

ART on the MAIN 2011

INFORMATION SHEET

- Location** The only event staged down the middle of downtown on North Main Street, from Civic to Mt. Diablo (closed to automobile traffic) in Walnut Creek, California.
- Show Dates** **Saturday, May 14, and Sunday May 15, 2011**
- Hours** **10:00 AM to 6:00 PM on Saturday and 10:00 AM to 5:00 PM on Sunday**
Artists are expected to have the booth staffed all day, both days.
- Exhibit Space** Spaces measure approximately 10' wide by 10' deep. Artists are expected to provide their own "pop up tent", umbrellas or canvas roofs for shade and your own display racks and shelves. Space IS limited.
- Fees/Financials** Spaces are \$200 per space, flat fee, with a maximum of 2 spaces. All artisans must provide their California resale number on the application before consideration.
- Artist Portfolio** Your portfolio consists of: A) Your completed and signed application. B) 3-4 pictures of your work, and C) A picture of your booth set-up.
- Application Procedures** There are three ways to submit your Artist Portfolio.
- 1. Virtually** – Scan in your completed application and quality pictures in a gif, jpeg or pdf format. "Zip them up" in a zip file named with Your Last Name – AOM2011. (i.e. SmithAOM2011) Send to: **ArtontheMain@gmail.com** . You will receive a confirmation of receipt within 24 hours. If you don't receive a confirmation, please call us at 925.935.6766.
 - 2. Also Virtually** – If you have a website that displays the work you will be exhibiting, scan and send your completed application in a zip file as indicated above, and in your message send us the links to the actual web page(s) that display your work. If there are less than 3 pictures of your work on your website, or no picture of your set up - please use option 1 to apply. Again, you will receive a confirmation of receipt within 24 hours, and please contact us if you don't.
 - 3. Via Postal Mail** – There are many of us who still use the good ol' post office, and this we understand! Please send, to the address below, your entire Artist Portfolio described above. We no longer accept 35mm slides, and your quality photos will NOT be returned to you, but will be kept on file in the office for consideration in next year's event.
- If you don't have a scanner, we recommend you take a CD directly to a Fed Ex Office/Kinkos (or the like) and pay the 89 cents per page it will take to "scan and zip".*
- Schedule** Artist's Portfolios must be received by **March 1, 2011** or, if by snail mail, postmarked by **February 28th**.
- Judging** Applications will be reviewed and scored by a panel of judges in March.
You will be notified by email or in writing no later than 6 PM on April 2nd, whether accepted or not.
There are no telephone acceptances
- Your application is your commitment to Art on the Main, when accepted by the committee. Your credit or debit card will be charged upon acceptance. We have a "rain or shine" policy and expect all artists to attend the show. **No refunds will be made for withdrawals or cancellations after the acceptance date (April 2, 2011)**
- Eligibility** All work must be original, created by the applicant. NO commercially produced work or overseas relatives work is permitted. Absolutely NO agents, dealers, or brokers are allowed.
- Security** Overnight security is provided. After hours all booths and merchandise must be securely covered. Do not leave valuable merchandise in your booth overnight. We are not responsible for lost or stolen displays or merchandise.

ART on the MAIN 2011

APPLICATION FORM

Please print clearly or type

Applications must be received by March 1, 2011

Artist's Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

E-mail _____ Website _____

Phone: Business () _____ Cell () _____ Fax () _____

Resale Permit Number _____

Number of spaces requested _____ Retail price range of work Low \$ _____ High \$ _____

CATEGORIES *(Please check one)*

___ A. Painting - (Specify) _____

___ B. Ceramics

___ C. Wood

___ D. Glass

___ E. Metal

___ F. Graphics

___ G. Leather

___ H. Jewelry - (Specify) _____

___ I. Fiber/Textiles - (Specify) _____

___ J. Photography

___ K. Other - (Specify) _____

Exhibitor release and hold harmless agreement:

I (We) agree to hold the Walnut Festival Association, its board, volunteers, sponsors, City of Walnut Creek harmless from any and all liabilities and claims of loss, damage or injury whatsoever nature and howsoever the same may be caused or may arise resulting directly or indirectly from participation in the Art on the Main, including, but not limited to lost, stolen, or damaged merchandise and display materials.

I (We) have read and agree to adhere to all the rules and regulations of the show. Payment of fees does not create a joint venture. I (We) possess a valid California Resale license. I (We) agree that photographs of me, my booth, and/or my work may be used for promotional and publicity purposes. I have read the application instructions and agree to abide by these terms as part of this application.

Signature _____

Date _____

I permit the Walnut Festival Association to charge the following Visa/MasterCard/AmExp account for my booth fee

Number of spaces _____ at \$200.00 per space equals total charge to account \$ _____

Visa/MasterCard/AmExp Account Name _____

Expiration Date _____ Account Number _____

Cardholder's Signature _____