

29th Annual Women's Art Festival
December 11, 2021
9:30 am – 4:00 pm
St. Mary's Events Center
2540 Park Ave, Minneapolis, MN 55404

- 85 booth spaces available
- \$15 non-refundable application fee
- \$120 booth fee due after acceptance of application.
- Cancellations: Before Nov. 1st Booth fee will be refunded (minus \$20 processing fee) if space can be filled. **No refunds if you cancel after Nov. 1st.**

Please read the following information carefully. Due to change in venue, procedures for this event have changed from previous years

Application/Registration Procedures:

1. Because of the smaller size of the venue, a selection process will be necessary in order to build a varied roster of artists that maximizes the sale potential of all participants. Artists will apply online through BoothCentral.com. For consideration, application must be **received by midnight on August 22, 2021.**
 - New artists must provide 3 images of work plus one image of booth display for each medium to be represented at the festival. Returning artists, please provide at least 2 images for use in publicity. Even if you've participated before, you will still need to submit at least 2 photos in order for the site to accept your application.
 - Only the accepted medium of work may be present for sale at the show. If you sell multiple mediums, please check the appropriate box and submit photos of each category applying for. It is possible that you will be accepted for one and not other categories of goods.
2. Applications will be accepted between 8/1/21 and 8/22/21. A non-refundable application fee of \$15 will be applied at checkout. There will also be an additional 3.5% service charge for those paying via credit card. (This charge will be removed if paying by check, Venmo, or PayPal.)
 - All applications will be reviewed and invited artists will be notified of acceptance by 9/1/21. Once invited to participate, artists will have until 9/15/21 to submit their booth fee of \$120.
 - If you initially paid by credit card, your card will automatically be charged for the booth fee. As noted above, a service charge will be added to credit card payments or removed for payment by check, Venmo or PayPal.
 - If paying by check, Venmo, or PayPal, you will be responsible for initiating booth fee payment in timely manner. If payment is not completed by deadline, you will be removed from participating list and the next person from the wait list will be invited.
 - Artists who are not initially invited will be placed on a wait list and notified if openings occur within their genre. Selected alternates will receive a phone

call and email and will be given a window of time to accept or decline the invitation and complete payment.

3. Selection will be made based on category of art. Please select carefully to best describe what you are selling. Exhibitors may sell only their own work, in the medium of that they represented in their application. For instance, if an artist was accepted to sell pottery, they may not add photography or jewelry to their booth unless they applied and were also accepted as a photographer or jeweler as well. Every category and style of work is balanced intentionally to be fair to participating artists and to create the overall variety and appeal of the festival to customers.
4. **If you sell ANY jewelry you MUST select the jewelry category as your primary category** and describe what kind of jewelry you make, i.e. hand-cast silver, strung beads, polymer clay, etc. If you register in a non-jewelry category but want to sell some jewelry related to your work, you must be selected in the jewelry category as well. Any artist who has applied for a different medium but wants to also sell jewelry must also send in images of jewelry and be selected in the jewelry category to be allowed to sell it at the show.
5. Two artists may share a booth for an additional \$25 each (\$50 total). Each artist sharing a booth must undergo the full application process separately and be accepted into the show to share unless they are truly collaborating and selling the same body of work, in which case they may apply together as one “artist.”
6. Selection criteria will include date of application, type of work, price range, and quality of work judged by photos submitted. Women’s Art Festival reserves the right to consider other parameters and all decisions made about artists invited, waitlisted or declined are final. In the event of a tie between two equivalent artists, the order in which they apply will be a deciding factor.
7. **All items sold must be handmade by the women selling them. No Imports or distributors.** Buy-sell will not be tolerated. (Any imports, manufactured items, or work that has been produced from kits, patterns, plans, prefabricated forms or other commercial means can be expected to be removed.) Manufactured products that play a subordinate role and are *not sold separately* may be included with a purchase (frame, necklace chain, etc.) **Items not fitting these guidelines will be removed or you may be asked to leave.** Being a women’s festival is one of our selling points. Please bring **only** products made by local women and have at least one woman staffing your table. Husbands, sons and friends are welcome to help in the booth.
8. All booths are either 10’ x 10’ or 8’ x 12’. Please designate which is acceptable during your registration process. If you are more flexible, you will have a better chance of being accepted.

COVID Plan

9. The Women’s Art Festival will follow any State or local safety requirements in place at the time of the event such as masking, participant limitations, or other requirements.

- If we have to cancel the event, the application fees are non-refundable. Any unused booth fee revenues will be refunded to the degree possible.
- The Booth Central platform does allow for hybrid (some in-person, some online) or fully virtual events. If a pivot should become necessary, we will detail the options and each artist can decide how, or if, they prefer to participate.

Set-Up/day of show information:

10. Once accepted, you will receive detailed information about set-up and take down procedures closer to the date of the event. Most artists will be expected to load-in, at specified times, during the day on Friday. Once assigned a time, please abide by the schedule or talk to Naomi as soon as possible to change your assignment.
11. Once you load-in during your assigned window, you may stay and work on your space until 5 pm. There will also be a 2-hour window for set-up Sat. morning.
12. Show will be open to the public from 9:30 am – 4:00 pm. Set-up will open at 7:30 am. You must be fully set-up by 9:30 am. All items must be removed by 6:00 pm.
13. Displays must be professional looking and aesthetically pleasing. Work that is presented attractively can be an important factor in sales as well as a positive contribution to the overall appearance of the show. Please plan your booth carefully and make sure it's attractive, welcoming, and easy for customers to come in and look at your work. **You are responsible for supplying all display and sales elements including tables, chairs, bags, payment methods, or anything else you need.**

Other:

14. **Publicity:** Preliminary post cards are currently available to print on the festival website (add link here). Please print and distribute at any events you attend. Full color postcards will be produced after the acceptance deadline and you will be notified of how to get yours to distribute. Please designate a reasonable number to request as this will help determine how many are produced. It is always true that those who help publicize the event have better sales, so we count on you to do your part!
 - If you know of good places to post publicity or calendar listings please pass on the info and I will submit notices.
 - There will be a Facebook event created that you can share with your followers. Please use the one I create and **do not create your own**. Thank you.

Any questions should be directed to Naomi at 612-250-5097 or NLSiegal@aol.com.