

FOR OFFICE USE ONLY: SPACE#: APPNO: SLR Y / N STATUS RESPONDATE: SLIDEDATE:
 SPACE SIZE: AMT: ELEC Y / N STATUS DATE: SPLTRDATE: AMOUNT:

ARTFEST™ of 5th Avenue, FALL 2005

APPLICATION FOR EXHIBIT SPACE

October 21, 22, & 23 – 10 a.m. to 6 p.m

❖ On 5th Avenue, between Scottsdale Road and Goldwater Boulevard, Scottsdale, AZ ❖

INCORRECT/INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED

DEADLINE June 25, 2005 www.888artfest.com

NAME: _____ BUSINESS NAME: _____
 ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____
 PHONE: Home () _____ Business: () _____ Fax: _____
 EMAIL: _____ Website: _____

SHARING A SPACE? Yes No With Whom? _____ (if yes, must be mailed together)

WILL YOU PARTICIPATE IF THE ARTIST YOU ARE SHARING WITH IS NOT ACCEPTED? Yes No

CAFMAORY: A separate application is required for each caFMAory. (Application instructions available upon request)

- | | | |
|---|---|---|
| <input type="checkbox"/> Ceramics | <input type="checkbox"/> Drawing/Pastels | <input type="checkbox"/> Fiber/Textiles/Batik |
| <input type="checkbox"/> Glass | <input type="checkbox"/> Jewelry (Ornamental/Costume) | <input type="checkbox"/> Fiber (Wearables) |
| <input type="checkbox"/> Graphics/Printmaking | <input type="checkbox"/> Jewelry (Precious Metals) | <input type="checkbox"/> Leather |
| <input type="checkbox"/> Metalwork | <input type="checkbox"/> Mixed Media (2 Dimensional only) | <input type="checkbox"/> Painting (Oil/Acrylic) |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Sculpture | <input type="checkbox"/> Painting (Watercolor) |
| <input type="checkbox"/> Wood | <input type="checkbox"/> Artistic Originals (Does not fit the above caFMAories) | |

DESCRIPTION OF ARTWORK IN 3 WORDS FOR PROGRAM & PROMOTION: _____

SLIDES: Enclose 4 slides of your ARTWORK and 1 of your BOOTH SETTING numbered to correspond with the following description. Label the front of each slide with a "T" designating the top and your name on the bottom.

- 1 _____ \$ _____
 DIMENSIONS PRICE PROCESS/MATERIALS
- 2 _____ \$ _____
 DIMENSIONS PRICE PROCESS/MATERIALS
- 3 _____ \$ _____
 DIMENSIONS PRICE PROCESS/MATERIALS
- 4 _____ \$ _____
 DIMENSIONS PRICE PROCESS/MATERIALS

5 _____ SLIDE OF WORK IN BOOTH OR COMPLETE DISPLAY SETTING.
 (IMPORTANT: Must be a slide, will value as 1/3 of total score, used to judge overall presentation).

OTHER FESTIVALS AND YEARS PARTICIPATED IN: _____
 DEMONSTRATE THE MAKING OF YOUR ART? Yes No (If yes, consideration for additional space will be given.)
 SPECIAL LOCATION REQUEST? Yes No (If yes, mark enclosed map and describe in detail.)
(Special Location Requests will be billed \$105 after layout process is complete.)

ENCLOSE FEES: **OPTION #1:** \$255 5'X15' \$355 10'X10' \$485 10'X15' \$610 10'X20'

Plus a 5% Commission on sales will be due on Friday, November 5, 2004.
 (Your Festival commission is determined by you - on the honor system.)

OPTION #2: \$295 5'X15' \$455 10'X10' \$635 10'X15' \$810 10'X20'
 No commission is due.

Plus a \$25 nonrefundable application fee (Separate checks please).
 If postmarked after Friday, June 25, 2005, add a \$45 nonrefundable late fee to application fee check.

TWO checks, please – one for BOOTH fee, and one for APPLICATION fee
 VISA or MASTERCARD # _____ AMT \$ _____ EXP DATE _____

ENCLOSE 3 LEGAL SIZED SELF-ADDRESSED STAMPED ENVELOPES with adequate postage for festival notification and return of slides. MAKE CHECKS PAYABLE TO: Frank Maguire & Associates, Inc., P.O. Box 3258, Tempe, AZ 85280-03258

I have read and agree to abide by the ArtFest™ rules and regulations. I understand that this application does not guarantee a space and agree to abide by the decision made by the ArtFest™ jury.

Signature - Application must be signed and dated _____ (Valid for credit card - if applicable) _____ Date _____



March 17, 2005

Dear Artist:

Enclosed is the application for the ArtFest™ of 5th Avenue, FALL 2005 Fine Art Show. Located in the Arts District of downtown Scottsdale, featuring galleries, fountains, and picturesque storefronts. ArtFest™ of 5th Avenue is a three-day festival, held on Friday October 21st, Saturday, October 22nd, and Sunday, October 23rd, 2005, from 10 AM to 6 PM each day.

This popular shopping district attracts a high percentage of the city's annual 6.4 million visitors along with affluent local residents. Development of a bridge between the Festival site at 5th Avenue and Stetson and the Scottsdale Fashion Square Mall is in progress. The Waterfront project including public parking, a retail and residential tower on the corner of Scottsdale Road and Camelback has also begun construction. Another parking lot at Third Avenue should be complete before this event.

Promotions in the Arizona Republic Newspaper, Arizona Tourist News and on radio and television target the North Phoenix, Scottsdale, and East Valley high demographic areas. Select artists will be featured with a photo of their artwork on our website and on festival flyers, posters, press releases, ads and event program. Get your application in early to be considered for Featured Artist Status! Festival signs and banners will be placed on main streets around the festival site before and during the Festival.

As part of our promotions we have a VIP list for political officials, the press, and other special guests. We also email past festival attendees. If you want to add names to this list please contact Reuben in our office. Our lists are not sold or shared with anyone.

ArtFest™ of 5th Avenue offers Fine Art and contemporary entertainment. Parking and Admission are FREE to the general public. If you would like information on this and other Festivals we produce, please access our web site at www.888artfest.com or call us at (480) 968-5353 or write us at P.O. Box 3258, Tempe, AZ 85280-03258. You can also e-mail us at info@888ArtFest.com. We hope to see you in Scottsdale!

Sincerely,

Calendar of Events for 2005

ArtFest™ of Henderson

Flagstaff Festival in the Pines®

ArtFest™ of Scottsdale

May 7 & 8, 2005

July 29, 30, & 31, 2005

November 19 & 20, 2005

Frank Maguire
Festival Director

ARTFEST™ of 5th Avenue, FALL
Frank Maguire & Associates, Inc.
CLASS MAIL
P. O. Box 3258
Tempe, AZ 85280-03258



ARTFEST™ OF 5TH AVENUE RULES AND REGULATIONS

1. Artist must personally attend his/her exhibit and be present during the entire two days of the festival. *Representatives may not attend in place of the artist. Frank Maguire & Associates, Inc. reserves the right to request photo identification to ensure compliance with this rule. (*exceptions to this rule may only be made in the case of a physical illness or other limitation which would otherwise preclude the artist's participation and will only be granted through the express written authorization of the festival director.)
2. All work exhibited must be original artwork produced by the artist. No imports or manufactured goods. Work which has been produced with commercial kits, molds, patterns, plans, prefabricated forms or other commercial methods is not permitted. No unlimited offset reproductions may be exhibited. Only limited edition prints (limit 250), executed in processes involving the artist, signed and numbered, will be permitted. 60% of artwork, readily visible to the public, must be original, not prints. Prints of photographs made from the artist's negative must be processed by the artist, or under his/her direct supervision.
3. Frank Maguire & Associates, Inc. retains the right to use slides, photographs, and artwork submitted by the artist to Frank Maguire & Associates, Inc. for use in advertising and promotion of the festival, in this case, your slides, photographs or artwork may not be returned.
4. It is Frank Maguire & Associates, Inc.'s sole obligation to furnish assigned exhibit space, plus general lighting, cleaning and guard service. Services of any other nature shall be requested by the artist in writing at least 30 days prior to the festival.
5. Artist shall be liable for delivery, handling, erection and removal of artist's displays and materials. All pertinent fire codes, laws, ordinances and regulations pertaining to health, fire prevention and public safety shall be strictly obeyed. Nothing shall be nailed, stapled, taped or otherwise affixed to the wall, the ground or any part of the exhibition area in such a way to damage the area. Frank Maguire & Associates, Inc. prohibits the installation and operation of any exhibits not meeting its approval. Frank Maguire & Associates, Inc., in its sole discretion, may prohibit the conduct of any activity whatsoever which it deems deleterious and not in the best interest of the festival.
6. **Set-up** for the festival may begin when all spaces in your area are marked correctly and approved by the director. Due to parking restriction during festival hours, set-up must be completed and all vehicles removed by 9:30 AM on Friday, Saturday, and Sunday. Thereafter, it will be necessary for you to park outside the festival area and carry your display in. Festival hours are from 10AM to 6PM all three days.
7. **Take-down:** To facilitate clean up and the needs of the businesses and offices on Monday in the 5th Avenue area, all booths must be removed from the premises by 9PM on the Sunday of the Festival. **NO EXCEPTIONS!** Please let the festival staff know 30 days prior to the festival if you will need assistance.
8. Frank Maguire & Associates, Inc. will not be liable for refunds or any other liabilities whatsoever for failure to fulfill these terms and conditions, due to the unusable condition of the area in which the festival is to be produced, caused by, but not limited to, fire or other calamity, any act of God, public enemy, strikes, statutes, ordinances of any legal authority of any cause beyond Frank Maguire & Associates, Inc.'s control. Insurance must be obtained by and at artist's expense. Frank Maguire & Associates, Inc. assumes no risk.
9. Artist, by signing the application, will hereby release and forever discharge ArtFest™, Frank Maguire & Associates, Inc., (FMA), the City of Scottsdale, the 5th Avenue Area Merchants' Association, and 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 his/her participation in ArtFest™. Frank Maguire & Associates, Inc. will not be responsible for any injury sustained by the artist and guests while within space designated for exhibits. Further, artist understands that he/she stores his/her artwork at his/her own risk.
10. Artist is solely responsible for the collection and remittance of sales tax to the State of Arizona and the City of Scottsdale. (a state representative may contact you during the festival.) You must have submitted your paperwork for your city sales permit prior to the festival. **The City of Scottsdale does check them all!**
11. No waivers, modifications or amendments shall be valid unless approved in writing by the director of ArtFest™. Venue for all legal proceedings arising from violations of these terms and conditions must be initiated in Maricopa County, Arizona.
12. **NO FEES WILL BE REFUNDED AFTER ACCEPTANCE.** All cancellations must be received in writing. Space fees will be returned to all applicants not accepted to the festival. The \$25.00 application fee and \$45.00 late fee (if applicable) are not refundable. There is a **\$25.00 fee for all returned checks. A FIVE-PERCENT (5%) COMMISSION SALES IS DUE 15 DAYS AFTER EACH FESTIVAL. PLEASE DO NOT CALL REGARDING ACCEPTANCE DECISIONS.**