



SANTA FE INDIAN MARKET

SOUTHWESTERN ASSOCIATION FOR INDIAN ARTS

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 // 505.983.5220

QUESTIONS?

We've compiled a list of our most frequently asked questions and put them on our Artist Services Page: <https://swaia.org/artistservices/>

BEGINNING YOUR APPLICATION:

Once you collect your materials, you will need to use your computer with a strong internet connection to complete our 2025 Artist Application.

ACCESSING THE APPLICATION SITE

You can access the application by:

1. clicking the "2025 ARTIST APPLICATION" button on the Artist Services page:

<https://swaia.org/artistservices/>

WELCOME TO ARTIST SERVICES



ARTIST APPLICATIONS ARE NOW OPEN!

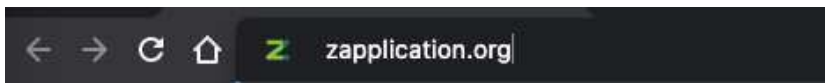
Thank you for your interest in the 2025 application process! To help you prepare a strong application, we recommend reviewing the important information on this page. You'll find important information about our Official SWAIA Artist Policies and Classification Standards, as well as our FAQ section detailing the selection process.

Important: Please add communications@swaia.org and artistservices@swaia.org to your address book to ensure you receive all updates and notifications. You can find instructions for adding our email to your safe senders list in the FAQ section below.

2025 ARTIST APPLICATION



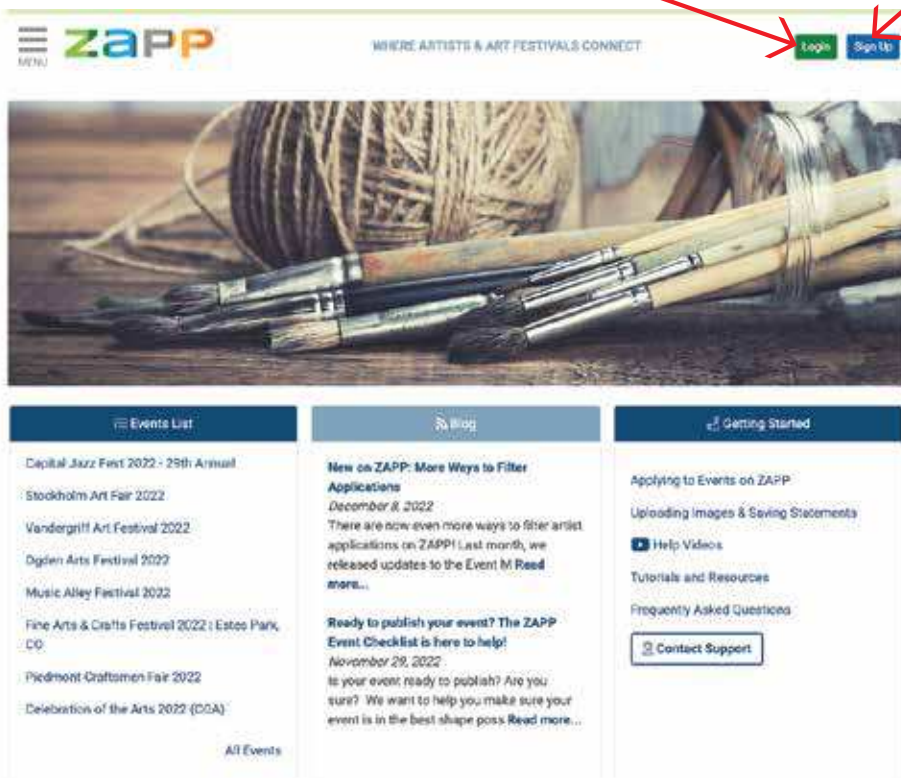
or 2. by typing "www.zapplication.org" into your browser.



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:



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: Legal (selected), Terms, Contact, Profile Type, Demographics, Email. Below the progress bar is the 'Terms & Conditions' section, which includes the text: 'ZAPP® Terms and Conditions Agreement Upon Use of ZAPP® Service' and a checkbox for agreement. Below this is a list of instructions: 'You must login to continue the application process.', 'Create an account below if you do not have an account already', and 'ZAPP® is free to artist! Finish creating your account to gain access to fairs and festivals nationwide.' The registration fields include: 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).'

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.

This section of the form contains three questions with radio button options: 'Are you an individual or a team?' (Individual, Team), 'Do you work with associates?' (Yes, No), and 'We collect demographic information to better our understanding of the art fair and festival industry. Would you like to participate?' (Yes, No). A green 'Next' button with a right-pointing arrow is located at the bottom right of this section.

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.

zapp WHERE ARTISTS & ART FESTIVALS CONNECT [Login](#) [Sign Up](#)

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 

[← Back](#) **CHECK THIS BOX - OR ELSE YOU WON'T BE ABLE TO COMPLETE YOUR SIGN UP.** [Submit →](#)

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.

My Portfolio is your media library. Upload and store media that you want to submit with your applications.

STORAGE LIMIT: 1000 MB

0 MB Used 1000 MB Available

Artwork Images Booth Shots **Files** Saved Statements

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.

Upload File SORT BY: Title (A-Z)

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.](#)

Artwork Images Booth Shot **File**

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.

****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"

File: Choose a file... **Browse**

File Title: **File Title** (60 max characters)

Folder: Not in Folder

Create Tag: **Add**

Comment: **Add Comment**

Tags:

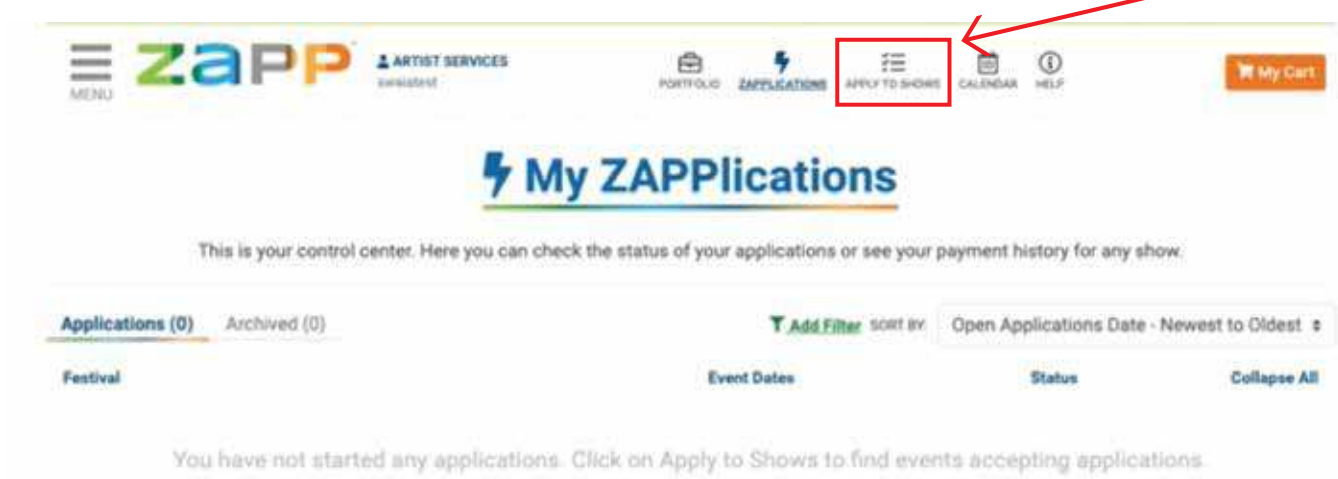
Submit

BACK

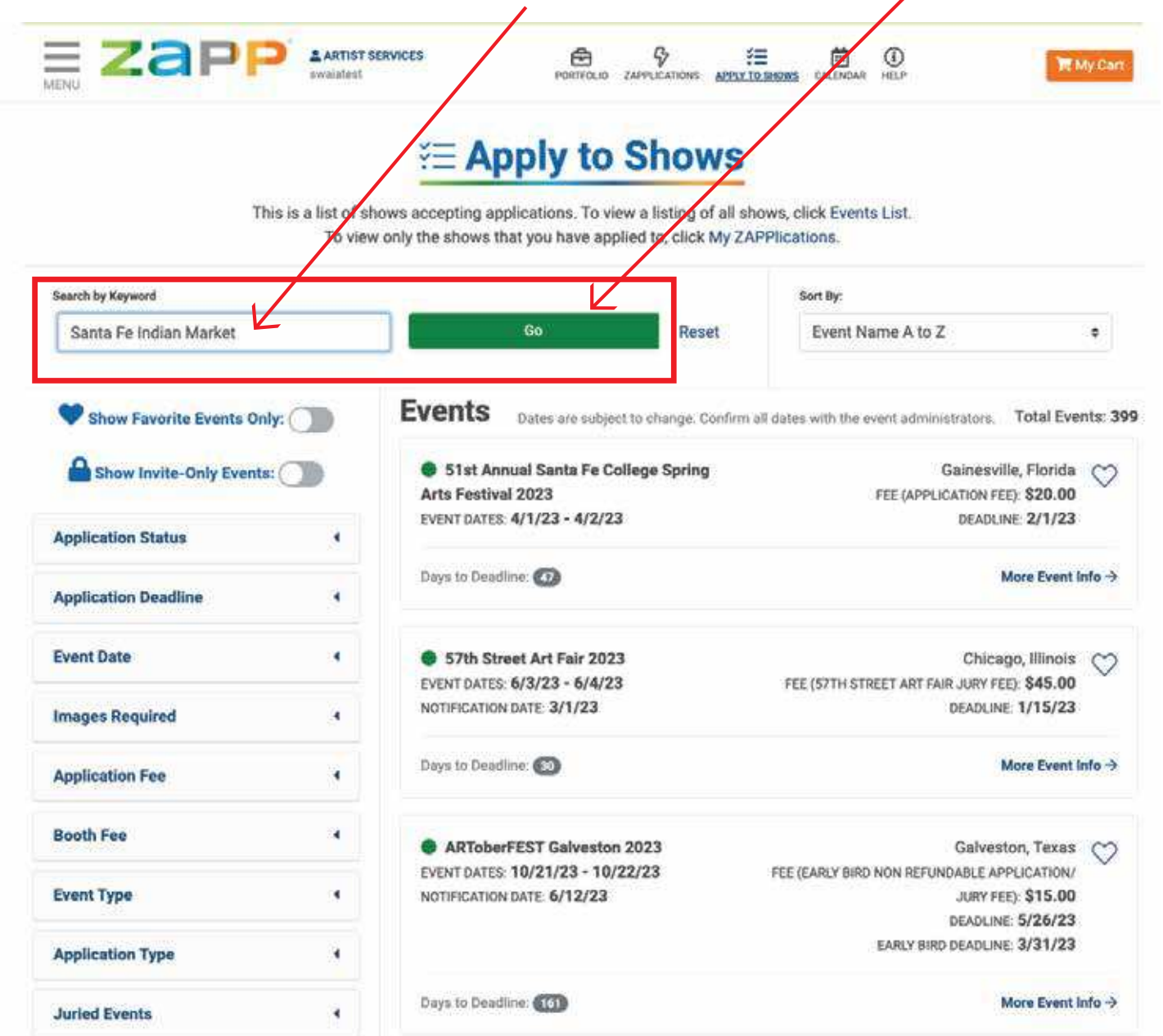
Click the SUBMIT button when you're finished.

APPLYING TO 2025 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 2025 SANTA FE INDIAN MARKET

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

zapp ARTIST SERVICES swalatest

PORTFOLIO ZAPPLICATIONS APPLY TO SHOWS CALENDAR HELP My Cart

Apply to Shows

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](#).

Search by Keyword: Santa Fe Indian Market

Sort By: Event Name A to Z

Show Favorite Events Only

Show Invite-Only Events

Application Status

Application Deadline

Event Date

Events

Dates are subject to change. Confirm all dates with the event administrators. Total Events: 1

SWAIA Santa Fe Indian Market 2023

EVENT DATES: ~~8/18/23 - 8/20/23~~

NOTIFICATION DATE: 4/28/23

Santa Fe, New Mexico

FEE (SFIM 2023 APPLICATION FEE): \$40.00

DEADLINE: 2/20/23

Days to Deadline: 66

[More Event Info ->](#)

Please note: The image above is from a previous application cycle, but the instructions are still applicable and unchanged.

APPLYING TO 2025 SANTA FE INDIAN MARKET

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

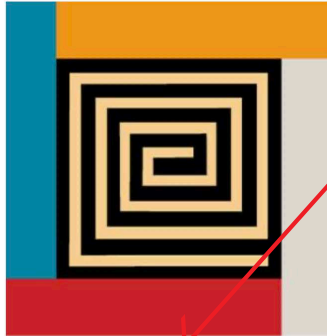


WHERE ARTISTS & ART FESTIVALS CONNECT

Login Sign Up

Event Information

SWAIA Santa Fe Indian Market 2025



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 2025 Application Fee): \$40.00

Application Amount:
You can submit up to 3 applications for this show.

Time Remaining:
46 day(s) and 12 hour(s) remaining

Dates & Deadlines

- December 19, 2024
Open Date
- February 7, 2025
Application Deadline
- May 1, 2025
Purchase Deadline
- August 16, 2025**
Event Start
- August 17, 2025
Event End

Select a link below to jump to that section

- GENERAL INFORMATION
- RULES/REGULATIONS
- BOOTH INFORMATION
- REFUND POLICY
- 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 Santa Fe 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 two-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 16th & 17th 2025.

GENERAL INFORMATION

Dates: August 16 - 17, 2025

SWAIA Classifications

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

RULES/REGULATIONS

For More Information regarding SWAIA Standards Please refer to Classification Standards at

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](#)

Please note: The image above is from a previous application cycle, but the instructions are still applicable and unchanged.