

**32nd Annual Women's Art Festival**  
December 14, 2024  
9:30 am – 4:00 pm  
St. Mary's University Events Center  
2540 Park Ave, Minneapolis, MN 55404

- 80 booth spaces available
- \$25 non-refundable application fee
- \$130 booth fee due after acceptance of application.
- **Applications due by end of 6/30/24, selected artists notified around 7/15/24, full payment of booth fee required by 8/15/24.**
- Cancellations: Before Nov. 1<sup>st</sup> Booth fee will be refunded (minus \$25 processing fee) if space can be filled. **No refunds if you cancel after Nov. 1<sup>st</sup>.**

**Please read the following information carefully before completing your application.** 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 curation/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 at [www.BoothCentral.com](http://www.BoothCentral.com). (Do a search on that site for "2024 Women's Art Festival" or you can search by location or date). If you are a new vendor, it will prompt you to set-up a BoothCentral account. If you participated in the past 2 years, you should already have an account. Application must be **received by midnight on June 30, 2024.**
  - 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.
  - Applications will be accepted between 6/1/24 and 6/30/24. A non-refundable application fee of \$25 will be applied at checkout. All application fee payments must be made by credit card at the time of application.
  - All applications will be reviewed and invited artists will be notified of acceptance around 7/15/24. Once invited to participate, artists will have until 8/15/24 to submit their booth fee of \$130 and a copy of their MN ST-19 form (email to [NLSiegel@aol.com](mailto:NLSiegel@aol.com) preferred, mail address supplied if needed).
  - All payments will be expected by credit card. If this poses a problem, notify Naomi at 612-250-5097 or [NLSiegel@aol.com](mailto:NLSiegel@aol.com) to discuss an alternative.
  - Some 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.
2. 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 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.
  3. **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.
  4. 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.”
  5. 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. All decisions made about artists invited, waitlisted or declined are final.
  6. **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.
  7. 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**

8. 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:**

9. 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 12/13. Once assigned a time, please abide by the schedule or talk to Naomi as soon as possible to change your assignment.
10. 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.
11. 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.
12. 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:**

13. **Publicity:** Preliminary post cards are currently available to print on the festival website ([womensartfestival.com/home/info-for-artists](http://womensartfestival.com/home/info-for-artists)). Please print and distribute at any events you attend. Full color postcards will be produced as soon as possible. **Please designate in your application if you can pick up at a S.Mpls location or will need them mailed to you. If you need them mailed, you will be billed for postage to get them to you.** Please designate a reasonable number to request as this will help determine how many are produced (and printing is expensive!). 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 NLSiegel@aol.com.