarities, or for general assistance. Artists should contact the event in all cases of questions related to event administration, such as editing an already submitted application, deadline dates and/or flexibility, refunds, the event's jury process or results, application status, or application requirements and general event policies.

Frequently Asked Questions

Q: How secure is an applicant's credit card information?
A: All transactions through the merchant processor are PCI compliant, meaning meeting the highest industry security standards today. ZAPP® never stores credit card information.

Q: How do jurors score applications?
A: Jurors view images of each artist's work and score the applicant on an online score sheet. Event administrators have the ability to display certain artist information to jurors and can choose from several different scoring options. Events can elect to use a projected jury—where large format images are projected in the jury room, or events can opt for a monitor jury—where jurors review each artist's images on a monitor.

Q: Is an email account required to use ZAPP®? What if an artist doesn't have one?
A: ZAPP® requires all applicants to have a valid email account. Artists can register for a free email account through Gmail, Hotmail, Yahoo, and many other email and Internet providers.

Q: Will I receive the artists' email addresses or do I have to go through ZAPP® to communicate with applicants?
A: ZAPP® has a communication feature that allows events to send emails through the system to individual artists or a group of artists, with attachments of up to 2MB. ZAPP® also allows events to download applicants' contact information directly into a spreadsheet for mail merges or updating a database.

Q: Who manages an event's application?
A: Events retain complete control of managing applications and artists. ZAPP® provides events with instructions and training on the administrative and technical aspects of the ZAPP® system; however, events maintain complete access to and control of management activities. Event administrators review applications and communicate directly with applicants.

Get Started!

Take ZAPP® for a test drive. Participating in a complimentary online demonstration is the best way to become familiar with how ZAPP® functions and how the system can best serve the needs of your event. To participate in a demonstration, all you need is a computer with an Internet connection and access to a telephone.

Email Kim Morski at **kim.morski@westaf.org** to schedule your demonstration. Demos are available during normal business hours, 8:30 a.m. – 5 p.m. MST, Monday through Friday.