

Park Ave

Summer Art Fest 2010

Return to: 97 Park Avenue, Suite C, Rochester, NY 14607

FIRST NAME (please print clearly)

LAST NAME

BUSINESS NAME

NAME OF SECOND ARTIST/PARTNER (Fill in only if work is a collaborative effort. See Application Procedure & Rules)

ADDRESS

CHECK HERE IF THIS IS A NEW ADDRESS

CITY

STATE

ZIP

AREA CODE AND PHONE NUMBER

EMAIL ADDRESS

NEW YORK STATE CERTIFICATE OF AUTHORITY SALES TAX ID NUMBER
(must be supplied before the show)

WEBSITE ADDRESS

• Check only ONE category which best describes the work you are entering: A separate application is required for each category.

Ceramics/Pottery Drawing/Graphics Fiber - Accessories Fiber - Other Fiber - Wearable Glass Jewelry
 Metalwork Mixed Media Painting Painting - Decorative Photography Sculpture Toys/Dolls Wood

• Please give a short (5 words or less) description of your body of work to be used in Festival Guide for publicity:

• SPACE REQUEST (if desired) SGI will do its best to comply with requests, based on the date of receipt of the application. No guarantees.

• Check if needed & enclose payment: Electricity (\$35 per 15-amp circuit) for _____
(Electricity requests may affect our ability to honor your space request)

• The following descriptions MUST be provided and correlated to the appropriately numbered slides: (Note, Slide(s) may be used for festival publicity) OR you can upload your digital photos and descriptions on our new online registration form at www.rochesterevents.com.

▽ SLIDE #1

Process, materials, description, price and dimensions

▽ SLIDE #2

Process, materials, description, price and dimensions

▽ SLIDE #3

Process, materials, description, price and dimensions

▽ SLIDE #4

(Display of art, showing booth)

RELEASE I hereby release and forever discharge the Park Ave. Summer Art Fest (PASAF), the City of Rochester, all sponsoring organizations, and their directors, officers, employees, agents and volunteers from any responsibility, personal liability, claims, loss or damage arising out of or in conjunction with my application to or participation with the PASAF. PASAF will not be responsible for any injury sustained by exhibitors or guests while within space designation for exhibits. I will defend and indemnify sponsors and promoters of the Art Fest from any and all claims, liabilities, expenses, damages, and penalties caused or incurred by wrongful acts of exhibitor(s), or exhibitor(s) agents or employees, including breach of Festival Rules. Further, I understand that I store my art at my own risk without exception or limitation. I agree to abide by all rules set forth in the 2010 Park Ave Application.

APPLICANT'S SIGNATURE

DATE

SECOND ARTIST/PARTNER SIGNATURE

DATE.....

Make sure all of the following items and information are included in your application package before mailing. Incomplete applications will not be processed.

- Completed and signed application and release form
- #10 (9" x 4 1/8") self addressed, stamped envelope, with 59¢ (or current postage for 2 ounces) for return of slides and show information
- \$25 check or money order for non-refundable application fee
- \$265 check or money order for each 10' booth space applied for
- \$50 late fee after March 22
- Slides in a protective sleeve unless uploading online with digital images (see Application Procedure part 4)

APPLICATION PROCEDURE AND SHOW RULES

1. COMPLETELY AND LEGIBLY FILL OUT THE PAPER APPLICATION.

- a. This application is for Artists only. Please read the category descriptions and decide if you are an Artist or Exhibitor. Exhibitors are other vendors, such as not-for-profits, face painters, packaged food or body care products.
- b. Choose the correct category to enter. Read the descriptions for details. If you make and sell jewelry, you must apply in that category.
- c. You may apply in two categories, but they must be related and cohesive, such as Glass and Jewelry (made of glass only). You need a separate application and separate set of slides or digital images for each category.
- d. The postmark deadline for applications is March 22. Late applications with a \$50 late fee will be accepted until April 30. Call 585-244-0951 before submitting a late application, as some categories may already be full.

2. ENCLOSE A SELF-ADDRESSED STAMPED ENVELOPE WITH POSTAGE FOR TWO-OUNCES.

If you don't enclose it, you will not receive your space assignment and other important information, nor will your slides be returned.

3. ENCLOSE THE CORRECT FEES.

- a. There is a **\$25** non-refundable application fee. This will be deposited upon receipt.
- b. The booth fee is **\$265** for each 10x10 space. Double booths are double the cost of a single. Booth fees will be deposited after acceptance notices have been sent in May.
- c. Any application mailed after March 22 must include a late fee of **\$50**.
- d. If you request the optional electricity, you must include a **\$35** check or money order for each 15-amp circuit needed.
- e. Make your checks or money orders payable to The Springut Group.

4. SEND US YOUR IMAGES.

- a. If you uploaded your images online last year, simply log on to your account at www.rochesterevents.com/parkavefest/login.php. Fill in your e-mail address and password. Review, update and correct any information and upload any new photographs. If you have forgotten your password, click on "forgot password" and a new one will be sent to you. You must also mail in paper application, return envelope and fees.
- b. If you applied last year but did not register online and wish to do so this year, your information is already in our database. Simply go to the applicable website listed above and enter your e-mail address that was on your application last year. Click "forgot password" and one will be sent to you. Review, update and correct any information and upload your photos. You must also mail in paper application, return envelope and fees.
- c. If you upload your images digitally and apply in two categories, you will need a different e-mail address to upload to each category.
- d. You may instead enclose up-to-date slides (in slide sleeves, please). Label slides with your name and category and number 1-4.
- e. **DO NOT SEND PHOTOGRAPHS! DO NOT SEND DISCS! DO NOT SEND E-MAIL PHOTOS!**
- f. Be sure that three of your images show close-ups of your recent work. The fourth image is your booth slide, which is **required**, unless this is your first year to exhibit in any festival. In that case, please set up a display showing a cross-section of all your work, along with an explanation. Applications without either of these will not be considered.

- g. It's definitely worth your while to have professional looking, clear, well-lit, uncluttered, close-ups to showcase your work for the jury.
- h. It's also **essential** to provide descriptions of each image for the jury!

OTHER THINGS YOU NEED TO KNOW!!!

1. All cancellations must be in writing. **Cancellations after June 1 are not refundable.**
2. No booth-sharing, unless both artists collaborate on the same artwork.
3. You may only display and sell items in the category in which you are entered. Again, **ONLY** those entered and juried in the Jewelry category may display or sell jewelry. All work must be consistent with the images you presented for the jury.
4. You must be the hands-on creator of everything you are selling (you may be asked for proof of this).
5. You must personally attend your exhibit, for all hours that the show is open. Any exceptions to this for special reasons must be arranged in advance. Your booth must be open for all hours of the show.
6. You will be asked to leave the show, without refund, for selling unauthorized items. You will be banned from all future shows for not following the above rules.
7. This is a juried show. All decisions of the jury are final. Notifications from the jury are sent out by May 8 and from the late-entry jury by May 22.
8. You may request a specific or general space on your application in the space provided. We go to great lengths to honor your requests, but there are **NO GUARANTEES** we can give you the space you ask for. If no request is made, we will place you in the best available spot. No changes in your assigned space are allowed. Electricity requests may affect our ability to give you your request location.
9. Spaces are 10x10 and your booth should be no larger than this. Limited double spaces are available for twice the amount of a single. You must provide your own tent (if desired), tables and displays.
10. This show is outdoors and you need to be prepared for any weather. For safety reasons, you **MUST** tie down your booth. Booths are placed out of the street, starting from the curb and stretching back over the sidewalk. Your space assignment information will let you know if you are on grass or concrete, but you probably won't be able to anchor into the ground. Bring leveling devices, as many spaces are not flat.
11. Booths should be attractive, with tables draped to the ground and no boxes and packing crates visible. No generators are allowed.
12. You must collect and pay NY State sales tax (currently 8% or 4% for clothing). You must have a current NY State Sales Tax Certificate of Authority. You must provide us with this number prior to the show (preferably filled in on your application) and display the certificate in your booth during the show. Call us if you need help obtaining this.
13. During the show you must display the Registration Certificate you will be given in the front right-hand corner of your booth. You will also need to wear your nametag.
14. Artist and Exhibitor services we provide are • Drive-up access for boothloading and unloading • Block Captains for assistance and booth-sitting • Complimentary continental breakfast on Sunday morning • Preferential hotel rates
15. If you have ANY questions, please call Lyn at 585-244-0951 or e-mail lyn@rochesterevents.com. Questions about uploading digital images should be directed to Angela at 585-473-4482.