

— 2023 SMALL FAIR APPLICATION / PACIFIC FINE ARTS FESTIVALS —

ELIGIBILITY Prior to applying, read important details on page 2 under "Policies" and "ELIGIBILITY," beside "REQUIREMENTS" HEADER.

APPLY You may apply to any or all of these events with this application page. There are different deadlines and space fees for these Fairs—please see list below for pertinent information. Applying to more than one event: the application may be submitted all at once prior to the first applicable deadline. Additional copies may be downloaded from our website, pacificfinearts.com, to submit separately for each individual show prior to its specific deadline OR you may contact the office to add onto the first application submitted. **Applications will be accepted after the deadlines for space or waiting list consideration.**

Artist Name _____ Medium _____

Business Name _____ CA Seller's Permit # _____

Address _____ City/State _____ Zip _____

Best contact number/s _____

Email _____ Website _____

Vehicle License Plate # & State _____

I drive an oversized vehicle/trailer (type and approx. length) _____

Facebook link _____ Instagram link _____

Send as much correspondence as possible by email: Yes No

Indicate the best descriptive statement: I am the sole designer and producer I am mainly the designer and producer and have assistance

I am the designer and oversee the production of my work by others We are a two-person collaborative team creating the work

Describe your booth layout and how your work is displayed. Be descriptive and thorough, detailing each component.

For how long, where (i.e. festivals, galleries) and in what cities have you been showing your work?

Price range of work \$ _____ Median price \$ _____ Gross sales expected at each event \$ _____

EVENT DESCRIPTIONS—REFER TO EACH EVENT'S PAGE FOUND UNDER "APPLY" ON OUR WEBSITE, PACIFICFINEARTS.COM

Office Use	Deadline	Show Name/Date	Space Type	# of Spaces Requested	Fees per Space (Plus 10% Commission)	Requested # of Free Event Postcards
_____	2/1/23	Belmont / March 25, 26 Handcrafted Originals Art Fair (Arts & Crafts)	**Sidewalk	_____	\$155.00 ck# _____ OR <input type="checkbox"/> MC/VISA*	_____
_____	2/1/23	Oakland / April 22, 23 Montclair Village Art Walk (Arts & Crafts)	**Sidewalk	_____	\$155.00 ck# _____ OR <input type="checkbox"/> MC/VISA*	_____
<p>OAKLAND RESIDENTS Business license required. Form provided prior to event. NON-OAKLAND RESIDENTS City requires a Special Event Business Tax Certificate (\$100) good for three Oakland events. Form provided prior to event. Form and fee submission to the City is artist's choice and responsibility.</p>						
_____	4/1/23	Mammoth Lakes / July 28, 29, 30 Open Air Arts & Crafts Fair (Arts & Crafts)	10x10	_____	\$155.00 ck# _____ OR <input type="checkbox"/> MC/VISA*	_____
_____	4/1/23	Lake Tahoe-Tahoe City / August 18, 19, 20 Art by the Lake (Arts & Crafts)	10x10 & **Sidewalk	_____	\$155.00 ck# _____ OR <input type="checkbox"/> MC/VISA*	_____

****SIDEWALK TYPE SPACES** (approximately 4' deep x 15' long) often interrupted by light poles or parking meters, for example. Are you able to accommodate these space idiosyncrasies using umbrellas for shade? Yes No

Special request...will be taken into consideration but cannot be guaranteed.

METHOD OF PAYMENT Check/s enclosed OR MC/VISA Total to be charged \$ _____

CREDIT CARD INFORMATION NOTE: 3% fee will be added to all Credit Card space fee charges

 MC/Visa # _____ Exp. date (as of April 2023) _____ Security code _____

Name as it appears on credit card _____ E-Signed or Signature / _____ /

CHECK LIST Return application and all check list items by email to pfa@pacificfinearts.com or by USPS to Pacific Fine Arts Festivals, PO Box 280, Pine Grove, CA 95665. Questions: pfa@pacificfinearts.com or 209/267-4394.

- IMAGES** A) FOUR, or more as needed, of your various art/craft pieces, B) ONE of your entirely stocked display—booth presentation is equally as important as quality of artwork for sale, C) ONE, or more if necessary, of you working in your studio with supplies, tools, and work in various degrees of completion. This is meant to prove that you create your work—be sure that the images show thorough evidence of this requirement. Printed or emailed images should be good quality and taken within the last 2 years. **IF EMAILING** do not send as Google Docs, instead attach to an email as jpgs. **IF MAILING** print your name/business name on backs. Your images' quality and clarity are important. Images should be representative of all products you wish to display for sale.
- Artist Statement/Biography.** Include name/business name on this page. **IF EMAILING do not send as Google Docs, instead attach to an email as pdf/jpg or Word doc.**
- Description of Artwork.** This page should represent all work you intend to sell including the following information—what is your medium and subject matter, what tools you use in your process, and approximately what percentage of your display is dedicated to each grouping. For example, a jeweler might indicate rings-60%, necklaces-10%, earrings-30%. Include name/business name on this page. **IF EMAILING do not send as Google Docs; attach as pdf/jpg or Word doc.**
- Insurance is not required** to participate in our events, but we strongly suggest obtaining business or event insurance to protect your business and work.
- Space fees:** Payable by check, money order/cashier's check, Visa/Mastercard. ***NOTE: A 3% fee will be added to all Credit Card charges.** Checks/money orders/cashier's checks made out to PFAF or Pacific Fine Arts Festivals. Please write separate checks for each event. Note: \$25.00 fee for NSF checks.
- If using USPS, include a self-addressed envelope large enough/with adequate postage to return your images or they cannot be returned.
- A self-addressed, stamped postcard** if you would like acknowledgement of your USPS mailed application's receipt. In the memo area note the shows for which you've applied.
- REFERRAL PROGRAM** If you are referring an artist or are a referred artist, see "REFERRAL PROGRAM" paragraph on Page 2.
- IMPORTANT** To ensure receipt of our emails, add to your server's whitelist: *@pacificfinearts.com (the asterisk indicates "all"). Or to your server's address book / "accepted email addresses" / "whitelist": emails@pacificfinearts.com, pfa@pacificfinearts.com, troy@pacificfinearts.com and site@pacificfinearts.com
- READ AND SIGN POLICIES & HOLD HARMLESS FOUND ON PAGE 2 OF APPLICATION. RETURN WITH APPLICATION.**
- STATUS NOTIFICATION** Results will be sent by the fourth week after the show-specific application deadline. If your work is accepted or placed on the waiting list, your materials will be held until after the show/s. If your work is not accepted, we will return your materials immediately.

APPLICATIONS SUBMITTED AFTER DEADLINES Applications are accepted after deadlines for space or waiting list consideration. Status notification will be sent by the fourth week after receiving the application. deadline, we will send status notification by the fourth week after receiving the application.

Pacific Fine Arts Festivals' Policies—Small Fair Application 2023

Application and participation constitute agreement to these policies and instructions governing Pacific Fine Arts Festivals events.

REQUIREMENTS

ELIGIBILITY *Important: Applicants considered will be those showcasing their individual perspective in unique, unusual and/or unexpected ways, and with good creative design in their art or craft. Artwork or crafts solely assembled with purchased components are not a good fit for our events.* Application is open to creators of quality handcrafted, small batch products made in the USA by the artisan selling their works. Do not apply if your products are buy and sell, imported or from kits, work not created and produced by the applicant(s), packaged specialty foods, toys as weapons, body art. Certain depictions of weapons, nudity or printed words are carefully considered. We appreciate artists' freedom of expression; as these are events that families may attend, we are held responsible to each hosting entity and community to present what they consider to be family-friendly. No booth sharing will be considered outside of a married/significant-other partnership, otherwise only one artist or a collaborative partnership will be assigned to one space. It is possible, though, for two artists (each must apply separately) to request side-by-side spaces. With pre-arranged permission, a representative may sell at events.

REFERRAL PROGRAM We're always interested in bringing new, quality products to our events. Share our information with your quality artisan friends and you both will receive a \$50.00 credit upon participation in the same year! Download the Referral Certificate from our website, pacificfinearts.com, or contact us to request one, pfa@pacificfinearts.com or 209-267-4394. Submit the certificate with your individual applications and after you both participate in any event in the same year, we will send each a \$50.00 credit slip good towards any future space fee. Word-of-mouth referrals are golden and we appreciate your sharing your enthusiasm for our events!

FOR COMMISSION EVENTS A 10% commission on gross, pre-tax sales is paid on all work sold as a direct result of this opportunity for public exposure including sales finalized subsequent to each fair or festival. Commissions are due postmarked to the office (PO Box 280, Pine Grove, CA 95665) by the Wednesday immediately following the event and any subsequent sales commissions, as soon as possible. For commissions, we also accept PayPal, Venmo and Zelle. Instructions included in event instruction letters.

INSURANCE Insurance is not required to participate in our events, but we strongly suggest obtaining business or event insurance to protect your business and work. There are low-cost event or yearly policies available through actinsurance.com. Visit <https://pacificfinearts.com/insurance/> for resources and a discount code.

FIRE EXTINGUISHERS Each participant with a 10x10 tent event space must have a 2A:10BC rated fire extinguisher in their booth. If the extinguisher is NEW, Fire Departments require that it must be stamped with the CURRENT year on the label or bottom of the unit AND the indicator must be all the way to the top of the green. If you've an older unit then it must have been serviced within the last 12 months and have a current State Fire Marshal tag attached AND the indicator must be all the way to the top of the green. This may seem unnecessary but we assure you that it is a big deal to the Fire Marshal and the events can be negatively affected if participants do not bring their extinguishers meeting these regulations.

APPLICATION PHOTOS/EVENT VIDEO & PHOTOGRAPHY Event applicants/participants agree to allow the images included with their application or video/photographs taken at event/s to be used for publicity and advertising.

ARTIST SPACE CANCELLATIONS Notify us of your cancellation up to exactly four weeks prior to the start date of the show and we will send a PFAF Credit for that event minus a \$50.00 handling fee per each individual cancelled space. The PFAF Credit may be used towards any future Pacific Fine Arts Festival entry fee. If the cancellation comes after that date, your show fee is forfeited. For "No Show" negligence, your show fee is forfeited and you may be removed from future events and our mailing list.

CANCELLATION OF FAIR OR FESTIVAL If weather, major disaster, pandemic, or other circumstances beyond the control of the Host of the Event, the City in which the event is held or Pacific Fine Arts Festivals cause the cancellation of the fair or festival, participation fees will not be returned. The Host of the Event, the City or Pacific Fine Arts Festivals cannot be held liable by exhibitors for the failure of the event to take place.

CONDUCT/DISPLAY APPEARANCE Arrive on time, promptly remove vehicle to the designated parking areas as stated in event's Instruction Letter, booth open and ready each morning by stated time, never break down or retrieve vehicles for loading before the stated time and complete all show days scheduled. No non-service pets allowed. No children under 7, music that interferes with neighbors, open flames or generators, alcohol, drugs or smoking allowed in or around booth. Clothing should be tasteful. Your display area should be neat, free of storage boxes or clutter, with tablecloths floor length on all sides. No displaying of "SALE" or "DISCOUNTED" type signage. Offensive/abusive behavior is not tolerated. An ignored request by staff to refrain may result in expulsion from the event. This is a professional environment—please strive to reflect that in booth appearance and personal behavior at all times.

WEATHER Be at the fair or festival no matter what weather is predicted. In case of rain, follow directions given by on-site PFAF staff. Arrive at the event prepared with heavy, see-through plastic and clamps to cover your work in case of rain, and at set-up always install at least 40 pounds of weight on each tent leg and display piece or, in the case of sidewalk events, throughout your display in case of wind (heavily weight all umbrellas, too).

PRODUCTS FOR SALE Pacific Fine Arts Festivals and/or designated agents reserve the right to restrict/remove products offered for sale based on quality and integrity as decided by Pacific Fine Arts Festivals.

THEFT Although rare, theft does sometimes occur. Pacific Fine Arts Festivals, the Host of the Event, or the City in which the event is held cannot be held liable by exhibitors for any theft that may occur at the event.

EVENT MARKETING Your marketing for each event is an essential part of our teamwork in promoting the events. We offer free color postcards for you to distribute (on your application request the amount you'd like for each event) in addition to providing downloadable event graphics for your social media or email blasts to directly target YOUR customers. Additionally, for each event we create posts on Facebook and Instagram that are easily customizable and shareable. Take advantage of these or if you create your own content promoting an event, tag us too, #PacificFineArts and @PacificFineArts. LIKE and FOLLOW us to get the latest news!

ATTITUDE Our goal is to run a show that is fun as well as profitable for us all. As important as the search for art talent is we do not lose sight of the need for artists who are cooperative and easy for us and other participants to work with. No amount of talent or ability to sell will compensate for this.

EXPECTATIONS

This agreement is entered into by and between Pacific Fine Arts Festivals (Producer), the host of the event (Client), the City in which the event is held (City) and the exhibitor, artist or craftsperson filling out, signing, and returning the application (Artist).

The Artist hereby indemnifies and holds the Producer, its agents, employees, sub-contractors and volunteers, the Client, its agents, employees, sub-contractors and volunteers, the City, its agents, employees, sub-contractors and volunteers harmless from any and all claims, including costs and attorney's fees resulting there from, arising out of said Artist's participation in any and all events which have been organized by or through Producer, Client, or City. For the purposes of this agreement, the term "participation" shall include, but not be limited to, the delivery and safety/security of equipment, merchandise, structures and arts or crafts to their designated location, the set up and display of any such structure and art or crafts, and the dismantling and removal of all such items from the area provided by or through the Producer or its agents, employees, sub-contractors and volunteers, the Client or its agents, employees, sub-contractors and volunteers or the City or its agents, sub-contractors employees and volunteers.

The Artist hereby expressly assumes any risk of harm or theft to the Artist, works of art or craft, guests or guests' property arising out of their participation and the participation of other artists or agents in any given fair or festival organized by Producer, Client, or City including any risk resulting from the particular location of the space designated for them by the Producer. The Artist agrees to hold harmless the Producer, Client, City from any and all liability for damages to persons and damages or theft of property from any source. If weather, other acts of Nature, pandemic or other reasons beyond the control of the City, Client or Pacific Fine Arts Festivals causes the event's cancellation, Artist application and/or space fees will not be returned and neither the City, Client nor Pacific Fine Arts Festivals will be held liable to Artists for failure of the event to take place.

This agreement shall be effective immediately upon execution and shall continue in effect for each and every fair or festival that the Artist participates in that is organized by Producer during the current year.

THE WORK DESCRIBED IN THIS APPLICATION FOR SELLING AT THE EVENT/S IS HANDCRAFTED IN THE USA BY PERSON/S LISTED UNDER ARTIST NAME ON APPLICATION PAGE, WHO WILL BE SELLING THE WORK AT EACH EVENT, AND WHOSE NAME IS REFLECTED ON SIGNATURE LINE BELOW.

I AGREE TO ABIDE BY THE POLICIES, RELEASE & HOLD HARMLESS AND THE RULES GOVERNING EACH EVENT OUTLINED IN EACH EVENT'S INSTRUCTION LETTER SET FORTH BY PACIFIC FINE ARTS FESTIVALS.

E-Signed or Signature / _____ / Date _____

Printed Name _____

RELEASE & HOLD HARMLESS AGREEMENT