



Presenter / Practitioner Application Form

Presenter Information

Presenter(s) Name(s) _____

Complete Mailing Address _____

Phone # _____

E-mail _____

Alt. Phone # _____

Fax # _____

Website(s) _____

I am a U.S. citizen or have a U.S. green card or working papers Yes No

Proposed Program Description

Subject: (For example – Yoga, Shamanic, Astrology, etc.) _____

Working title _____

Possible alternate title _____

Preferred program hours time(s) _____

Maximum Attendance (if you need to limit the number due to materials or the nature of the program)

If there is a maximum, please describe why. _____

Note: We have two possible program spaces, one smaller and one larger. According to the nature of the program (seated vs bodywork, etc.), there is a maximum number of attendees that each room would accommodate. Regarding minimum attendance, we require presenters to teach their workshops even if fewer than 10 participants are enrolled. It is Crystal Wellness Center's right to cancel programs, not the presenter's, and low enrollment will not nullify any contractual agreement.

Overview: Even if you include supporting materials, please give a concise overview in the space below.

Briefly describe this program: _____

Program Objectives and Goals:

As a result of taking this program, the program participants will:

Please rate the following activities as a percentage of the entire program experience. If multiple activities occur simultaneously (such as loud drumming during dance), note that your cumulative percentage may be greater than 100%.

_____% Yoga/Tai Chi/Qi Gung	_____% Lecture/Discussion	_____% Arts / Crafts
_____% Movement	_____% Quiet/Meditative	_____% _____
_____% Dance	_____% Soft Music	_____% _____
_____% Bodywork	_____% Loud Music or Drumming	_____% _____

How will your program facilitate experiences that include mind-body awareness, personal transformation, and integration and preparation for returning home.

Please provide a rough outline of your program:

Proposed Program Production Requirements

Session/workshop spaces at Crystal Wellness Center:

We have two possible enclosed rooms, both being upstairs on the second floor of the Crystal Essence store. Access is up a staircase. There is no handicapped access. In general shoes are left in corridors outside of the rooms, and participants and presenters are not wearing shoes for their session/program activities. If your session or program requires footwear please inquire.

Large open beautiful space (approx. 700 sq ft)

Hardwood floor with optional large area rugs
Chairs and tables
Backjacks
Restroom in the room
Treatment table (if available)
Air conditioning or heat, as needed
CD player
Separate entrance from the street

Small beautiful space (approx. 300 sq ft)

Carpeted
Chairs and tables
Backjacks
Restroom in adjoining space
Treatment table (if available)
Air conditioning or heat, as needed

Please fill out the following:

Floor Preference: Please indicate if you have a specific floor preference for your program room. Note that we cannot guarantee your request, but that we will make every effort to accommodate your preference.

- Carpet
- Wood
- No Preference

Presenter Equipment Needs:

Crystal Wellness Center has limited equipment, which may need to be used in another program happening simultaneously. Please check any box that applies to your needs and if your program is approved after it is scheduled we will let you know if we can supply the equipment need

- Easel
- Sound system
- Back Jacks
- Chairs
- Tables

Aside from the above equipment which may be available to you, please be prepared to bring any other equipment or supplies which you may need.

Please Note: After each session/workshop is over for the day, the practitioner/presenter must remove all session/workshop generated trash, food articles, and equipment. The presenter/presenter is also responsible for putting away chairs and backjacks, turning off the lights and heat/air conditioning after workshop.

Program Pricing

To encourage early registration a discounted “prepaid” (early payment) price plus a higher fee for later registration is the pricing structure Crystal Wellness Center uses. The event cost, prepaid price and dates are to be worked out between *Crystal Wellness Center* and the presenter.

Participant Registration

Crystal Essence staff will take all registrations and registration payments, including telephone and walk-in registrations

Marketing

Presenter Marketing Responsibilities:

Presenters are responsible as partners in promotion to ensure the success of their program. Although Crystal Wellness Center will promote your program through our in-store-fliers, email list and website, presenters must demonstrate their capacity to market their own work. Put a check next to the methods of marketing you currently employ, fill in the blanks with numbers, and provide any additional methods of advertising you plan to use to promote your program:

- Email Mailing List
- Number of recipients _____
 - Frequency _____
 - Est. % in the northeastern US _____

- Snail Mailing List
- Number of recipients _____
 - Frequency _____

- Est. % in the northeastern US _____
- Website
 - Number of hits per month _____
- Newsletter
 - Number of recipients _____
 - Frequency _____
 - Est. % in the northeastern US _____
- E-Blast
 - Frequency _____
- Facebook
 - Number of Likes/Friends _____
- Twitter
 - Number of Followers _____
- Video Clips (from YouTube or your website)
 - Links:

In addition to the methods listed above, what networks are you affiliated with that you can advertise through? Do you have connections with northeastern networks? Please be specific and describe your affiliations in detail.

Article Submission:

To enhance program attendance, for 2014 we are initiating a new policy that all accepted practitioners/presenters submit an article, written by themselves, on a subject relating to their sessions/programs. The article must be between 750 and 1,500 words, and be received by Crystal Wellness Center a minimum of 5 weeks prior to the sessions/program start date. Any editing done by Crystal Wellness Center staff will be emailed to the author for approval before publication in a Crystal Wellness venue, and posted on the Crystal Wellness website and in promotional materials, including emails, optimally one month prior to the sessions/program start date. Crystal Essence will have the rights to continue to post the article on the website and in other Crystal Essence publications from that time into the future, even if the practitioner/presenter is no longer affiliated with Crystal Wellness Center.

Crystal Wellness Center Marketing Responsibilities:

INCLUDED PROMOTIONAL SERVICES AT NO CHARGE:

- On *Crystal Essence & Wellness* websites
 - A page on your event
 - A page with your biography
 - A listing on our calendar
- Facebook – a listing in our events section
- In store advertising in printed media (windows, bulletin board, front desk, events booklet, etc.)
- Staff promotion of events to customers and clients.

Crystal Essence may list your event in free local calendar advisories, or other free venues such as web listings & radio announcements, according to staff time availability.

Crystal Wellness Center Optional Marketing Services at Extra Charge:

Required:

- *Crystal Essence* will send a solo email blast promoting your event to our 6,500 plus list - \$35 fee. **This is required.** Should your workshop be approved payment for this service is due with the signed contract, and we will not be able to proceed with other planning until this is received.

Optional Services:

- \$35 – Creating a flyer (for printing) for your event
 - Or you can have your flier done professionally, under the following conditions:
 - The Crystal Wellness Center official logo plus our address and contact details must be included on the flyer (we can email this to you or your artist upon request).
 - You will need to provide us with at least 10 (8 1/2 x 11) flyers for the event in hard copy, brought in to or snail mailed to Crystal Essence.
 - *Please note: If you choose to have a graphics professional create the flyer, or create it yourself, as the flyer represents Crystal Wellness Center it would need to meet our standards of professional graphics, and we reserve the right to not approve it for use marketing your program at Crystal Essence if our team determines your flier does not represent us well.*
- If you have chosen for us to create the flyer for you, we will email you a PDF version of your flyer so that you can print them off and post them around the area for more publicity. We encourage and expect you to put it out there!

Other Optional Services for Presenters Coming From A Long Distance:

- Postering in and around the Great Barrington area when there is staff available – fee \$30
- Any additional ads in shopper's guide or local newspapers – fee to be determined.

To produce the marketing materials in the timely manner needed to adequately promote the workshop, the presenter agrees to provide the following to Crystal Essence **at least 6 weeks prior to the event:**

- Presenter photo - emailed in jpg format, optimally 300 DPI – minimum 150 DPI.
- Biography and description of workshop sent by email in text format or postal mail
- If you are not having us create a flyer for you:
 - The draft of your workshop flyer to be reviewed. Please email in PDF format.
 - Once the flier is approved, at least 10 (8 1/2 "x 11") flyers in hard copy. These can be brought in or mailed to *Crystal Essence*.

WORKSHOP/CLASS OR EVENT CONDITIONS

Attendance minimums:

- A minimum of 3 participants, 2 days prior to the event is desired. If this minimum has not been met, *Crystal Essence* will discuss whether or not the class will run with the presenter.
- If a regular class does not have at least 4 people for at least 3 weeks in a row, we will consider cancelling the activity.

PRESENTER PRODUCT

- Any items presenter would like to bring for sale must be sold through the store on a consignment basis.

FINANCIAL AGREEMENTS

- All payments for program/event will go through *Crystal Essence*.
- Presenter will receive 60 % of event proceeds.

Presenter's Name: Please Print

Presenter Signature

Date

Authorized Crystal Essence Representative

Date

PLEASE CONTINUE TO THE NEXT PAGE

Please fill in this form and return it to us with the appropriate fees

Program/ Event Working Title:

Presenter's Name:

Program's Date(s) & Time:

Program Price:

Check the box:

- Email Blast spotlighting your event to over 6,000 recipients - \$35 (required)
- Workshop Flyer Graphic Design - \$35 (optional)
- Postering in and around local area (for Out-of-Area Presenters) - \$20 (optional)
- Large Room Small Room



Please make checks payable to Crystal Essence. Thank You.
May this Return to you a thousand fold!

For office use:

- Presenter's Head Shot
- Biography
- Images for Design work or Approved Flyer Design
- Codes for Registration
- Sign- Up Sheets