

Reading-Berks Guild of Craftsmen's 76th Annual Holiday Fine Art & Craft Festival

Artisan – Information

Location

Hamburg Field House, 123-127 South 4th Street Rear (Pine Street) , Hamburg, PA, 19526

Dates & Times

Set-Up: Friday, October 9, 2026 — 2:00 PM to 8:00 PM

Show Hours: Saturday, October 10 — 9:00 AM to 4:00 PM

Saturday Morning Access: Doors open at 7:00 AM for final setup.

Breakdown: Begins Saturday at 4:00 PM. **Early breakdown is not permitted.**

Fees

- Booth Options (Pipe and drape, as well as electricity, are included in the booth fees.)
 - 10 ft x 10 ft – \$170
 - 10 ft x 10 ft corner booth – \$195
 - 20 ft x 10 ft – \$340
 - 20 ft x 10 ft corner booth – \$365
- If you are unable to volunteer, a \$25 non-volunteer fee will apply.
- If you are not a member of the **Reading-Berks Chapter of the Guild** a \$35 fee will be added.

Application & Eligibility

Participation in the Holiday Show is open to members of both the Reading-Berks Chapter and the Pennsylvania Guild of Craftsmen. Priority consideration is given to Reading-Berks Guild juried members.

If you are not currently a juried member or guild member, you may still apply to the show; however, please complete the **Show Jurying** process (listed below) before submitting your application.

Show Jurying for the Holiday Show

If you are not currently a juried member — or are not yet a guild member — we strongly recommend submitting your work for Show Jurying before applying to the Holiday Show.

*If you have participated in our **Holiday Show** previously, you may skip this process.*

Show Jurying is used specifically to determine whether your work meets the quality and presentation of this event.

To submit work for Show Jurying, please email:

- Four (4) images of your work
- One (1) booth image

Please keep image files under 2 MB.

Send materials to: standards@rbcrafts.org

Subject line: **Holiday Show Jurying**

Juried Member Status

Becoming a **juried member of the guild** is a separate process from **Show Jurying** for the Holiday Show.

Guild members who have maintained membership for at least three months are eligible to apply for juried member status. Information about the juried member process can be found on our website.

If you are unsure whether you have completed the juried member process, please contact the Standards Committee at: standards@rbcrafts.org

Non-Member Participation

Non-members accepted into the Holiday Show are strongly encouraged to join the Reading-Berks Guild. Chapter membership also includes full membership in the Pennsylvania Guild of Craftsmen.

Learn more about joining our guild: [Join Our Guild](#)

Student Opportunities

The Reading-Berks Chapter of the Pennsylvania Guild of Craftsmen invites Students to participate in the Annual Holiday Fine Art & Craft Festival.

Student eligibility: Current full/part-time Student at a College, University or High School.

Student Participation Details

- There is no fee for students to participate.
- Students are still required to apply in order to reserve a space.
- Space is limited and includes one provided 8-foot table.
- Please bring your own table covering. A plain-colored sheet is acceptable if needed.

Additional Information: Except for volunteer requirements, all Artisan Policies and the Participation Agreement also apply to student participants. **For student-related questions, please contact:** education@rbcrafts.org

Exhibitor Attendance & Logistics

The **craftsperson of record** (as listed on the application) is required to be present for the **entire duration of the show**. Booths must be fully set up, staffed, and open to the public by the designated start time for our show.

2026 Exception: Due to the 2026 show date change, exhibitors with a prior commitment to another event may arrange for an approved surrogate to represent their booth during the show. Surrogates should be knowledgeable about the artist's work and able to appropriately represent it to the public. This exception applies to the 2026 show only and is not a permanent change to Guild policy.

Set-up & Breakdown

The facility has many entry doors available for both set-up and teardown. Please be courteous and do not block the area directly in front of any entrance—leave at least six feet of clearance at each door to ensure smooth loading and unloading for all participants. Please move your vehicle away from entrance doors, as soon as you are unloaded.

If you require assistance due to a handicap, please contact the committee prior to the set-up date.

Exhibitor vehicles must be parked in the **designated parking areas**.

Early breakdown is strictly prohibited and may result in disqualification from future shows.

Booth Display Requirements

- Booths must not extend into aisles or adjacent booths
- Tables must be fully covered to the floor (no exposed boxes or extra inventory should be visible)
- Leave your space clean — no trash or debris should be left behind
- No Easy-Ups or canopy tops permitted.

Pipe and drape are included in booth fee. Do not hang **anything** from the pipe and drape.

Electricity & Lighting: Electricity is included in booth fees, limited to 240 watts per booth. Lights must be non-obtrusive and should not impede the visibility or comfort of customers or neighboring artisans.

Volunteer task

Excluding students, participants are asked to complete one show-related task, which can be selected during the application process. If you are not able to volunteer you will be charged a \$25.00 non-volunteer fee.

Pick-a-Prize

If you decide to donate an item to our Pick-a-Prize table be sure to provide the following items:

- Two business cards. One attached to the item, and one to the packaging
- Your own professional packaging (boxes, bubble wrap, tissue, bags, etc.)
- Display to present your item (jewelry display, small stands, easels, etc.) These will be returned before the end of the show on Saturday.

Please bring your item to the sign-in table on Friday at Setup. If you are setting up early on Saturday morning, please bring your item to the Pick-a-Prize area (next to Booth #1) as early as possible. We appreciate your support.

Images

We carefully select the highest quality images for our promotional materials, so it's important that you submit fresh, professional-quality photos each year. All images must accurately represent the work you will be displaying at the show.

Please ensure that your images do not include names, watermarks, faces, or overlays—this includes your booth shot. Poor-quality images are the leading reason applicants are not accepted into our shows.

Preferred image format: JPG or PNG, under 2MB in file size.

The festival is promoted primarily through social media and digital platforms. Help us showcase your work by submitting high-quality images of your artwork and creative process to images@rbcrafts.org. Short video clips are also welcome.

By submitting images and videos, you grant the Reading-Berks Guild permission to use them in festival promotional materials.

Amenities

- Enjoy live music and food service in our café area throughout the day.
- The venue is fully ADA accessible.

Questions? Send us an Email: festivals@rbcrafts.org