



WHERE ARTISTS AND ART FESTIVALS CONNECT

Photo by Howard Alan Events

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ONE PLATFORM, ALL THE FEATURES YOU NEED

Why ZAPP?

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 all in one easy-to-use, digital platform. Saving organizations valuable staff time and providing the convenience of a seamless, standardized process for thousands of artists, ZAPP has become the industry standard for art fair and festival events, and unlike other submission platforms, continues to be intentionally geared toward the art festival and fair industry.

FEATURES AND BENEFITS



Customize Applications & Manage Submissions

Reach the audience you need, tailor your message, stay highly organized, and save time and money with a system designed to accommodate any process.

- Conditional logic and flexible question types
- Custom application flagging and tagging options
- Invite-only events and more!



Collect Payments

Let us collect artist and vendor payments for you, easing the administrative burden and security costs associated with collecting payments online.

- Flexible payment options for artists and vendors
- Safe, secure payment processing with full PCI compliance
- Stored payment types make checkout convenient for artists and vendors



Communicate Simply

Improve your communication and efficiency by using one system to sort, organize, and email applicants. No more switching between platforms – ZAPP does it all!

- Send emails individually or to targeted groups
- View copies of all past emails
- Use ZAPP's preloaded templates or customize your own



Score Seamlessly

Flexible jurying options give you the freedom to tap expertise across the country. Select the highest caliber of artwork to present to your art-buying crowd.

- Remote or in-person jury options
- Uniform image presentation with fullscreen and zoom capabilities
- Simple score tabulation



Attract New Talent

With an active user base of over 90,000, ZAPP has one of the largest marketplaces of visual artists seeking art fair and festival opportunities.

- Automatic inclusion in two newsletters
- Public, searchable event listing with direct URLs to your event application(s)

ZAPP PRICING

ZAPP offers cost-effective pricing with low start-up costs and flexible payment options – the setup fee is all that is required to get started! Pay upfront or apply the incoming application fee and booth revenue toward the cost of using ZAPP.

Not sure what's right for you? Our expert team will help you find the right fit for your organization.

SMALL SHOW PLAN 1 (0 -150 applications received)	SMALL SHOW PLAN 2 (151 - 499 applications received)	STANDARD SHOW PLAN (500+ applications received)
\$500 One-time setup fee	\$500 One-time setup fee	\$1,500 One-time setup fee
\$1,100 License fee	\$6.99 Per application fee	\$2,700 License fee
2.95% + \$0.30 Credit card fee	2.95% + \$0.30 Credit card fee	\$1.99 Per-application fee
		2.95% + \$.30 Credit card fee

A multiple small show license can be purchased for an additional \$500 (per each group of five small events). Events that collect more than 150 applications automatically convert to the small-show plan 2. Additional terms may apply. Current rates may be subject to change.

**Managing 10+ events? We've got a custom option just for you.
Inquire about our promoter contract today.**

What's included with ZAPP? Sign up and get all of the following and more!

- One-on-one administrator onboarding with a ZAPP expert
- Dedicated customer service for applicants, administrators, and jurors
- Up to five administrator accounts
- A custom event application with unlimited custom application questions
- Unlimited data storage and access to historical data year-over-year
- Free, monthly webinars covering system features and industry trends
- Two inclusions in our weekly newsletter, reaching over 60,000 artists
- Report downloads for contact information, application answers, income, and more
- Email communication tools
- Customizable jury selection tools with unlimited jury rounds per show
- Downloads of all high-quality images collected on ZAPP

OPTIONAL ADD-ONS

Enhance your ZAPP experience with one or more of our custom add-ons that provide convenient features before and during your event.



ZAPP Onsite | \$200

Score booths and determine award winners in minutes with our at-festival scoring tool.



ZAPP Gallery | \$200

Showcase your exhibiting artists with a direct link or embed it into your website.



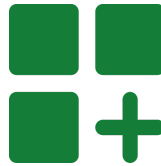
Digital Package | \$250

Bundle ZAPP Onsite and Gallery for one low cost + take \$50 off your e-blast!



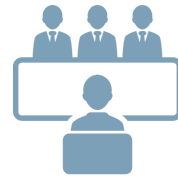
Booth Management | \$50-\$100 per event

Collect booth requests, plan placements, and share the booth map with exhibiting artists and patrons.



Add an Event | \$500

Need to add a second event? No problem! Use ZAPP for as many events as needed through one central dashboard.



JuryBuddy | \$500+

Perfect for hosting an in-person jury to score 500+ submissions, project artist images with our JuryBuddy app.

MARKET WITH ZAPP

Reach more artists with our range of additional marketing options.



Single Show E-Blasts | \$200+

Send a call for entry email to ZAPP artists. Target by location and/or medium category.



Show Information Feature | \$100

Feature your event at the top of the weekly Show Information email.



Advertise on ZAPP | \$250-\$500

Place an ad on the receipt page artists see at checkout. Terms and conditions apply.



Mailing List | \$250

Send postcards to ZAPP artists for a multifaceted advertising approach!

FREQUENTLY ASKED QUESTIONS

If ZAPP collects our artist payments, how is that money distributed to us?

ZAPP processes credit card and/or PayPal payments immediately, and we send the funds to you once per month by paper check or Electronic Funds Transfer (EFT). Either method will be accompanied by a full accounting of that month's disbursement.

Can we upload existing artist applications into ZAPP?

We require each applicant to agree to ZAPP's terms and conditions, so there is no mechanism to upload preexisting applications to ZAPP.

How secure is an applicant's credit card information?

ZAPP maintains full PCI compliance, meeting the highest industry security standards for online purchases. ZAPP does not store credit card information or resell user information to third-party vendors.

Can we just list our event on ZAPP without using the application or jurying features?

No, because the event listing is integrated with the rest of the system, it's not possible to list non-ZAPApplication events on the website.



Photo by Carl Shortt, Festival of the Arts, Oklahoma City

AN ORGANIZATION IN SERVICE TO THE ARTS

ZAPP is a program of [Creative West](#) (formerly WESTAF), a nonprofit U.S. Regional Arts Organization that builds equitable technology, funding, advocacy, and policy systems to generate creative capacity in the West and beyond. By building systems that change systems, we advance equity, justice, and regenerative action—seeing these values as essential as creativity itself. We offer direct, practical support to arts agencies, artists, culture bearers, and creative organizations, aiming to work distributively in support of community-defined goals.



We provide technology solutions that equitably build bridges by connecting artists and arts organizations to opportunities and art-seekers with artists and artworks. Our technology platforms support livelihoods while also generating income that supports our regional work. Creative impact is everywhere, so our technology offerings are, too.

When you sign up to use ZAPP, you are joining a network of organizations and a community of artists that value inclusion, diversity, and shaping cultural life in their communities.

ZAPP is brought to you in partnership with:





FOLLOW US ON SOCIALS



@ZAPPlication



GET STARTED

Contact Ken Cho to discuss pricing, schedule a free demo, and learn how ZAPP can help you easily and efficiently manage your ZAPPlication.

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We can't wait to welcome you to the ZAPP community!

90,000+
Active artists

\$360M+
Transactions
processed

147
Average days in an
application cycle

2,412,850
Applications submitted

810,016
Booths sold

