



November 21 & 22, 2009 ❖ 10 a.m. to 5 p.m. ❖ Scottsdale, AZ

Dear Arizona Author/Publisher,

Frank Maguire & Associate's Inc. is proud to include the Arizona Authors section at the 15th annual ArtFest™ of Scottsdale. The set up will be different this year so be sure to look at the map and the options available.

The ArtFest™ of Scottsdale features 175 independent fine artists, with jazz and contemporary entertainment, great food and a hands-on children's area. Parking is close and FREE. All the parking around Scottsdale City Hall is available for parking.

Festival advertising includes local radio (KNPR and KOOL), and print media including the Arizona Republic, along with calendar listings in many publications and websites to promote the festival. Email messages and post cards are sent to 1000s of past festival attendees, with a select group receiving VIP passes. Featured authors will have an image of their book, bio and other information included in this year's press releases and website promotions. We will have a page on the 888artfest.com website for the featured authors with a link to their own website or publisher for book sales. The festival program and print collateral will also feature the Arizona Authors section.

Enclosed is the Arizona Authors/Publishers application for participation. Please email or include a separate page of information on each participating author with their biography and other promotional information and contact information for the website. (website, email, phone) All information must be received no later than August 28, 2009 to be included.

Set-up for the Festival will begin at approximately 8 am on Saturday. We will have a parking lot reserved for participants next to the Festival area. Sales tax is required by the City of Scottsdale and State of Arizona. The necessary forms and future instructions including more on set-up will be enclosed with the acceptance letter.

If you have any questions please call us at (480) 968-5353 or write us at P.O. Box 3258, Tempe, AZ 85280-3258, or e-mail us at info@888ArtFest.com. We look forward to receiving your application and hope to see you in Scottsdale on November 21 & 22, 2009!

Sincerely,

Frank Maguire
Festival Director

FOR OFFICE
USE ONLY:

SPACE#:

DATE:

SLR Y / N

STATUS:

APP NO.

SPACE SIZE:

AMT:

ELEC Y / N

STATUS DATE:

DATE:

ArtFest™ of Scottsdale

November 21 & 22, 2009 - 10am to 5pm

Booth must be staffed during all festival hours

www.888artfest.com • info@888artfest.com

ARIZONA AUTHORS/PUBLISHERS APPLICATION

Deadline August 28, 2009

AUTHOR/PUBLISHER: _____

CONTACT NAME: _____ PHONE: _____

EMAIL: _____ FAX: _____ WEBSITE: _____

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

Arizona Sales Use Tax #: _____ Scottsdale Use Tax #: _____

Every participant of ArtFest™ is responsible for taxes to the City of Scottsdale and the State of Arizona.

OPTION 1: \$250 6' Table with 2 chairs under shared canopy

OPTION 2: \$350 10'X10' Space with canopy (no sides) two 6' tables and 4 chairs

ELECTRIC FEES: \$35 110volts/15amps or less (Please call for prices if you need 220volts)

LATE FEE: \$45 late fee if application and fees are not received by August 28, 2009
NO REFUNDS AFTER AUGUST 28, 2009

Mail application with a check payable to: *Frank Maguire & Associates (FMA, Inc.)*
PO Box 3258, Tempe, AZ 85280-3258

VISA MASTERCARD # _____ AMT \$ _____
EXP DATE _____ 3 digit security code on back of card _____

Credit card address (if different from above) _____

City, State, Zipcode

Participant by signing this letter, will hereby release and forever discharge ArtFest™ of Scottsdale, Frank Maguire & Associates, Inc., the City of Scottsdale, the Scottsdale Cultural Council, and all sponsoring organizations and their directors, employees, agents, and volunteers from any responsibility for any injury or loss, and agrees to abide by the ArtFest™ rules and regulations attached hereto and incorporated by reference herein.

Signature

Date

ARTFEST™ 2009 OF SCOTTSDALE RULES AND REGULATIONS

1. Author must personally attend his/her exhibit for a minimum of 2 hours during the festival.
2. It is Frank Maguire & Associates' sole obligation to furnish assigned exhibit space. Services of any other nature shall be requested by the participant writing at least 30 days prior to the Festival.
3. Participant shall be liable for delivery, handling, erection and removal of 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 prohibits the installation and operation of any exhibits not meeting its approval. Frank Maguire & Associates., 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.
4. Set-up for the Festival may begin when all spaces in your area are marked correctly and approved by the Director. Due to police and Fire Department parking restrictions during Festival hours, set-up must be completed and all vehicles removed by 9:30 a.m. both Saturday and Sunday. Thereafter, it will be necessary for you to park outside the festival area and carry your display in.
5. Takedown! The festival ends at 5 p.m. on Sunday. The Civic Center Mall is open to local business. All booths and artwork must be removed from the area by 10pm. *No exceptions!*
6. The City of Scottsdale, AZ, the Scottsdale Cultural Council and Frank Maguire & Associates. 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' control. Participants' liability insurance is required and must be obtained by and at vendors' expense. Frank Maguire & Associates assume no risk.
7. Participant, by signing the application, will hereby release and forever discharge ArtFest™, Frank Maguire & Associates. (FMA), the Scottsdale Cultural Council., the City of Scottsdale and all sponsoring organizations, 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™. The City of Scottsdale & Frank Maguire & Associates will not be responsible for any injury sustained by the participant and/or guests while within space designated for exhibits. Further, author understands that he/she stores his/her books, equipment, & supplies at his/her own risk.
8. Participant is solely responsible for the collection and remittance of sales tax to the City of Scottsdale and the State of Arizona. *(A city representative may contact you during the festival.)*
9. 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.
10. **NO FEES WILL BE REFUNDED AFTER ACCEPTANCE.** All cancellations must be received in writing. There is a **\$45.00 fee for all returned checks.**