



Dear Musician:

It's that time again! **The annual ArtFest™ of Fifth Avenue, Scottsdale** is approaching. The festival will be held on Friday, October 21, Saturday, October 22, and Sunday, October 23, 2011 from 10 AM to 5 PM on 5th Avenue, between Scottsdale Road and Goldwater Boulevard, Scottsdale, AZ.

ArtFest™ of 5th Avenue is located in the Arts District of downtown Scottsdale, featuring galleries, fountains, and picturesque storefronts with over 25% of the attendees having incomes over \$100,000 and purchasing large dollar items based on public and artist surveys. As usual the FREE trolley will be running the downtown circuit.

The City of Scottsdale is widely known as an entertainment capital of Arizona, with over 30+ nightclubs and many art galleries with featured musicians providing ambiance music. **ArtFest™ of Fifth Avenue, Scottsdale** is a prime location for music sales. The Holiday shopping season will be approaching at the time of the festival, so it should be a great opportunity to sell your music to over 30,000 prospective buyers!

Advertising this year will include local public radio KNPR both KJZZ and KBAQ, Wavelength and Phoenix Magazine, rackcards distributed to many locations, and more print media along with many calendar listings and other print collateral. Festival signs and banners will be placed around the festival site so they are visible from main streets.

Please note the additional requirements if you are accepted into the event (prices & requirements are subject to change based on local laws, up-to-date information will be sent with your acceptance letter). No refunds will be granted after acceptance, so please make sure you are able to meet all requirements prior to applying to the event. You will need to obtain:

- **Sales tax license (Transaction Privilege Sales & Use Tax License) for the City of Scottsdale:** Temporary licenses are available for \$25.00 and require proper documentation to prove you are authorized by federal law to work in the United States. If you have any questions please contact, 480-312-7625 or visit <http://www.scottsdaleaz.gov/taxes/specialevents>.
- **Transaction Privilege (Sales) Tax License for the state of Arizona:** You can fill out the application on-line at www.aztaxes.gov. If you have any questions concerning taxes please call 602-255-2060 or visit the website at <http://www.revenue.state.az.us>.

ArtFest™ of 5th Avenue offers Fine Art and contemporary entertainment. Parking and Admission are FREE to the general public. Over 100-featured artists, authors and musicians will display their masterpieces.

Please review the enclosed information and return your application to us as soon as possible. If you have any questions or comments, please do not hesitate to call us at (480) 968-5353 or email us at info@888artfest.com. We look forward to receiving your application and hope to see you in Scottsdale!

Sincerely,

Frank Maguire
Festival Director

ARTFEST™ 2011 OF Fifth Avenue

MUSIC RULES AND REGULATIONS

1. Musicians 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 musician. Frank Maguire & Associates, Inc. reserves the right to request photo identification to ensure compliance with this rule. (*exceptions to this rule may only be granted through the express written authorization of the Festival Director.)
2. The music performed and sold must be consistent with samples submitted by the musician and with ArtFest™ guidelines. Frank Maguire & Associates, Inc. has the right to require that any other music be immediately stopped at the show. Failure to comply may result in musician's removal from the festival and musician's opportunity to exhibit in future festivals.
3. All music performed and sold **must be original** and produced by the musician.
4. A copy of all music to be performed and/or sold must be on file with "agent" Frank Maguire & Associates, Inc.
5. Musician must perform a minimum of seventy percent (70%) of the time during official Festival hours.
6. It is Frank Maguire & Associates, Inc. sole obligation to furnish assigned exhibit space plus general cleaning and guard service. Services of any other nature shall be requested by the musician in writing at least 30 days prior to the festival and may or may not be granted by the festival director.
7. Musician shall be liable for delivery, handling, erection and removal of musician's displays and materials. All pertinent fire codes, laws, ordinances and regulation 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.
8. 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. All tents or structures must have 25lbs or more weights on each leg. Failure to provide weights may require the removal of the tent or structure.
9. **Set-up** for the Festival may begin when all spaces in your area are marked correctly and approved by the Director. Due to parking restrictions during Festival hours, set-up must be completed and all vehicles removed by **9AM Friday morning**. After 9AM it will be necessary for you to park outside the Festival area and carry your display in.
10. **Takedown!** To facilitate clean up and the needs of the government offices on Monday in festival area, all booths must be removed from the premises by **10pm on Sunday evening. No exceptions!** Please let the Festival staff know if you need assistance.
11. 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, or any cause beyond Frank Maguire & Associates, Inc.'s control. Insurance, if desired by musician, must be obtained by and at musician's expense. Frank Maguire & Associates assumes no risk.
12. Musician, by signing the application, will hereby release and forever discharge ArtFest™ of Fifth Avenue, Frank Maguire & Assoc., (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 & Assoc. 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.
13. No waivers, modifications or amendments shall be valid unless approved in writing by the Director of **ArtFest™ of Fifth Avenue**. Venue for all legal proceedings arising from violations of these terms and conditions must be initiated in Maricopa County, Arizona.
14. **NO FEES WILL BE REFUNDED AFTER ACCEPTANCE.** All cancellations must be received in writing.

FOR OFFICE USE ONLY: SPACE#: DATE: SLR Y / N STATUS: APP NO:
 SPACE SIZE: AMT: ELEC Y / N STATUS DATE: DATE:

ARTFEST™ 2011 of Fifth Avenue

MUSICAL SALES APPLICATION

October 21, 22 & 23, 2011 ❖ 10 a.m. to 5 p.m.

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

WWW.888ARTFEST.COM

MUSICIAN/GROUP NAME: _____ CONTACT NAME: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE/DAY: _____ EVENING: _____ FAX: _____

TYPE OF MUSIC: _____

THREE (3) WORD DESCRIPTION(For Program): _____

E-MAIL _____ WEBSITE _____

TO ALL APPLICANTS: TO BE CONSIDERED FOR ACCEPTANCE FRANK MAGUIRE & ASSOCIATES INC. MUST HAVE A PHOTOGRAPH OF YOU PERFORMING & A SAMPLE OF YOUR MUSIC.

FESTIVAL FEES: PERFORMANCE SALES FEE is \$285.00 due and payable by August 12, 2011.

IN ADDITION, on gross sales over the amount of \$3,000.00, for Friday, Saturday and Sunday, a five-percent (5%) fee will be due and payable at the end of the Festival day on Sunday, after close of event at the Festival Headquarters.

**** EXAMPLE: \$4,000 (Gross sales) - \$3,000 = \$1,000 x 5% = \$50.00 (amount of fee due.)**

ELECTRIC FEES: 110volts/15amps is \$35.00 and payable by August 12, 2011. A \$20.00 charge will be required for restoration of power due to faulty equipment or blown circuit breaker. All music vendors must bring a 100 ft. electric cord to plug into a power source. NO electric fees will be refunded after acceptance.

A SECURITY DEPOSIT CHECK OR CHARGE in the amount of \$100.00 must be enclosed with the signed application/agreement. Deposit check will be returned when all fees due to Frank Maguire & Associates, Inc. are paid in full and musician space is cleared and clean of all equipment, supplies, products, etc.

ENCLOSE APPLICATION, PHOTO WITH SAMPLE OF MUSIC, \$285.00 PERFORMANCE SALES FEE, \$35 ELECTRIC FEE (IF APPLICABLE) AND \$100.00 DEPOSIT CHECK BY August 12, 2011. MAKE CHECKS PAYABLE TO: FMA, Inc., P.O. Box 3258, Tempe, AZ 85280-3258

VISA MC AMEX DISCOVER # _____ AMT \$ _____ EXP DATE _____

Credit card address (if different from above) _____
 3 digit security code on back of card _____ City, State, Zip Code

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

Fashion Square Mall →
 ← Camelback Rd. →
 Nordstrom
 Nordstrom & Mall Parking Garage
 Via Soleri
 PUBLIC PARKING GARAGE
 WATER FRONT RESTAURANT
 HIGH RISE CONDOS
 RESTAURANT
 SOUTHBRIDGE
 Gift Shops
 STEYSON DRIVE
 WINE BAR
 Cowboy Ciao

ArtFest™ of 5th Avenue
 October 21ST, 22ND & 23RD, 2011
 www.888artfest.com

NORTH ↗
 MAP NOT TO SCALE
 Kyoto Restaurant
 Breakfast Restaurant

ELECTRIC REQUEST

12 amp, 100 ft grounded outdoor cord to be provided by exhibitor. _____ 15 VOLTS

_____ 15 AMPS \$35

ADDITIONAL

I want my booth location to be determined by my electrical request. _____ 15 AMPS \$30

_____ YES _____ NO _____ TOTAL Amps \$ _____

\$100 deposit for 12 amp, 100 ft grounded outdoor elect cord

GOLDWATER BOULEVARD

Fire Lane Note:
 This area of 5th Ave
 will be closed to
 public access.

GRASS AREA

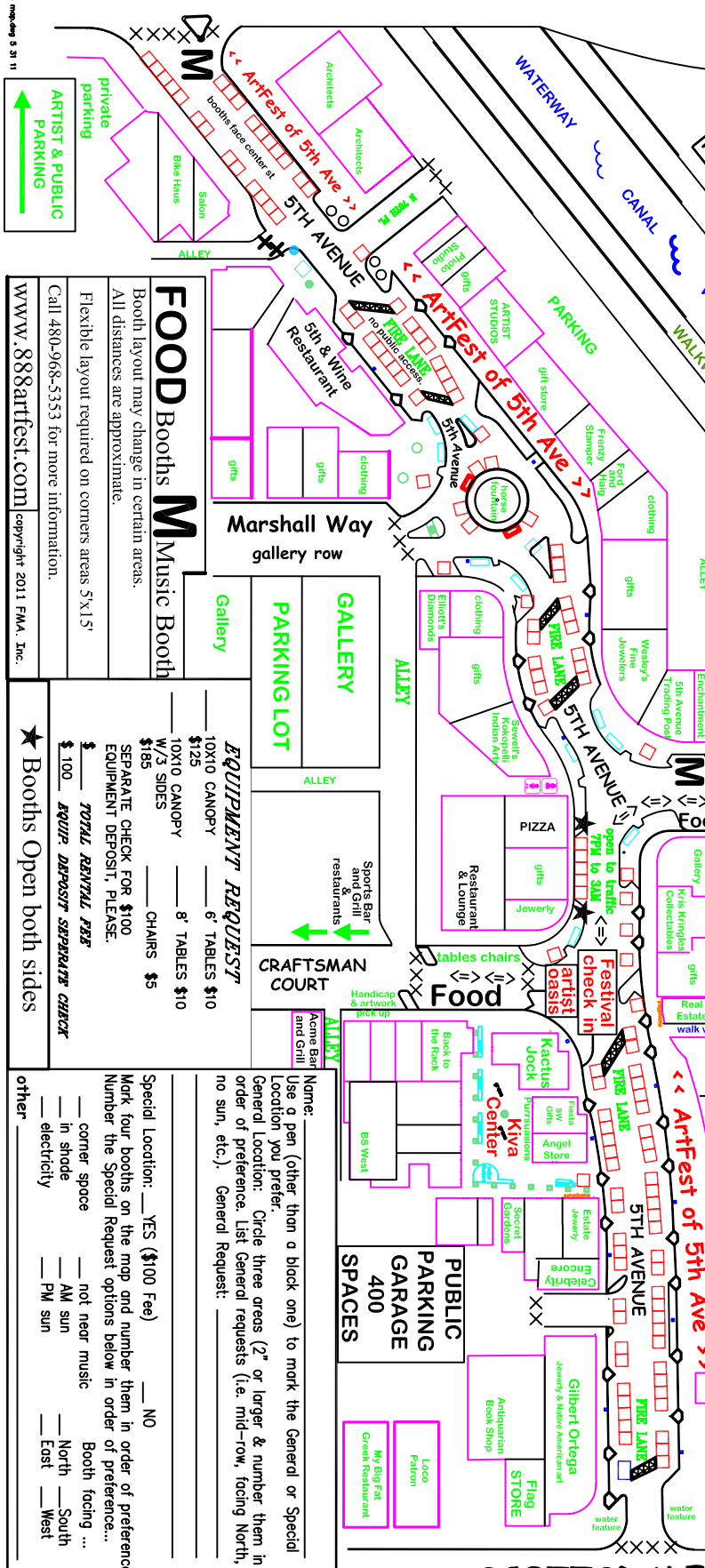
SOUTHBRIDGE RESTAURANTS
 PARKING
 Water Fountains
 BRIDGE TO FASHION SQ Mall
 Pedestrian or trolley only

STETSON DRIVE

NEW RESTAURANT

StringRay Sushi
 Cheese Sinks Subs
 Santa Fe W/it
 Old Needle Town Works
 gifts clothing

SCOTTSDALE ROAD



FOOD Booths
Music Booth
 Booth layout may change in certain areas.
 All distances are approximate.
 Flexible layout required on corners areas 5'x15'
 Call 480-968-5353 for more information.
 www.888artfest.com copyright 2011 PMA, Inc.

EQUIPMENT REQUEST
 10X10 CANOPY _____ 6' TABLES \$10
 _____ \$25
 10X10 CANOPY _____ 8' TABLES \$10
 _____ \$185
 SEPARATE CHECK FOR \$100 EQUIPMENT DEPOSIT, PLEASE.
 \$100 TOTAL RENTAL FEE
 \$100 EQUIP. DEPOSIT SEPARATE CHECK
 ★ Booths Open both sides

Name: _____
 Use a pen (other than a black one) to mark the General or Special location you prefer.
 General Location: Circle three areas (2" or larger & number them in order of preference. List General requests (i.e. mid-row, facing North, no sun, etc.). General Request: _____
 Special Location: _____ YES (\$100 Fee) _____ NO
 Mark four booths on the map and number them in order of preference. Number the Special Request options below in order of preference...
 _____ corner space _____ not near music _____ Booth facing ...
 _____ in shade _____ AM sun _____ North _____ South
 _____ electricity _____ PM sun _____ East _____ West
 other _____