

ART FAIR APPLICATION

Complete the information below and the enclosed S-240 form from the State of WI. Mail with a check or money order for total of all applicable fees, 3 photos/slides and SASE for return of materials. Make check payable to: Mount Horeb Area Chamber of Commerce.

Name: _____

Studio Name: _____

Address: _____

City/State/Zip: _____

Home Phone: _____

Work Phone: _____

E-mail: _____

Website: _____

Social Security # or Wisconsin Seller's Permit #:

Brief Description of Media: _____

Special Requests: _____

PLEASE CIRCLE ONE that best describes your work:

Clay/Ceramic | Leather | Photography | Fiber | Metal | Glass
| Paper | Jewelry | Painting | Sculpture | Wood | Mixed Media
| Floral | Other

YOUR BOOTH SET-UP (Check any that apply):

- I do not have a tent.
- I have a standard size tent.
- I have a tent but height is above average and/or I have an unusual layout that does not fit in the standard 10'x 10' space. Use separate paper to explain or sketch layout with dimensions. (These layouts may require the purchase of additional booth space.) ***Note: Electricity is not supplied.**

Please reserve _____ booth spaces. My check for \$ _____ is enclosed (include \$25 jury fee if applicable). If mailed after May 15, 2010 please include an additional \$30.

I hereby certify that these slides/photos represent my original work, and that the work is unique and made by me. I also agree to follow all fair rules as outlined in the prospectus. I understand that the Mount Horeb Area Chamber of Commerce will not be liable for loss or damage of artwork or display material or for any personal damage or injury incurred during the Festival.

Signature: _____

Date: _____

Mail application and materials to: MHACC c/o Art Fair
300 E. Main Street, Mount Horeb, WI 53572

PRESORTED
STANDARD
U.S. POSTAGE
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DODGEVILLE, WI
PERMIT NO. 133

MOUNT HOREB CHAMBER OF COMMERCE
300 E. MAIN STREET
MOUNT HOREB, WI 53572

39th Annual Mount Horeb

ART FAIR



Sat. July 17, 9am-5pm

Sun. July 18, 10am-4pm

WWW.TROLLWAY.COM

GENERAL INFORMATION

Extensive promotion is planned with festival goals being large crowds, high sales, and a high quality show enjoyed by artists and visitors alike. Artists are encouraged to send their own announcements.

Live entertainment will be scheduled throughout the festival. Food will be available. Real bathrooms will be available to artists, as well as an "Exhibitor Only" hospitality room. A free continental breakfast will be served to exhibiting artists during set-up on Saturday.

HOURS

Saturday—9am-5pm, (Set-up 6am-9am)
Sunday—10am-4pm, (Set-up 8am-10am)

LOCATION

Lawns or pavement in downtown, Mount Horeb, WI.

POLICIES

- The 39th Mount Horeb Art Fair presents artists' **hand-made original work. NOT the work of mass production studios.**
- All work must be presented in a finished manner. **No** work which has been made with commercial kits, molds, patterns or plans is allowed.
- Work purchased from others **for resale not permitted.**
- Artists are to exhibit both days and must not breakdown booths until the published end time of the fair daily.
- Refunds for booth fees will not be issued after June 6.
- The Art Fair Committee reserves the right to refuse exhibition of work not consistent with submitted photos or slides and these guidelines.

If these rules are not followed, you will be asked to leave. No refunds, no exceptions.

MEDIA

All fine arts and fine crafts: painting, graphics, sculpture, photography, mixed media, paper arts, drawing, clay, glass, metal, fibers, leather, wood or nature's own.

ELIGIBILITY

Participation is open to all artists and craftspeople, 18 years of age or older, who exhibit work of original concept, design, and execution.

PHOTOS/SLIDES JURY

All applicants must submit **3 photos or slides**, which represent the quality and nature of the work to be exhibited. Only the type of work shown in photos/slides can be exhibited. Artist's name must be clearly printed on each photo or slide. Deficiencies in your photos/slides will put your work at

a disadvantage. Artists are strongly advised to have quality photos/slides. **Work samples will be returned only when a suitably sized self-addressed, stamped envelope is provided.**

NOTIFICATION

This year we expect up to 165 exhibitors. Applicants will be notified whether they have been accepted or declined by May 31, 2010. An "Information Packet" (including booth assignment and fair map) will be sent out shortly before the fair. **Space assignments will be final.** To properly balance the show, we cannot guarantee specific booth spaces. Absolutely no registrations on day of show. **Please, submit application no later than May 15, 2010.**

FEES

- An exhibitor fee of **\$125 per booth** space is required.
- A **\$25 non-refundable jury fee** is also required from first time applicants and applicants who have not been accepted to exhibit in the past 3 years.
- Late entries are accepted for an additional \$30 late fee through June 30, 2010 or until full. **Late fee applies to new and returning vendors.**
- Processing of checks does not signify acceptance. Booth fees will be deposited upon receipt, but will be returned if the applicant is not selected.

BOOTH SPACES

Booths are approximately 10' x 10' to 11' x 11' and may vary in shape slightly due to the layout of the lawns and placement of trees. Likewise, the ground or pavement may not be level. You will be required to purchase additional booth space if you do not confine your belongings to your contracted space. To properly balance the show, we cannot guarantee specific booth spaces. **Electricity is not supplied.**

EXHIBITOR RESPONSIBILITIES

Keep your display area neat and clear of all debris at the end of the day. Provide own display materials, chairs and weather protection (sun and rain). It is suggested that art work be removed from booths at night. Artists must park away from the fair area since the fair is located along a major thoroughfare. Free parking will be reserved for artists.

If any of your products have been purchased from a wholesaler, you may not participate in this show. Exhibitor hand-crafted art only.

SALES

All proceeds go to artists. All artists are responsible by law to pay required city, state and federal taxes on sales.

ARTIST SHOWCASE & SILENT AUCTION

All exhibitors are invited to donate artwork to the Artist Showcase & Silent Auction to raise money for a college art scholarship program sponsored by the Mount Horeb Area Chamber of Commerce to benefit young emerging talent. Your donation is appreciated.

AWARDS

Awards include Best of Show, Best Fine Artist, Best Crafter, Honorable Mentions and a Purchase Award. All exhibiting artists are eligible. Winners will be determined by 2pm on Saturday, July 17, and will be given ribbons to display on their booths.

HOTEL ACCOMODATIONS

Deer Valley Lodge

401 W. Industrial Dr., Barneveld, WI | 888-924-1601 (For Reservations)
www.deervalleylodgewi.com

Gonstead Guest Cottage

602 S. Second Street, Mount Horeb, WI | 608-437-4374
www.mthoreb.com/gonstead

Holiday Inn Express Motel & Suites

515 W. Verona Avenue, Verona, WI | 608-497-4500
www.hiexpress.com/veronawi

Super 8-Verona

131 Horizon Drive, Verona, WI | 608-848-7829
www.super8verona.com

Village Inn Motel

701 Springdale Street, Mount Horeb, WI | 608-437-3350
www.littlebedder.com

FOR ADDITIONAL INFO

Please call 1-88TROLLWAY or (608) 437-5914 or

CHECKLIST

- Thoroughly read and complete all required information on the application and the S-240 WI tax form.
- Include three (3) slides/photos with name printed on back.
- Include self-addressed stamped envelope.
- Submit application, including slides and payment postmarked by May 15, 2010.
- Include check payable to:
Mount Horeb Area Chamber of Commerce.
- Late applications require an additional \$30 late fee.