



What P! the Pop!

SUBMISSIONS GUIDELINES

APPLY BY JUNE 7

Presented by:



Funded by:



Canadian Heritage

Patrimoine canadien

Media Partner:



Key Details

Application Deadline

Sunday, June 7, 2026 (11:59:59 PM)

Event Dates

August 22, 2026

Hudson (Cardinal Brewing, 466 Rue Main, Hudson, QC J0P 1H0)

August 29, 2026

Verdun, Montreal (Church of the Epiphany, 4322 Wellington St, Verdun, Quebec H4G 1W4)

Cost

Free for selected participants

Who Can Apply

This call is open to emerging maker artists and musicians whose work is suitable for a curated pop-up arts event.

About YES Employment + Entrepreneurship (YES)

YES Employment + Entrepreneurship is a Montreal-based charitable organization that supports individuals across Quebec in developing their careers and businesses. Through programs like What the Pop!, YES helps emerging artists build the skills and experience needed to grow their creative practice.

About What the Pop!

What the Pop! is a curated pop-up market and professional development program for emerging artists across Quebec.

Selected participants will:

- Showcase and sell their work at a public event
- Receive training on presenting and selling art
- Benefit from promotion and event support

Approximately **35–45 artists** will be selected by a professional jury. Events are held outside in dynamic, non-traditional venues and are designed to help artists reach new audiences and gain real-world experience.

1. Eligibility

Who Should Apply

You are a good fit if you:

- Are early in your artistic career
- Have limited experience selling or performing publicly (fewer than 5 events, including markets, exhibitions, or live performances)
- Have a cohesive body of work or performance ready to present
- Want to learn best practices for organizing and participating in a pop-up event
- Are interested in developing your ability to sell or present your work professionally
- Are committed to participating in training and the event

Artist collectives (e.g. bands or groups) are welcome to apply. See “Collective Applications” in section 6 for how to apply as a collective.

We encourage applications from diverse backgrounds, including racialized and newcomer communities, LGBTQIA+ individuals, and persons with disabilities. Applicants are invited to highlight diversity in their submission.

To support applicants, YES will host a free submissions workshop focused on application support on **June 1, 2026**.

Requirements

Applicants must:

- Be 18 years or older
- Live and work in Quebec
- Be a Canadian citizen or permanent resident
- Have participated in fewer than 5 markets, exhibitions, or performances in Quebec
- Participate in required training sessions
- Be available for the full duration of the event on the assigned date (August 22 or August 29).

Note: Musicians will be scheduled to perform on August 22 only.

2. Eligible Work

Accepted Practices

This call is open to emerging **maker artists and musicians**, including:

- Painting, drawing, illustration, photography
- Prints, artist editions, publications
- Ceramics, sculpture, textile arts
- Jewellery, fashion, wearable art or upcycled design
- Music (solo artists or groups)

This program prioritizes artist-led work suited to a curated arts event. It is **not intended for commercial craft products** (e.g., candles, soaps).

Submitted Materials

Materials should clearly represent the type of work you plan to showcase. You do not need to submit the exact pieces you intend to present, but your submission must accurately reflect your overall practice and intended presentation.

Pricing (Maker Artists)

Artists are encouraged to offer work primarily within the **\$1–\$75 range**, with some higher-priced exceptions.

This helps align with audience expectations and improves sales potential.

Music Submissions

Musicians must:

- Submit a **live performance video** (preferred over audio-only links, where possible)
- Indicate whether work is original, covers, or both

Additional notes:

- All selected musicians will perform on **August 22 (Hudson)**
- Performance times will be scheduled in advance and shared with selected musicians.
- Merchandise sales are optional
- Content must be appropriate for a public, family-friendly event (including lyrics and volume)

3. What Selected Participants Receive

All selected artists receive the following, free of charge:

Event Support

- Venue rental, event-related equipment rental (e.g. basic event and technical equipment), and permits are covered
- An event team will coordinate logistics and provide on-site support before, during, and after the event.

Training (Mandatory)

Selected participants receive 2–3 online workshops covering the basics of preparing for a pop-up event and presenting their work, such as:

- Displaying and selling work in a pop-up setting
- Networking and audience engagement
- Preparing strong applications
- Incorporating equity, diversity and inclusion practices in the arts

Workshops are held in English.

Marketing & Promotion

- Event promotion led by YES across public and private networks
- Promotional materials provided (images, flyers, and posters—digital and print)
- Guidance on how to engage your networks and promote your participation

Additional Support

- Resource document(s) featuring professional opportunities, arts organizations, and practical information related to the workshop topics and training provided.
- **Accessibility accommodations:** We aim to make the program accessible. If you need accommodations, include a note in your application, and we'll connect with selected participants to confirm what support can be provided.
- **Off-island participants:** Participants based outside Montréal may be eligible for a transportation bursary (subject to available funding). Please list anticipated travel costs in your application.

What is NOT Covered

The following costs are the participant's responsibility and are not covered by YES:

- Art materials
- Local transportation
- Insurance for artwork

What Is and Is Not Provided on Site

YES provides basic on-site set-up, consisting of a table and two chairs per participating artist (at no extra fee).

Tents and wall space are not provided.

4. Participant Responsibilities

Selected participants are expected to:

- Take part in the required online workshops
- Be on-site for set-up / soundcheck and take-down
- Stay for the full duration of your assigned event

5. Event Details

Participants will be assigned to one of the following events and must be available on the corresponding date:

August 22, 2026 — Hudson

(Cardinal Brewing, 466 Rue Main, Hudson, QC J0P 1H0)

- All musicians perform at this event
- Maker artists will also be assigned

August 29, 2026 — Verdun

(Church of the Epiphany, 4322 Wellington St, Verdun, Quebec H4G 1W4)

- Maker artists only

Detailed schedules will be shared with selected participants closer to the event.

6. How to Apply

Steps for submitting

- Read these submission guidelines for important information.
- Complete the application form (Google Form).
- In the application form, upload the required materials listed below.

Required materials

- Completed application form
- Artistic CV
- **Maker artists:** 5–10 work samples in **one PDF** (samples should be submitted as one single PDF, it can be several pages long)
- **Musicians:** 3–5 performance links (including at least one live video)

Note: Applications missing required materials will not be considered.

If selected, you will be asked to sign and return a waiver to confirm your participation. Applications may be submitted in English or French.

Collective Applications

Groups (e.g., bands):

- Submit one application through a designated contact person, including their name and contact information.
- Use the collective's name as the artist name.
- In the bio, briefly outline the collective's history and members.
- In the CV, list member projects or activities aligned with the collective's mission.

7. Key Dates

- Call for submissions opens: May 8, 2026
- Free submission workshop (application support): June 1, 2026
- Application deadline: June 7, 2026
- Jury review: June 15 – July 6, 2026
- Applicants notified: July 13, 2026

All applicants will receive a response by **July 13, 2026**, whether or not they are selected.

8. Evaluation Criteria

Approximately 35–45 artists will be selected from across Quebec to exhibit.

Applications are assessed based on:

- **Strength and coherence of the submission materials and artistic vision:** Your artist's brand should be represented in the work or products included for submission.
- **Perceived impact on the artist's career:** Jury members should be able to perceive that What the Pop! will be a beneficial experience for you and your artistic career.
- **Fit and readiness for the What the Pop! format and audience**

Jury decisions are final. Your personal information will be kept confidential.

9. Contact

Questions about the application process? Email: artscoordinator@yesmontreal.ca