



# SANTA FE INDIAN MARKET

## SOUTHWESTERN ASSOCIATION FOR INDIAN ARTS

### 2023 SWAIA ARTIST APPLICATION GUIDE

Updated information can be found at <https://www.swaia.org/2023-artist-application/>

## GETTING STARTED WITH YOUR ONLINE APPLICATION:

You will need a strong internet connection to access the online application and upload your information and images. We highly recommend collecting all materials listed below before beginning your application as the system times out after 25 minutes.

#### 1. Your body of work (portfolio)

- Artwork Titles
- TITLES AND IMAGES CANNOT CONTAIN REFERENCES TO ARTIST NAME OR OTHER IDENTIFYING TERMS
- Month/Year Completed (must be within the last 3 years).
- **REQUIRED** 3 images of your body of work. (No more, no fewer).
  - Image requirements are listed in this guide and in our FAQs.
- Dimensions of pictured pieces in photography (HxWxD)

#### 2. Tribal Affiliation

#### 3. Tribal Enrollment

- Digital image or PDF of your enrollment paperwork

#### 4. New Mexico GRT/CRS Tax Number

- Don't have one? Get one!` <https://www.tax.newmexico.gov/businesses/who-must-register-a-business/>

#### 5. Booth Request Information

- Booth Size
- Booth Location
- Sharer information (if applicable)

#### 6. Your application fee

### APPLYING FOR MORE THAN 1 CLASSIFICATION?

Contact Artist Services for information on how to bundle your application fees:  
[artistservices@swaia.org](mailto:artistservices@swaia.org) // 505.983.5220

### QUESTIONS?

We've compiled a list of our most frequently asked questions and put them on our 2023 Artist Application Page: <https://swaia.org/2023-artist-application/>

# BEGINNING YOUR APPLICATION:

Once you collect your materials, you will need to use your computer with a strong internet connection to complete our 2023 Artist Application.

## ACCESSING THE APPLICATION SITE

You can access the application by:

1. clicking the “GO TO ONLINE APPLICATION” button on our website:

<https://swaia.org/2023-artist-application/>

The screenshot shows two columns of information. The left column is titled "WHAT YOU WILL NEED" and lists requirements for the application, including artwork titles, completion dates, and enrollment information. The right column is titled "HOW TO APPLY + FEES" and details the online application fee of \$40 and the in-person/mailed-in fee of \$60. A prominent orange button labeled "GO TO ONLINE APPLICATION" is located in the right column, with a red arrow pointing to it from the right side of the page.

**WHAT YOU WILL NEED**

- Your body of work
  - Artwork Titles
    - CANNOT CONTAIN REFERENCES TO ARTIST NAME OR OTHER IDENTIFYING TERMS**
  - Month/Year Completed (must be within the last 3 years).
  - Required 3 images of your body of work. (No more, no fewer).
  - Dimensions of pieces in photography (HxWxD)
- Tribal Affiliation
- Tribal Enrollment
  - Digital image of your enrollment paperwork
- NM GRT/CRS Tax Number
  - Don't have one? [Get email](#)

**HOW TO APPLY + FEES**

**ONLINE : \$40 application fee**

The application for this year's market is available at the button below or by going to: [zapplication.com](http://zapplication.com)

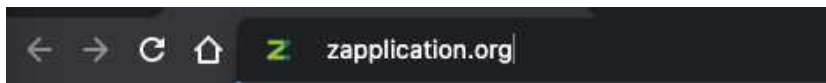
**NOTE:**

For assistance on filling out your online application, we will provide an instructional video, or print out instructions. (COMING SOON)

**GO TO ONLINE APPLICATION**

**IN PERSON or MAILED IN : \$60 application fee**

or 2. by typing “www.zapplication.org” into your browser.



## SIGNING UP AND LOGGING IN:

If this is your first time using ZAPP, you'll need to create account by clicking “Sign Up”.

If you've used this site before, you'll need to Login:

The screenshot shows the ZAPP website homepage. The top navigation bar includes the ZAPP logo, the tagline "WHERE ARTISTS & ART FESTIVALS CONNECT", and "Login" and "Sign Up" buttons. Red arrows point to these buttons from the right side of the page. Below the navigation bar is a large image of art supplies (brushes and spools of thread). The main content area is divided into three columns: "Events List" with a list of upcoming events, "Blog" with recent articles, and "Getting Started" with helpful resources and a "Contact Support" button.

**zapp** WHERE ARTISTS & ART FESTIVALS CONNECT

Login Sign Up

**Events List**

- Capital Jazz Fest 2022 - 25th Annual
- Stockholm Art Fair 2022
- Vandergriff Art Festival 2022
- Dgden Arts Festival 2022
- Music Alley Festival 2022
- Fine Arts & Crafts Festival 2022 | Estes Park, CO
- Piedmont Craftsmen Fair 2022
- Delebration of the Arts 2022 (DOA)

All Events

**Blog**

**New on ZAPP: More Ways to Filter Applications December 8, 2022**

There are now even more ways to filter artist applications on ZAPP! Last month, we released updates to the Event M [Read more...](#)

**Ready to publish your event? The ZAPP Event Checklist is here to help! November 29, 2022**

Is your event ready to publish? Are you sure? We want to help you make sure your event is in the best shape poss [Read more...](#)

**Getting Started**

- Applying to Events on ZAPP
- Uploading Images & Saving Statements
- Help Videos
- Tutorials and Resources
- Frequently Asked Questions
- Contact Support

# USER REGISTRATION

After choosing “Sign Up”, you will be directed to the ZAPP registration form. This will allow you to access the ZAPP site and our application within the site.

## PLEASE SAVE YOUR USERNAME AND PASSWORD.

If you lose your login credentials, you will need to do a ‘forgot password’ or ‘forgot username’ request through ZAPP, *NOTE: SWAIA Artist Services cannot assist with the ZAPP login process.*

*Please input your information using proper capitalization, do not use all caps or all lowercase.*

The screenshot shows the 'Sign Up' page with a progress bar at the top containing 'Legal', 'Terms', 'Contact', 'Profile Type', 'Demographics', and 'Emails'. The 'Terms & Conditions' section is highlighted, showing the agreement text and a checkbox for consent. Below this are the registration fields: Username (30 characters maximum), Email, Confirm Email, Password (7 characters minimum, at least 1 capital letter & number), Confirm Password, First Name, Middle Initial, and Last Name. A note at the bottom of the form states: 'NOTE: Please input your information exactly as you want it to appear on booth signs, mailings, registration packets, name tags, etc. (e.g. John Smith vs. John smith or JOHN SMITH).' A 'Print' icon is visible in the top right corner of the terms section.

Review this agreement and check the box.



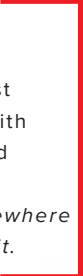
Set your ZAPP username. Keep this somewhere you can easily reference.



Complete all form fields.

**NOTE:** Your Password must be at least 7 characters with at least 1 capital letter and 1 number.

Keep your password somewhere you can easily reference it.



Select the options that best fit your situation.



Click the NEXT button when you're finished.



# CONTACT INFORMATION

Most artists will be “individuals”, so the TEAMS portion will be skipped.  
Next up, you’ll need to provide your contact information by completing each section.  
PLEASE PROVIDE PHONE NUMBERS AND ADDRESSES THAT WORK BEST TO REACH OUT.

**zAPP** WHERE ARTISTS & ART FESTIVALS CONNECT Login Sign Up

Sign Up

Legal Teams **Contact** Profile Type Demographics Emails

### Contact Information

Country: Select

State: State

City: City

ZIP Code: ZIP Code - ZIP Plus

Business or Studio Name: Business or Studio Name

Website: https://

Selling Website: https://

Primary Phone: Area Code - Phone Number

Alternate Phone: Area Code - Phone Number

Address: Address

Address Line 2: Address Line 2

Add Social Media Link (Max 3): Add Social Media Link

← Back

If you have a **website**, please enter it.

If you have an **e-commerce site** that is the same as the site you've listed already OR one that is a different URL (website address) enter that for "Selling Website"

If you have social media channels, click on the blue “Add Social Media Link” button. You may enter URLs for up to 3 channels. For SWAIA’s social media, it would look like this:

Social Media Type: Facebook Social Media URL: https://www.facebook.com/SWAIA/ ✓ -

Social Media Type: Instagram Social Media URL: https://www.instagram.com/santafei ✓ -

Social Media Type: Other Social Media URL: https://www.tiktok.com/@swaiaoffic ✓ -

Next →

Click the NEXT button when you’re finished.

# PROFILE TYPE + MEDIUMS

On this page, please follow the instructions to select that you are an ARTIST, and to select up to three (3) classification types for ZAPP's system.

If the provided categories don't fit, select "other" at the bottom of the first column.

**zapp** WHERE ARTISTS & ART FESTIVALS CONNECT Login Sign Up

## Sign Up

Legal   Teams   Contact   **Profile Type**   Demographics   Emails

**What type of profile are you creating?**

**Artist**  
 Non-Artist Vendor

**Select a Medium (3 maximum)**

Choose up to three (3) disciplines that describe your work.  
This information will not display to event administrators. You will still be required to select a medium for every event application.

<input type="checkbox"/> Ceramics	<input type="checkbox"/> Digital Media	<input type="checkbox"/> Drawing
<input type="checkbox"/> Fiber	<input type="checkbox"/> Folk/Traditional Arts	<input type="checkbox"/> Glass
<input type="checkbox"/> Jewelry	<input type="checkbox"/> Metalwork	<input type="checkbox"/> Mixed Media
<input type="checkbox"/> Painting (includes Acrylic, Oil, Watercolor)	<input type="checkbox"/> Papermaking/Book Arts	<input type="checkbox"/> Photography
<input type="checkbox"/> Printmaking	<input type="checkbox"/> Sculpture	<input type="checkbox"/> Woodwork
<input type="checkbox"/> Other	<input type="checkbox"/> Leather	

← Back Next →

Click the NEXT button when you're finished.

# DEMOGRAPHICS

ALL INFORMATION ON THIS PAGE IS COMPLETELY OPTIONAL.

SELECT ANY ANSWERS YOU WISH TO PROVIDE, AND THEN CLICK NEXT TO CONTINUE.



WHERE ARTISTS & ART FESTIVALS CONNECT

Login

Sign Up

## Sign Up



### Demographic Information

We are collecting demographic information to develop a better idea of the current art fair and festival industry demographics. Every question in this section is completely optional and will only be used to develop statistics on the ZAPP user base. Demographic information is not shared with event administrators and will not impact any applications.

What is your age? Select None

What is your race/ethnicity? Check all that apply. Select None

- African American/Black
- American Indian/Alaska Native
- Asian/Asian American
- Hispanic/Chicano/a/Latino/a
- Middle Eastern/North African
- Native Hawaiian/Pacific Islander
- White
- Multiracial/Biracial
- Prefer not to say
- Other

What is your gender identity? Select None

- Male
- Female
- Transgender
- Non-binary
- Genderqueer
- Prefer not to say
- Other

What are your pronouns? Select None

- She/Her/Hers
- He/Him/His

# EMAILS

THIS FINAL STEP will allow you to set your email preferences.  
The communications sent will go to the address(es) provided during this registration process.


**Sign Up**

Legal   Teams   Contact   Profile Type   Demographics   Emails

### ZAPP Communication

ZAPP® does not send you mail or email without your permission. Opt in or out of specific lists below.

- Subscribe to All Communication Emails [Read the ZAPP Communication Policy](#)
- Show Information  
A weekly email with approaching deadlines and recently opened applications.
- Single Show Announcements  
Periodic emails about events. These emails will be sent from ZAPP on behalf of the show.
- System Information  
Periodic emails regarding ZAPP updates, bug fixes, or other system news.
- Postcard Mailing  
Receive mailed advertisements about an event's application cycle.

I'm not a robot 

     CHECK THIS BOX -  
OR ELSE YOU WON'T BE ABLE  
TO COMPLETE YOUR SIGN UP.     

Click the SUBMIT button when you're finished.

**CONGRATULATIONS!**  
**YOUR SIGN UP IS COMPLETE!**

# PORTFOLIO - OPTIONAL

To easily access your images while completing your application, you may want to consider uploading your content in the PORTFOLIO section of ZAPP.

My Portfolio is the place on ZAPP where you upload and store artwork images, booth shots, files, and saved statements that you plan to use when applying to events. Rather than uploading these materials directly to each application, you can upload them once in your portfolio and use them when applying to any number of events.

To upload, edit, or review application materials in your portfolio, click Portfolio in the header or from the menu after you log in.



You will be directed to the MY PORTFOLIO page:



To upload images,



# UPLOADING MEDIA/ARTWORK IMAGES / FILES

## ARTWORK

You must submit THREE (3) IMAGES of your work for each classification. Submitting too many or too few images will negatively affect your scoring.

To upload your artwork prior to starting your application, you may do it here in the Portfolio section. You may also choose to upload from your computer during the 25-minute application window.

### MINIMUM IMAGE REQUIREMENTS

- Dimensions: 1400 pixels on the longest side
- File Format: jpeg, jpg, tiff, png
- File Size: Under 5 MB

### RECOMMENDED IMAGE REQUIREMENTS

- Dimensions: 1920 pixels on the longest side.
- File Format: jpeg, jpg, tiff, png
- File Size: Under 5 MB
- Resolution: 72 ppi – 300 ppi
- Color space: sRGB

### REMEMBER:

- DO NOT include any identifying information on these images, titles, or descriptions
- Include different pieces of work in your required three (3) images per classification.
- Submitted pieces must have been created in the last three (3) years.
- 

## Upload Media

Click on one of the tabs below (Artwork Images, Booth Shot, Files) to upload your desired type of media. [Click here to learn more about the different types of uploads.](#)

Artwork Images  Booth Shot  File

Images can be attached to applications that collect images for jurying. Photos must be a minimum of 1400 pixels on the longest edge. For the best results, see our [Image Preparation Guidelines](#).

### Image Guidelines

**\*\*Required fields are in bold**

**Media File**  
Choose a file...

**Image Title**  
image Title  
60 max characters

**Folder**  
Not in Folder

**Medium**  
Medium Type

**Price/Value** \$ 00.00 **Year completed** e.g 1988

**Measurement Type:**

**Height** **Width** **Depth**  
Enter Zero if not applicable

**Description** 255 Characters Remaining  
Add description here...  
E.g. Glass vase hand-blown, fused and cold-worked. Includes over 80 color combinations.

**Create Tag**

**Comment**

**Tags**

Click the SUBMIT button when you're finished.

# UPLOADING MEDIA/ARTWORK IMAGES / FILES

## FILES

You will be required to upload documents such as your New Mexico GRT/CRS Tax Number and a copy of your Tribal Enrollment documentation. You may choose to upload it from your computer during the application process, or upload that information to the Portfolio here.

### MINIMUM IMAGE REQUIREMENTS

Files size: no larger than 5MB

Accepted formats: PDF, DOC, DOCX, XLS, XLSX, CSV, JPG, JPEG, PNG, TIFF.

The screenshot shows the ZAPP 'My Portfolio' page. At the top, there is a navigation bar with 'MENU', 'zapp', 'ARTIST SERVICES', and 'swaifest'. Below this are icons for 'PORTFOLIO', 'APPLICATIONS', 'APPLY TO SHOWS', 'CALENDAR', and 'HELP'. A 'My Cart' button is in the top right. The main heading is 'My Portfolio'. Below it, a message states: 'My Portfolio is your media library. Upload and store media that you want to submit with your applications.' A progress bar shows 'STORAGE LIMIT: 1000 MB' with '0 MB Used' and '1000 MB Available'. There are four tabs: 'Artwork Images', 'Booth Shots', 'Files' (selected), and 'Saved Statements'. A text block explains: 'A file is a document or non-artwork image that can be added to your application if an administrator requests it on the application. Files should be no larger than 5MB and in one of the following formats: PDF, DOC, DOCX, XLS, XLSX, CSV, JPG, JPEG, PNG, TIFF.' A green 'Upload File' button is highlighted with a red box. A 'SORT BY: Title (A-Z)' dropdown is on the right.

Click here to upload a new file

## Upload File

Click on one of the tabs below (Artwork Images, Booth Shot, Files) to upload your desired type of media. [Click here to learn more about the different types of uploads.](#)

The screenshot shows the 'Upload File' form. At the top, there are three tabs: 'Artwork Images', 'Booth Shot', and 'File' (selected). Below the tabs, a text block explains: 'A file is a document or non-artwork image that can be added to your application if an administrator requests it on the application. Files should be no larger than 5MB and in one of the following formats: PDF, DOC, DOCX, XLS, XLSX, CSV, JPG, JPEG, PNG, TIFF.' The form has several fields: 'File' (with a 'Choose a file...' input and a 'Browse' button highlighted by a red arrow), 'File Title' (with a 'File Title' input and a '60 max characters' note, highlighted by a red arrow), 'Folder' (with a 'Not in Folder' dropdown), 'Create Tag' (with an 'Add' button), and 'Comment' (with an 'Add Comment' button). At the bottom left, there is a 'Tags' section and a 'BACK' button. At the bottom right, a green 'Submit' button is highlighted with a red box.

**\*\*Required fields are in bold**

Name your file something you'll be able to identify when you're looking for it later!

Upload your file from your computer or device by selecting "Browse"

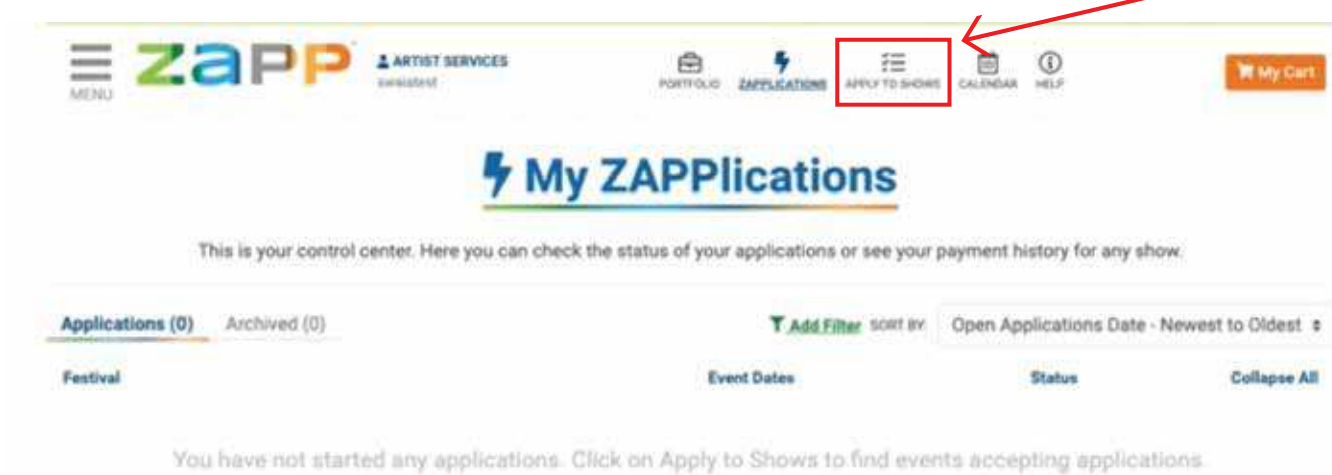
Click the SUBMIT button when you're finished.

[← BACK](#)

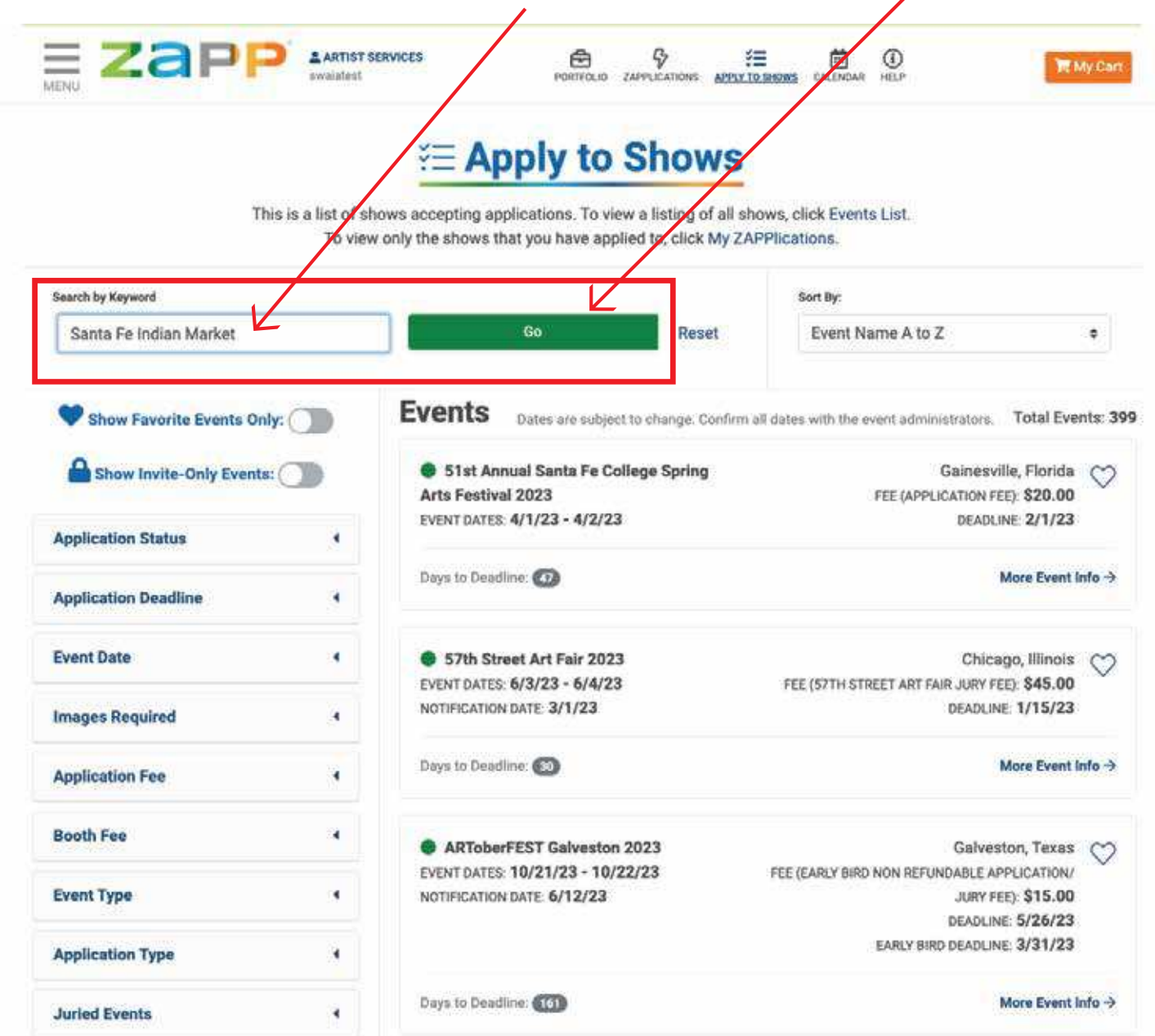
**Submit**

# APPLYING TO 2023 SANTA FE INDIAN MARKET

In the top of your ZAPP browser, or upon logging into your account, select APPLY TO SHOWS



Use the Search By Keyword box to find SANTA FE INDIAN MARKET and hit GO.



# APPLYING TO 2023 SANTA FE INDIAN MARKET

You can click on either the NAME OF EVENT or MORE EVENT INFO to learn more.

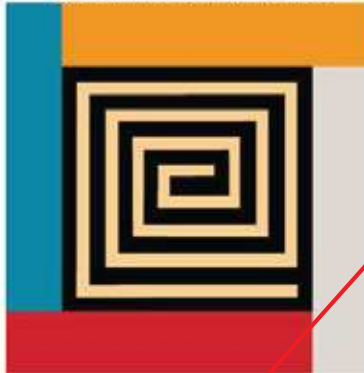
The screenshot shows the ZAPP 'Apply to Shows' interface. At the top, there is a navigation bar with 'MENU', 'zapp', 'ARTIST SERVICES swaiatest', 'PORTFOLIO', 'ZAPPLICATIONS', 'APPLY TO SHOWS', 'CALENDAR', 'HELP', and 'My Cart'. The main heading is 'Apply to Shows'. Below it, a message states: 'This is a list of shows accepting applications. To view a listing of all shows, click Events List. To view only the shows that you have applied to, click My ZAPPLICATIONS.' The search bar contains 'Santa Fe Indian Market' and the 'Sort By' dropdown is set to 'Event Name A to Z'. On the left, there are filters for 'Show Favorite Events Only' and 'Show Invite-Only Events', both currently turned off. Below these are dropdown menus for 'Application Status', 'Application Deadline', and 'Event Date'. The main 'Events' section displays one event: 'SWAIA Santa Fe Indian Market 2023'. The event details include 'EVENT DATES: 8/18/23 - 8/30/23', 'NOTIFICATION DATE: 4/28/23', 'Santa Fe, New Mexico', 'FEE (SFIM 2023 APPLICATION FEE): \$40.00', and 'DEADLINE: 2/20/23'. A 'Days to Deadline: 66' indicator is shown. A red box highlights the event name, and another red box highlights the 'More Event Info ->' link. Two red arrows originate from the text above, pointing to the event name and the 'More Event Info' link.

# APPLYING TO 2023 SANTA FE INDIAN MARKET

Review the provided information about our event, and then click on the green APPLY TO SHOW button.

## Event Information

SWAIA Santa Fe Indian Market 2023



[← BACK TO EVENTS](#)

[Apply to this Show](#)

[CONTACT EVENT](#)

Event Pages:  

**Location:** Santa Fe Plaza  
Santa Fe , New Mexico (West)  
505-983-5220

### REQUIREMENTS:

**Accepted Application Types:**  
Artist

**Images:** 3 (a booth shot is NOT required)

**Fee:** (SFIM 2023 Application Fee): \$40.00

### Time Remaining:

66 day(s) and 5 hour(s) remaining

**Favorite Event:** 

Dates & Deadlines

- December 15, 2022  
Open Date
- February 20, 2023  
Application Deadline
- April 28, 2023  
Notification Date
- May 12, 2023  
Purchase Deadline
- August 19, 2023  
Event Start

Select a link below to jump to that section

[GENERAL INFORMATION](#)

[RULES/REGULATIONS](#)

[BOOTH INFORMATION](#)

[JURY DETAILS](#)

### EVENT INFORMATION

Each August, an estimated 100,000 people attend the largest juried Native American art show in the world - the Southwestern Association of American Indian Art's (SWAIA's) annual Indian Market. This remarkable event takes place on and around the central plaza in Santa Fe, New Mexico, and sponsors over one-thousand Native artists from more than one-hundred tribal communities in North America and Canada. Artists show their latest work and compete for awards in SWAIA's prestigious juried art competition. This year's Santa Fe Indian Market dates will be August 19th & 20th 2023.

### GENERAL INFORMATION

Dates: August 19 - 20, 2023

### SWAIA Classifications

Jewelry  
Pottery  
2-D  
Pueblo Wooden Carvings  
Sculpture  
Textiles  
Diverse  
Beadwork / Quilwork  
Basketry  
Youth

### RULES/REGULATIONS

*For More information regarding SWAIA Standards Please refer to Classification Standards at [SWAIA.org](http://SWAIA.org)*

Artists who are enrolled members in a federally recognized tribe, band etc and can provide documentation (CIB), are invited to apply, have their art juried and if accepted, offered the opportunity to be part of SWAIA Santa Fe Indian Market.

As a juried-in SWAIA Artist, you attest to:

- The work you will sell during market is work you created as an artist
- That you will abide by the standards and policies of SWAIA and the Santa Fe Indian Market
- That you understand failure to abide by standards and policy may result in booth forfeiture.

# EVENT AGREEMENT

Review the Event Agreement and click the YES, I AGREE button to move on.

You can also PRINT LEGAL AGREEMENT

## Event Agreement

SWAIA Santa Fe Indian Market 2023

### EXHIBITOR DECLARATION:

I have read this statement and attest that I am the artist and that all artwork submitted by me is a true and accurate representation of my work to be sold at the 2023 Santa Fe Indian Market, and that I am an enrolled member of a United States or Canadian federally recognized Tribe/Band/Corporation. I understand by signing this application, I agree to abide by SWAIA's Indian Market Standards and Rules, including but not limited to all work being made by me, or in the case of a collaborative work, by my collaborator and me. I agree to all SWAIA Artist Policies, SWAIA Standards, and I also agree to abide by the rules set by my City of Santa Fe Special Event Business License and State of New Mexico Tax and Revenue

No, I do not agree

✓ Yes, I Agree

 Print Legal Agreement

[← BACK TO EVENT PAGE](#)