



The one-stop universal application system

BROCHURE 2018

What is ZAPP?

[ZAPApplication.org](https://www.zapp.org) is the online application and adjudication system used by nearly 80,000 visual artists and more than 800 art fairs and festivals nationwide. ZAPP® allows artists to upload high-resolution digital images of their artwork and easily apply to participating art shows, festivals, and fairs. Events using ZAPP® save time and money by streamlining their application, administrative, and jury processes.

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 [WESTAF](https://www.westaf.org) (the Western States Arts Federation), a nonprofit arts organization leading the field in the development of web-based technologies.

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I love the ease of applying for shows and making payments through ZAPP. Why a show would choose another service is beyond me. Keep up the good work!

- A.T., artist

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The ZAPP® Difference



A robust management system for each event cycle — from the application and jury processes, to booth sales and beyond.



Reduces staff administrative time, simplifies communication between events and artists, and saves event directors valuable resources.



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® offers a mobile adjudication tool for onsite judging, alleviating the burden of lugging around clunky notebooks, binders, and clipboards. **Tabulate your *Best in Show* and other awards in minutes!**

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"We will definitely be using ZAPP for our show next year and for many years to come! It worked out beautifully for us! We had a great show and a great mix of returning and new artists! Communicating with the artists was a breeze and the fact that they could use credit cards or Paypal made everything so much easier!"

- R.L., event staff

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Frequently Asked Questions

Q: Who manages an event's application?

A: Events have full control to manage applications, communicate with artists, and administer the jury process. ZAPP provides instructions and training on the administrative and technical aspects of the system; however, event administrators maintain management of their event(s) and can access, customize, and edit event information as often as desired.

Q: How do jurors score applications?

A: Jurors can easily access images online through the ZAPP site. Administrators have the ability to customize what the jurors see and how they score. Scores are entered through an online scorecard and instantaneously available to administrators through their jury dashboard.

Q: Is there a charge for artists to use ZAPP?

A: ZAPP is free for artists to use! They can create a profile, upload images, and search for events all for free. Most shows do charge an application fee and booth fees to participate in the show, all of which artists can pay online through ZAPP.

Q: Is technical assistance provided to artists? If so, who provides this?

A: Event administrators are the first line of communication for applicants. ZAPP provides tools to assist with the image upload and application processes, including free monthly webinars that help you understand exactly what artists see when they apply. If additional technical assistance is required, events may give artists the ZAPP support team's toll-free number or email address. Artists are also able to email the artist support team directly from the Contact Us link at ZAPApplication.org

Q: Will I receive the artists' email addresses or do I have to go through ZAPP® to communicate with applicants?

A: An easy-to-use communication tool allows events to send emails, with attachments and other artist data, to individual artists or a group of artists. ZAPP also allows events to download applicants' contact information directly into a spreadsheet for mail merges or updating a database.

Q: How secure is an applicant's credit card information?

A: All transactions through the merchant processor are PCI compliant — ensuring the highest industry security standards today. ZAPP never stores credit card information.

Get Started!



Take ZAPP for a test drive!

See the ZAPP system in action and learn how it can best serve the needs of your event by participating in a complimentary demonstration — all you need is a computer, internet access, and a phone!

Email Kim Morski at kim.morski@westaf.org or call 1-888-562-7232, to schedule your free demonstration.

Demos are available during our business hours: Monday through Friday, 8:30 a.m. – 5 p.m. MT.

The premier marketplace of artists and crafters awaits!

