

6/1/2017

The 25th Annual Women's Art Festival will be held from 9:30 – 4:30, Saturday, **December 9th, 2017** at the **Colin Powell Youth Leadership Center at 2924 4th Ave S, in Minneapolis**. Please read the following thoroughly and carefully as well as the short version labeled **2017 Requirements**. I realize there is a lot of information here, but please do read it all, as it should answer any questions you have about registering for and participating in the festival. If you still have questions after reading, you can contact me (Naomi) at 612-250-5097 or NLSiegal@aol.com with any questions.

Please read the following carefully and make sure to follow the procedures fully to be able to participate:

- Most booths will be 10' x 10' for \$95 (\$100 after 9/1). There will be a few larger corner booths available that are 10' x 15' for \$150, sold on a first-come, first-served basis.
- In order to ensure a good variety of art genres, the number of artists accepted into each category will be pre-determined. Registrants will be slotted into each category on a first-come, first-served basis. In order to make this work, you must accurately select **one** category in which the majority of your work belongs from the list on the registration form. **At least 80% of the art in your booth must fit into this category.** If you have a small amount of another kind of work it should reflect the basic feel of your main work and not be something totally unrelated. For example: a photographer who sells primarily photos and photo cards but has some pendants that are made from her photos would be allowed to sell this jewelry as it is still reflective of her main photography work. If you have questions about which category you belong in, talk to Naomi.
- Two artists may share a booth space. If you wish to share, **please send your registrations together in the same envelope.** You may pay with one check or two, but all materials must be received at the same time. Each artist must designate one media category (see above), but the two sharing don't have to be in the same category. If one of the artists is in a popular category, please get your registration in early so no one is turned away. If the category for one artist is filled, the other artist will have the choice of buying the whole booth or finding someone else to share with who is in an open category.
- There will be a small section of the festival dedicated to a **young artists area**. This will be for girls between the ages of 10-18 years old. Tables will be provided and spaces will be 6 ft. per artist at a very reduced price. Information and forms are on the website and interested girls should contact Naomi at nlsiegal@aol.com or at 612-250-5097 if they have any questions.
- All artwork must be made by the women selling it; no imports, mass-produced items or dealers will be allowed. If you are found selling products that do not fit the above guidelines, you will be asked to remove them and will not be offered space for the following year's show.
- Although this event is not juried, the Festival reserves the right to not accept any vendor who does not meet the guidelines above, or whose work does not meet a baseline level of artistic quality.
- If you register and then need to drop out prior to November 1st, you will be offered a refund, minus a \$10 processing fee, only if your space can be filled. There will be **no refunds for any reason after Nov. 1.**
- Every vendor must have a MN state sales tax ID and must complete and submit an ST19 tax form, **even if you have sent one in a previous year.** If you do not have a tax number, go to www.taxes.state.mn.us or call 651-282-5225 to register for one.

- **If you sell food**, whether for consumption at the festival or packaged for later consumption, you will need to either furnish your Minneapolis seasonal permit number, or complete a City of Minneapolis Short Term Food Permit application and include it, along with a separate check for \$87, with your festival registration. All rules for sampling, booth inspection, and hand-washing must be followed as stated in the Permit application information packet. Permit application and information is available at: http://www.minneapolismn.gov/www/groups/public/@regservices/documents/webcontent/convert_259929.pdf
- New vendors must **submit 3 photos of your work**. Electronic photo submissions are preferred. Your registration is not considered complete nor space confirmed until photos are received.
- **Returning vendors should also submit an electronic photo** in order to be included in the website gallery and to be considered for use for the publicity postcard and posters.
- Photos will ideally be in jpeg format and sized so the widest dimension is 450 pixels or less. If you have other formats, we will do our best to make them work. All photos should be clearly labeled **with your name as part of the file name** and should be emailed to NLSiegel@aol.com at the same time that your registration is mailed. Images are selected for use in publicity based on quality of both the photo and the artwork, and on showing a representative mix of the artwork in the show. **If you do not send a photo, you will not be included in the website gallery.** Photos cannot be added later in the season after the gallery is complete.
- All registrations will be processed and spaces assigned in the order received.
- Registration materials must be printed and mailed in hard-copy, along with payment. Photos are preferred electronically, hard-copy photos cannot be used in the gallery nor will they be returned. **All registrations will be acknowledged** by email when they are processed. If you do not hear from me that your registration is confirmed, it may not have been received. Please check with me if you haven't received confirmation several weeks after mailing your packet. (Note: I will not be able to confirm receipt between 6/29-7/10).
- **You must provide all tables, seating, and display materials for your booth.** There are no chairs furnished. If you want to sit, you must bring your own chair or stool.
- Electricity will be available to a limited number of booths, if requested. If you plan to use electricity, please bring extension cords and a multiple plug outlet strip. The electric spaces are all along the walls, and in this venue all the spaces are equally well-lit, so unless lighting is critical for your display, you shouldn't need extra.
- Nothing can be attached to the walls of the room in any way.
- Details about load-in and set-up will be provided later. There will be free parking in the Wells Fargo ramp, one block away, for guests and there is a fenced lot within a block for artists to park. There is parking for 30-35 cars in the circle drive in front of the building, which will be for short-term loading only. There is handicap parking right in front, also.
- I will produce a full-color post card and will make them available for you to distribute to your friends and customers. You may order as many postcards as you can use. Postcards can also be used to put up on bulletin boards or to hand out at other events. Please let me know on your registration form how many you can use. If you do not order them with your registration, I will most likely not have any to give you.

Please distribute all that you order, as they are expensive to produce. If you want them mailed to you, please consider adding a \$3 - \$5 donation to your registration to offset the cost of postage. That is our biggest expense.

- Although I also buy ads and get the festival into as many calendar listings as possible, you are the best publicity, so make sure to spread the word. It was clear in past years that those **artists who send out postcards to their own mailing lists generally have higher sales.** Email flyers will also be sent out closer to the event to all who furnish an email address. I will make every effort to have the postcards printed and available by August 1st. If you are participating in summer shows before the full-color postcard is ready, a simpler one is available that you can print yourself for distribution at your early shows. It is available for download on the website in the Info for Artists section.
- The festival website is www.womensartfestival.com. I will be updating the gallery page to show this year's artist's works in early September. Any registered artist can submit 1 or 2 images for inclusion in the gallery. If you have electronic images of your work that you would be willing to show on the website or let me use in other publicity, please send files to NLSiegel@aol.com as soon as possible. **Please make sure that your file is clearly labeled with your name so I can credit the work properly.**
- There will also be a listing of all registered artists on the website. On the registration form please use the check boxes to indicate what information of yours you would like included – you can choose any combination of your name, business name, and a link to **either** your email or web address (**not both**). Personal addresses and phone numbers will not be listed. **Please note: If you do not mark any of the boxes, I will not list you.** All listings will be completed from the original registration forms and I will not be able to make changes once the listings are completed, so please consider carefully how you'd like to be listed. Look at previous year's listings (<http://www.womensartfestival.com/participants.php>) to see the format used.
- There is also a festival Facebook page. Follow the link on the website or search for “Women’s Art Festival” on Facebook. On this page, artists can post their own photos, talk up the show, ask questions, etc. You can invite your friends and fans to join this page to spread the excitement and invite people to the show. As the festival date nears, share the event invitation, chat about the show and post your photos to keep the event on people’s minds.
- I will again need help from some of you to set up the space the night before, clean up after the event and help with publicizing the event. Please mark on your registration if you can help with any of these. If you help with set up on Friday night, there will be time for you to load your own things into your space, making set-up the next morning easier. **NEW: Friday night crew will be limited in order to function well, please indicate desire to join and you will be notified later if you are accepted for this.** If you have friends or family willing to volunteer to help with Saturday load-in, load-out or other tasks throughout the day, please let me know.
- If you, or others you know, have questions about this event, you can contact me at (612) 250-5097 or email NLSiegel@aol.com. You may give my contact information to others who are interested. If you have musician friends who would be interested in performing, please have them contact me, as well.

I look forward to another successful and prosperous year of art and creativity and look forward to seeing your registration soon!

Creatively yours, Naomi Siegal