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ABOUT US

ZAPPLication (ZAPP) provides art festival and fair administrators with a series of tools to digitally collect and jury applications, manage booth payments, and communicate with applicants while promoting the event to over 70,000 active artists that are registered on ZAPP. Using ZAPP saves organizations time and effort with an easy-to-use, digital platform.

OUR HISTORY

In 2004, our parent organization, the Western States Arts Federation (WESTAF), developed ZAPPLication in consultation with the National Association of Independent Artists (NAIA) and eight major art shows across the United States. ZAPP has been managed by WESTAF ever since, with profits helping to fund arts advocacy efforts across the western region.

OUR MISSION

Created through the collaboration of artists and art festivals, ZAPPLication connects creatives to art festivals and fairs across the United States through a digital festival management system.
OUR PARTNERS

ZAPP is powered by in partnership with:

Ann Arbor Street Art Fair, the Original
ArtiGras Fine Art Festival

Bayou City Art Festivals
Cherry Creek Arts Festival

MAIN ST. Fort Worth Arts Festival
St. James Court Art Show

Uptown Art Fair
Looking for more info about ZAPP's features and services?

DOWNLOAD THE ZAPP INFORMATION PACKET

Photo by Laura J Gardner Photography, courtesy of Madison Chautauqua
OUR IMPACT

ACTIVE ARTISTS:

70K+

Visual artists can register for a free account and seek opportunities to bring their work to art fairs and festivals.

EVENTS:

11,300+

Since 2004, ZAPP has helped 11,300+ events bring talented artists to their communities.

APPLICATIONS SUBMITTED:

2M+

ZAPP houses the applications for event administrators to manage online.

TRANSACTIONS PROCESSED:

301M+

Artists purchase jury fees, booth fees, and other payments made to the festival on ZAPP.
BRAND ASSETS

NAME & TRADEMARK INFORMATION

FULL NAME: ZAPPlcation® | ABBREVIATION: ZAPP®

TRADEMARK DO'S & DON'TS:

- **DO** use the registered trademark symbol (®) for ZAPP. Use for the first or most prominent instance of the mark.
- **DO** capitalize ZAPP in all references.
- **DO** place the ® symbol between ZAPP and Onsite in ZAPP® Onsite (not ZAPP Onsite®).

- **DO NOT** overuse the registered trademark symbol.
- **DO NOT** refer to ZAPP as Zapp or Zapapplication.

Refer to the [ZAPP Trademark Guidelines](#) for more information.

LOGOS

VARIATION 1

VARIATION 2

Click here to download ZAPP logos.

COLOR PALETTE

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TYPOGRAPHY

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LINK FORMAT

[www.ZAPPlcation.org](http://www.ZAPPlcation.org)
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