

ARTFEST™ of 5th Avenue, Fall 2012

APPLICATION FOR PARTICIPATION

October 19, 20, & 21, 2012 – 10 a.m. to 5 p.m.

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

INCORRECT/INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED

DEADLINE July 16, 2012

NAME: _____ BUSINESS NAME: _____

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

PHONE: Home () _____ Business () _____ Fax () _____

E-Mail _____ 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

CATEGORY: *A separate application is required for each category. (Application instructions available upon request)*

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

IMAGES OF ARTWORK: Enclose 4 slides/photos/or CD of your ARTWORK and 1 of your WORK IN BOOTH DISPLAY, numbered to correspond with the following descriptions. **Be sure to label each image with YOUR NAME.**

1 _____ \$ _____
 DIMENSIONS PRICE PROCESS/MATERIALS

2 _____ \$ _____
 DIMENSIONS PRICE PROCESS/MATERIALS

3 _____ \$ _____
 DIMENSIONS PRICE PROCESS/MATERIALS

4 _____ \$ _____
 DIMENSIONS PRICE PROCESS/MATERIALS

5 PRESENTATION IMAGE OF WORK IN SPACE/ COMPLETE DISPLAY SET UP

OTHER FESTIVALS AND YEARS PARTICIPATED IN: _____

SPECIAL LOCATION REQUEST? Yes No *(If yes, mark enclosed map and describe in detail.)*

(Special Location Requests will be billed \$100 after layout process is complete.)

- ENCLOSE FEES: \$35 Processing Fee -NON REFUNDABLE- *separate check please*
 \$80 Late Processing Fee -NON REFUNDABLE (if postmarked after 7/16/12)
 \$35 Electric 15 amps or less

Space fee is only for space and does not include any equipment. Booth set-up/canopy must not exceed allotted space.

- 5'X15' \$250 or 10'X10 \$300 or 10'X15' \$450 or 10'X20 \$600

A \$45 fee will be assessed on all returned checks. Please make checks payable to: **Frank Maguire & Associates, Inc.**

Enclose **three (3) Envelopes: two (2) #10 business size SELF-ADDRESSED STAMPED ENVELOPES** with postage for festival notification and **one (1) self-addressed ADEQUATELY SIZED AND STAMPED SELF-ADDRESSED ENVELOPE** for the return of images/samples, with application and fees to: **Frank Maguire & Associates, 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 (AMEX 4 digit code) _____ City, State, Zip Code

I have read & agree to abide by the **ArtFest™** rules and regulations. I understand that this application does not guarantee a space & agree to abide by the decision made by the **ArtFest™** jury. I understand there might be a charge for the public to attend.

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



Dear Artist:

Enclosed is the application for the ArtFest™ of 5th Avenue, Fall 2012 Fine Art & craft Show. Over 100 select artists will participate in this three-day festival held the weekend of Friday, October 19, Saturday, October 20, and Sunday, October 21, 2012, from 10 AM to 5 PM each day.

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.

Although tourism makes up approximately 30% of the business income, Scottsdale is home to the affluent as well as a prime location for second homes.

Advertising in the Phoenix, Scottsdale, and East Valley areas will include print, radio and web. We produce a festival program to use in promoting ArtFest™ of 5th Avenue. Press releases including featured artists slides, biographies and other stories of interest are sent to print, radio and television media. Get your application and biography 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.

ArtFest™ of 5th Avenue offers Fine Art and contemporary entertainment. Parking and Admission are FREE to the general public. If you would like more information on this and other Festivals, 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 85280-0328. You can also e-mail us at info@888ArtFest.com. We hope to see you in Scottsdale!

Sincerely,

A handwritten signature in black ink that reads "Frank Maguire".

Frank Maguire
Festival Director

2012 Calendar of Events

Made In Arizona Festival™
ArtFest of Fifth Avenue, Scottsdale
ArtFest™ of Scottsdale

February 10, 11, & 12, 2012
October 19, 20, & 21, 2012
November 17 & 18, 2012

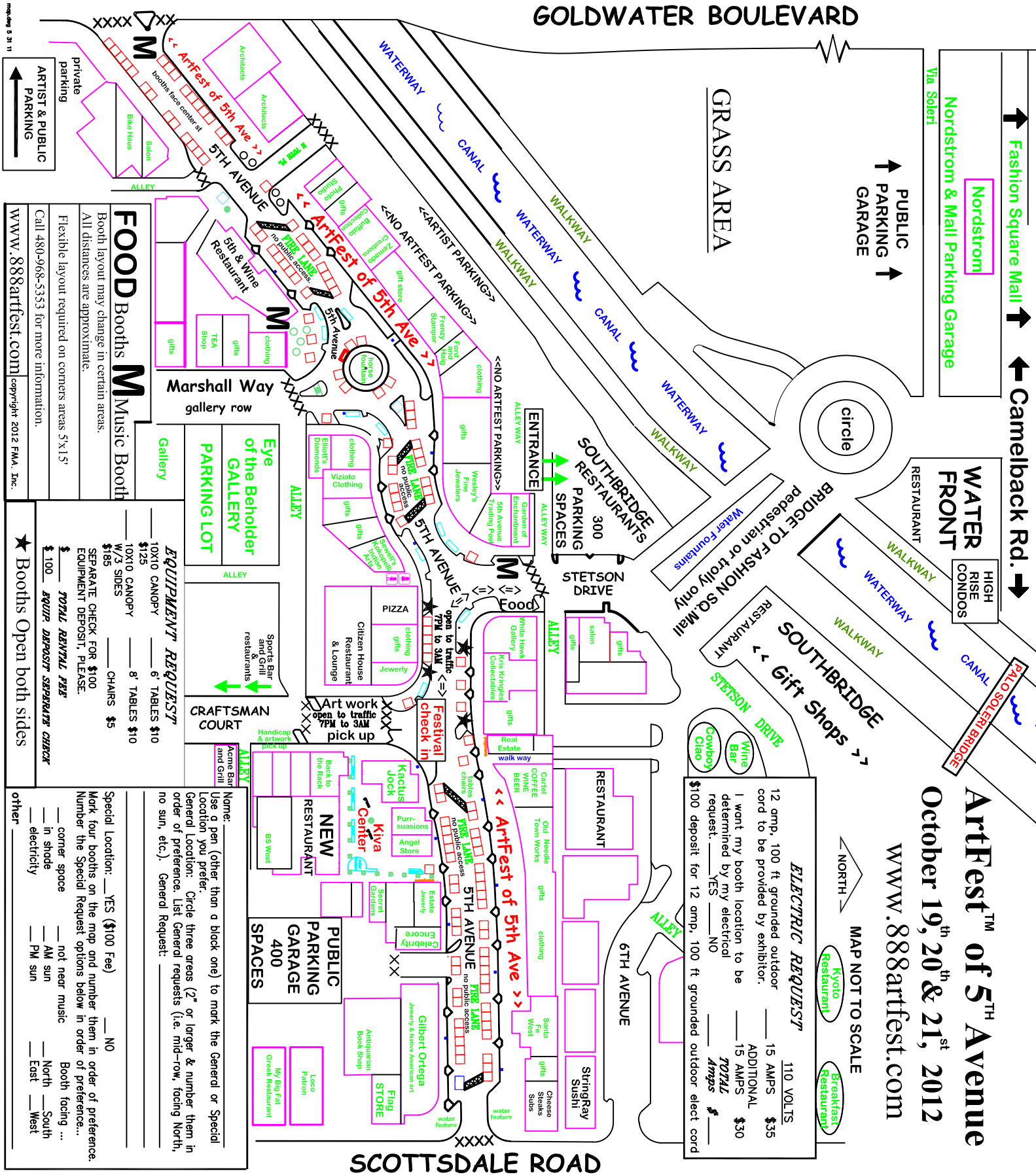
ARTFEST™ OF 5TH AVENUE

RULES AND REGULATIONS

1. Artist must personally attend his/her exhibit and be present during the entire three days of the festival. *Representatives may not attend in place of the artist. Frank Maguire & Assoc. 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 & Assoc. retains the right to use slides, photographs, and artwork submitted by the artist to Frank Maguire & Assoc. 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 & Assoc.'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. All tents or structures must have 25lbs or more weight on each leg. Failure to provide weights may require the removal of the tent or structure.
6. **Set-up** for the festival may begin when all participants 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 5PM Friday, Saturday and 5pm on Sunday.
7. **Take-down:** To facilitate clean up and the needs of the businesses and offices on Monday in the 5th Avenue area, all exhibits 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 need assistance.
8. Frank Maguire & Assoc. 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 & Assoc.'s control. Insurance must be obtained by and at artist's expense. Frank Maguire & Assoc. assumes no risk.
9. Artist, by signing the application, will hereby release and forever discharge ArtFest™, 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.
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 \$35.00 application fee and \$45.00 late fee (if applicable) are not refundable. There is a **\$45.00 fee for all returned checks. PLEASE DO NOT CALL REGARDING ACCEPTANCE DECISIONS.**

Scale

GOLDWATER BOULEVARD



Fashion Square Mall →
 Nordstrom
 Nordstrom & Mall Parking Garage
 Via Soleri
 PUBLIC PARKING GARAGE
 Camelback Rd. →

HIGH RISE CONDOS
 WATER FRONT RESTAURANT
 SOUTHBRIDGE RESTAURANT
 SOUTHBRIDGE
 Gift Shops
 PALO SOLERI BRIDGE
 WATERWAY
 WALKWAY
 CANAL
 BRIDGE TO FASHION SQ Mall
 Pedestrian or trolley only
 Water Fountains

ArtFest™ of 5th Avenue
 October 19th, 20th & 21st, 2012
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. _____ 110 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

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 2012 FMA, Inc.

EQUIPMENT REQUEST
 10X10 CANOPY _____ 6' TABLES \$10
 \$125
 10X10 CANOPY _____ 8' TABLES \$10
 W/S SIDES _____ CHAIRS \$5
 \$185
 SEPARATE CHECK FOR \$100 EQUIPMENT DEPOSIT, PLEASE.
TOTAL RENTAL FEE _____
 \$100 **ACQUR. 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
 _____ in shade _____ AM sun _____ Booth facing ...
 _____ electricity _____ PM sun _____ North _____ South
 _____ _____ East _____ West