

APPLICATION FOR BOOTH SPACE

All applications must be postmarked by February 14, 2011

Presented by: El Dorado Hills Chamber of Commerce • El Dorado Arts Council • El Dorado Hills Optimist Club

Net proceeds benefit: Optimists Club youth programs • EDH Chamber of Commerce community programs • El Dorado Arts Council art education programs

Entry Fees

Booth fees are based on booth location: please see the map enclosed with this entry:

- **GREEN booths are \$220**
- **RED booths are \$200**
- **BLUE booths are \$185**
- *If a double space is required, please enclose a separate check for each space.*

Refunds will be given if we cannot meet specific requests. Once an exhibitor has been accepted and assigned a space, there will be absolutely no refunds. In case of emergency, the entry fee will be applied to next year's show. There will be no refunds because of weather. The show will take place both days, rain or shine. Checks returned due to insufficient funds will be subject to a \$30 handling fee and must be replaced by a cashier's check or money order. There will be no sharing of booth space.

Promoter Commissions (NEW)

A 10% commission is paid on all work sold as a direct result of this opportunity for public exposure; plan your prices to include a consideration for the promoter's commission. You will recognize this is an honor system. Respect and trust are mutual and should not be abused.

Screening Process

A jury will make selections based on quality and originality shown in your submitted images in comparison with other applicants in your category. Jurors will attempt to limit each medium to ensure a well-balanced show.

Eligibility

The committee has agreed that artists may sell **high quality** reproductions, lithographs, giclées, etc., provided they are labeled as such for the purchaser to see. Postcards of exhibiting artists' work which are printed, laser, or equivalent reproductions, and are so labeled for the purchaser to see, are permitted provided they are a small portion of the exhibitor's total work shown.

Image Submission

Applicants must submit four (4) images of their work and one (1) image of their whole exhibit in the form of photographic slides, good quality prints, or JPG/JPEG images provide on CD's. We will accept JPG/JPEG images by email with prior approval.

Envelopes, Mailers, Postage

One self-addressed, stamped 9 x 12 envelope must be included with your application and affixed with postage as follows:

- If return shipment is for Acceptance Letter, your image files, and booth identification tag(s), please affix postage of \$4
- If return shipment is for all of A plus up to 50 Event Postcards, please affix postage of \$7
- If return shipment is for all of A plus up to 100 Event Postcards, please affix postage of \$10

Indicate the number of postcards you require at the bottom of the application form in the space provided. These postcards require standard letter postage.

Exhibit Space & Requirements

Each exhibitor will have an 11 x 10-foot space (unless assigned and paid for a double space). Each exhibitor **must** provide a pop-up tent for each paid space. **It is mandatory that all tents are sufficiently weighted down.** Artist arrival times and entrance location for Saturday morning will be staggered. All equipment and materials needed will be the responsibility of the artist. There will be no electrical hookups available. In general, no umbrellas will be allowed; exceptions must be approved by the show committee at the space site during setup. Booth space not claimed by 8 AM Saturday will be forfeited and reassigned. There will be no sharing of booth space.

Artist Presence

Artists must present their work personally both days and may not employ any agents in their place. It is mandatory that each exhibitor attend both show days. Exhibits must be set up for the public by 9:30 AM each day, and dismantled no earlier than 5 PM on Saturday and all displays may be completely dismantled by 6:30 PM on Sunday. Demonstration work-in-process is encouraged. Artists leaving early on either day will not be invited to return to subsequent shows.

Parking

After unloading tent and physical materials, your vehicle must be immediately moved to the designated free parking area. Staff will be available to direct and assist with your materials. Parking is a short distance from the exhibit area.

Permits

Every exhibitor is responsible for his/her own resale permit from the California State Board of Equalization. Place your resale number in the space provided in this application or attach an authorized tax exemption letter.

Security / Liability

Exhibitors will be able to set up their tents Saturday morning beginning at 5 AM. Displays may be left overnight, but artists are discouraged from doing so. The show will provide overnight security, but there is no fencing. Show management and Town Center will not accept responsibility or liability for loss or damage to the exhibitor's property at any time during the show. All participants are responsible for their own liability insurance.

The show reserves the right to remove an exhibitor before or during the show if the exhibitor is:

- *showing work not reflecting the quality of the work juried*
- *selling work that is not his/her own*
- *moving his/her space without permission*
- *selling inappropriate items such as t-shirts or novelty items*



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Artist Agreement

I have read this application fully and agree that if I am accepted, I will abide by these regulations, rules, and instructions. I will accept the jury's admission decisions as final. If I am accepted, I also authorize the El Dorado Hills Art & Wine Affaire committee to reproduce any photographs, slides, or digital images submitted by me for the sole purpose of advertising, publicity and/or promotion of the show. I understand that I am responsible for my own insurance.

Print name _____

Signature _____

This application may be duplicated. It must be completely filled out. Please make check(s) payable to **El Dorado Hills Chamber of Commerce** and mail to:

El Dorado Hills Art & Wine Affaire
2201 Francisco Drive, #140-150
El Dorado Hills, CA 95762

If you have any questions, please call (916) 802-6924.

Application Check List

- A check or money order for your space(s).
- Include:
 - four (4) images of your work
 - one (1) image of your entire display
 - your current resume
- One 9 x 12-inch or larger self-addressed, stamped envelope with sufficient postage for the return of your images(below), acceptance letter, and booth identification tag(s). Postage as follows:
 - zero postcards: postage of \$4
 - up to 50 postcards: postage of \$7
 - up to 100 postcards: postage of \$10
- This completed application form.
Every question must be answered.

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Early applications are strongly urged; location preference will be given to earliest entries. No refunds will be issued and no transfers will be allowed. Booths may not be shared. Fill in **all information** using this Acrobat form's fill-in option, then print, sign, and enclose all the materials in the checklist in the left column.

I wish to reserve a Green booth \$220 Red booth \$200 Blue booth \$185 double booth

Name _____

Resale permit # _____

Address _____

City _____

State _____

Zip _____

Phone (day) _____

(night) _____

Email _____

Vehicle make / model _____

Year _____

License # _____

State _____

Price range of work from \$ _____

to \$ _____

List your two most important shows:

1 When _____ Where _____

2 When _____ Where _____

Awards received at recent shows:

1 When _____ Where _____

2 When _____ Where _____

Website _____

Check **ONE** media which represents the majority of your exhibit. Choose your category carefully — you will be judged in one category only:

- | | | |
|---|---------------------------------------|--|
| <input type="checkbox"/> 01 Painting (oil, acrylic) | <input type="checkbox"/> 04 Ceramics | <input type="checkbox"/> 07 Mixed Media |
| <input type="checkbox"/> 02 Pastel | <input type="checkbox"/> 05 Sculpture | <input type="checkbox"/> 08 Photography |
| <input type="checkbox"/> 03 Watercolor | <input type="checkbox"/> 06 Glass | <input type="checkbox"/> 09 Wood Turning |

Further description of your work: _____

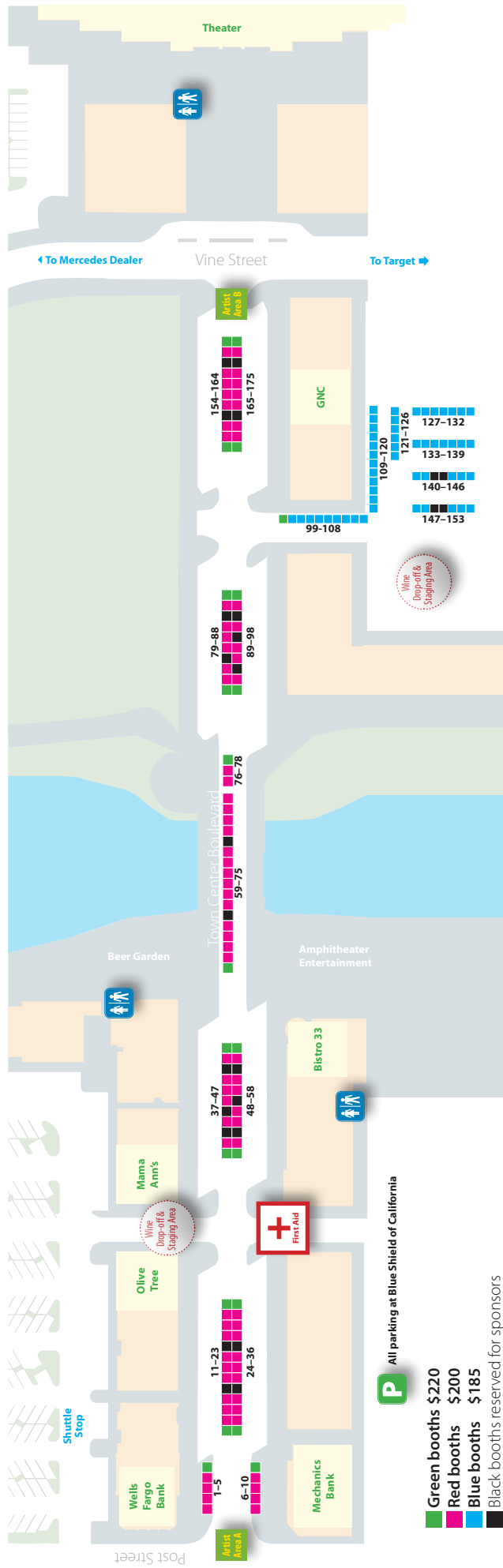
Number of full-color postcards desired _____ (max. 100 cards). See "Envelopes/Mailers/Postage" for postage requirements.

Office Use Only

Received _____

Space _____

Acceptance Package Mailed _____



- Green booths \$220
- Red booths \$200
- Blue booths \$185
- Black booths reserved for sponsors

