

Stowe Street Arts Festival

Downtown Waterbury Celebrates the Arts

July 17, 2010, 10 a.m. to 4 p.m.

EXHIBITOR REGISTRATION FORM

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ This information can be published

Email: _____ This information can be published

Website: _____ This information can be published

Blog: _____ This information can be published

Etsy: _____ This information can be published

Visual artist Craft artist (medium): _____

Exhibitor fee (must be received by June 25, 2010):

- 10' x 10' tented space \$55 (only 18 spaces available)
- 10' x 10' area outside of the tented space \$30 (you may bring your own tent)

Discounts (only one discount may apply):

- Early bird discount: \$5 off for registration and payment received by April 1
- Waterbury/Duxbury artist discount: \$5 off
- Student artist discount: \$5 off. Name of your school: _____

Total amount due: _____

Please mail registration form and payment to:

Revitalizing Waterbury/SSAF, PO Box 473, Waterbury, VT 05676

Make checks payable to *Revitalizing Waterbury*

QUESTIONS? Call Elissa at (802) 229-1342 or Email ssaf@revitalizingwaterbury.org

www.revitalizingwaterbury.org/ssaf.htm

Stowe Street Arts Festival

Downtown Waterbury Celebrates the Arts

Revitalizing Waterbury is thrilled that you're considering exhibiting at the Stowe Street Arts Festival. We strive to create a welcoming and artist-friendly environment for our exhibitors.

We know that there's comfort in the details and we want you to know exactly what to expect when you join us. The information that follows will give you a better sense of our policies and procedures.

General Information:

- The Festival will be held *rain or shine* on **Saturday, July 17, 2010, 10:00 a.m. to 4:00 p.m.**
- ***The Stowe Street Arts Festival cannot be held responsible for weather conditions and/or any related damages.*** Please carry insurance to cover your booth and work in the event of the unexpected.
- **No refunds will be given after June 30th.**
- Exhibitors will be accepted into the show on an ongoing basis. If all spaces are filled, you will be placed on a waiting list and will be given a number. Your exhibitor fee will not be deposited unless a space opens up and you agree to participate.
- Artists must be present for the duration of the show **(no proxies)**.
- Exhibitors are prohibited from selling imports or work that they have not created themselves.
- Exhibitors are prohibited from selling food.
- Artwork with price points under \$100 tend to sell better at this venue, so please keep this in mind when choosing the work that you will offer for sale.
- ***Exhibitors must have a Vermont business tax account and have a valid tax certificate on display during the show.*** You are responsible for collecting and reporting sales tax. If you do not have an account, you can download an application from the Vermont Department of Taxes website (there is no charge for a tax account.): <http://www.state.vt.us/tax/pdf.word.excel/forms/business/s-1&instr.pdf>.
- Exhibitors are responsible for providing their own display.
- Exhibitors are responsible for setting up and breaking down their own booths.
- Electrical power is not available.

General Information (cont'd):

- Please consider having some type of wall for the back of your booth. We have had complaints of customers walking through booths to get to stores behind them. If you have a barrier in the back of your booth, this is less likely to happen. Unfortunately, we can't control the flow of traffic through your booth during the show – *be proactive*.
- You will be informed of your booth number as soon as the show layout is finalized. We know that many of you will want to tell your customers where you will be located and we encourage you to do so. A map of the exhibitors will be included in a program for show visitors so that you can be found easily.
- On the day of the show, in the event of an emergency, you can reach a SSAF committee member via cell phone – this phone number will be specified at a later date. In addition, the RW Welcome/Information Tent will always be staffed.
- We will be including limited contact information for artists in the program. Please let us know on your registration form what primary contact information you want to share with the public.
- Bathroom facilities will be available during the show and the locations will be clearly posted.
- SSAF committee members and volunteers will all be wearing 'Revitalizing Waterbury Volunteer' pinnies. They will be walking the show and will be available as booth sitters for short periods of time.
- Pictures will be taken during the show for publicity purposes. If you do not want to be included in these photos, please notify us in writing.

Check-in:

- A RW Welcome Tent will be located at the intersection of Stowe Street and Main Street. ***Please check in before unloading your vehicle*** – last minute changes may have caused updates to the booth layout.
- An exhibitor Waterbury Welcome Bag will be given to you when you check in.

Setup:

- Exhibitor set-up is 8:00 a.m. to 9:45 a.m.
- In order to control the amount of traffic during setup, the exhibitor area will be divided into two zones. Once booth spaces have been assigned, you will be notified (in advance) on where you should park your car for unloading.
- ***Please unload your vehicle and park before setting up your booth.***
- Do you need help unloading? Volunteers will be available to help you during setup time.
- ***After you finish unloading, you will need to move your vehicle into the parking lot next to Foundry Street.*** The lot can be accessed by Main Street.

Setup (cont'd):

- Please be aware that if you're bringing your own tent, you will be setting up on Stowe Street or Bidwell Lane. Both these are hard surfaces and you will not be able to stake your tent into the ground. ***Please bring weights to secure your tent*** – this not only protects your booth, but also customers and other exhibitors.
- We will be marking off booth spaces with chalk outlines and masking tape on the corners. If you have a spot located under the tent, please be aware that there is no wiggle room for your setup – all spaces are exactly 10' x 10' (the whole tent is 10' x 90'). You need to keep your booth and its contents within the marked spaces. ***Please be a good neighbor and be respectful of others' spaces.***
- If weather is good on the day of the show, our exhibitor tents will have the flaps open. In the event of rain, they will be lowered.
- ***Everything needs to be located inside of your booth, with nothing in the aisles.***
- Please be vigilant while in your booth – while we don't anticipate any problems, ***the Stowe Street Arts Festival cannot be held responsible for theft from your booth.*** In the event that there are any incidents during the show, you will be informed by SSAF staff.

Breakdown:

- Exhibitor area must be vacated by 5:00 p.m.
- Please do not break down your booth until the **official closing time, 4:00 p.m.** When you close your booth early, you send a negative message to shoppers and this has a negative impact on your fellow exhibitors.
- Please don't drive your vehicle to the show area until you have everything packed up and ready to load into your vehicle. You may be blocking in other people who are ready to leave.

Thank you for taking the time to carefully read through this important information. Revitalizing Waterbury appreciates your interest in the Stowe Street Arts Festival, Waterbury's biggest celebration of the arts.

We hope you take part!