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ARTFEST™ 2010 of SCOTTSDALE

November 20 & 21, 2010 - 10 a.m. to 5 p.m. ♦ Scottsdale Civic Center Mall (Plaza)

INCORRECT/INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED

DEADLINE Friday July 30, 2010

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)

____ Ceramics _____ Fiber/Textiles/Batik _____ Fashion
____ Glass _____ Jewelry _____ Graphics/Printmaking/Drawing/Pastels
____ Leather _____ Metalwork _____ Mixed Media (2 Dimensional only)
____ Painting (Oil/Acrylic/ Watercolor) _____ Photography _____ Sculpture
____ Wood _____ Artistic Originals (Does not fit the above categories)

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

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 a service fee of \$150 after layout process is complete.)

When marking special location requests (SLR), please keep in mind that if you need a space that you can drive to: You will have to choose a space on the festival map located left of the Love Sculpture and main fountain (the Westside) or right of food court JLMN and Check-In (the eastside), not in the center area on the map.

ENCLOSE FEES: \$35 Processing Fee -NON REFUNDABLE- separate check please
 \$80 Late Processing Fee -NON REFUNDABLE (if postmarked after 7/30/10)
 \$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' \$300 or 10'X10 \$450 or 10'X15' \$675 or 10'X20 \$900

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

Enclose three (3) Envelopes: two #10 business size SELF-ADDRESSED STAMPED ENVELOPES with postage for festival notification and one 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 MASTERCARD 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 & 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 "17th annual" ArtFest™ of Scottsdale, the Arizona Fall Art Festival highest rated by artists, according to national and regional trade publications. You will notice fewer categories and modified space fees structure that no longer include a commission. ArtFest™ of Scottsdale is located at the Scottsdale Civic Center Mall (Plaza), which features rolling green lawns, sparkling fountains, world renowned sculptures gorgeous flowers, stately trees and meandering walkways. The same location the March Festival of the Arts is held. The festival will be held on Saturday, November 20th and Sunday, November 21st, 2010, from 10 AM to 5 PM. This popular plaza also borders Scottsdale's Old Town shopping area, which attracts a high percentage of Scottsdale's annual 6.4 million visitors. The city of Scottsdale residents are the most affluent citizens in Arizona.

The ArtFest™ of Scottsdale features over 200 fine artists, with jazz and contemporary entertainment, plus great food and a hands-on children's area in magnificent surroundings. Parking is close and FREE.

Festival advertising includes local public radio KNPR and print media along with calendar listings in many publications and websites to promote the event. We will also be using facebook and twitter to take advantage of new promotional opportunities. Handpicked artists will have a photo of their artwork and their Bio listed in this year's press releases and website promotions. The festival program also features these artists. Festival signs and banners will be placed around the festival site for added exposure from the main streets.

Special Location requests are placed first then all other applications are placed in order of receipt. Again this year we will be giving away ArtFest certificates in \$25 increments (same as cash) using the website and radio promotions to bring buyers to the event.

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

Sincerely,

A handwritten signature in cursive script that reads "Frank Maguire".

Frank Maguire
Festival Director

ARTFEST™ OF SCOTTSDALE, 2010

ARTIST 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 and be reflective of the slides submitted. **No imports or manufactured goods.** Artwork 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 services, plus general 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 including equipment rental (canopies, tables or chairs) and/or electrical provisions and may or may not be granted by the festival director.
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 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 9AM both 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 Saturday and Sunday. If you need a space that you can drive to: You will have to choose a space on the festival map located left of the Love Sculpture and main fountain (the Westside) or right of food court JLMN and Check-In (the eastside), not in the center area on the map. Golf carts will be on site for your use in this area. More information will be sent with acceptance letter.
7. **Take-down:** To facilitate clean up and the needs of the government offices on Monday in the Scottsdale Civic Center Plaza, all displays must be removed from the premises by 9PM on Sunday. NO EXCEPTIONS! Let the festival staff know 30 days prior to the festival if you require 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 Scottsdale Cultural Council 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 will be at the festival and does check all DISPLAYS!**
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 or \$80.00 late application fee (if postmarked after July 30) are not refundable. There is a **\$45.00 fee for all returned checks.** **PLEASE DO NOT CALL REGARDING ACCEPTANCE DECISIONS.** You may write for clarification.

