

# Exhibitor Application

(Submission deadline is April 1, 2007, February 20, 2007 for Photo Opportunity)

## 11th Annual International Gourd Art Festival

Welburn Gourd Farm, June 23th & 24th, 2007

Business Name: \_\_\_\_\_ Artist's Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Web site: \_\_\_\_\_ \*CA Resale # : \_\_\_\_\_

\*If you are applying for a temporary CA resale number, you may send in your application without it and call our office with your number once you receive it. Number must be received no later than April 15th, 2007.

Previous Exhibitor: No \_\_\_ Yes \_\_\_ Year(s) \_\_\_\_\_

If "No" are you applying as a Juried or Non-Juried Exhibitor? \_\_\_\_\_ (for Non-Juried you must be a new artist at this show, please see cover letter for more details)

Items being sold (as percentage of total):

Gourd Art \_\_\_% Gourd Supplies \_\_\_% Gourd Tools \_\_\_% Gourd Books \_\_\_% Other \_\_\_% (please describe)

Type and style of Gourd art and primary technique/medium used: (i.e. "gourd vessels and jewelry, mostly southwest theme using woodburning and acrylic paints" OR "Vessels with pine needle accents; leather dye and natural finishes.")

Are you sharing a booth? No \_\_\_ Yes, with: \_\_\_\_\_

**No More Than 2 Artists Per Booth. Please include a second application with only the top information and bottom signature filled out for second artist. To download application online, go to [www.GourdFestival.com](http://www.GourdFestival.com).**

**Booth Space(s) Preference:** 1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

### BOOTH REQUESTS & RENTALS

*Each table must be covered with a floor length black drape*

# of exhibit spaces requested: \_\_\_ x \$235 per 10' x 10' booth space = \$ \_\_\_\_\_

Electricity set-up & power usage: \$50.00 Yes \_\_\_\_\_ = \$ \_\_\_\_\_

# of tent rentals requested: \_\_\_ x \$75 per 10' x 10' tent = \$ \_\_\_\_\_

# of table rentals requested: \_\_\_ x \$15 per 8' x 2.5' table = \$ \_\_\_\_\_

# of black table drapes requested: \_\_\_ x \$18 per 8' table drape = \$ \_\_\_\_\_

# of chair rentals requested: \_\_\_ x \$2 per chair = \$ \_\_\_\_\_

# of back/side walls requested: \_\_\_ x \$25 per wall = \$ \_\_\_\_\_

Web site listing: **FREE with booth space!** Photo Upgrade Add \$50.00 = \$ \_\_\_\_\_

Ad space in Festival Program - **HALF PRICE** for Exhibitors! Space limited!

-1/8-pg (1.5"X 2.5" or 2.25"X 2"), ~~\$200~~ **Just \$100** (Qty. available, 24)

-1/4-pg (1.75"X4.5"), ~~\$300~~ **Just \$150** (Qty. available, 8) = \$ \_\_\_\_\_

-Half page (4.5"X 3.5"), ~~\$650~~ **Just \$325** (Qty. available, 4)

-Full page (4.5"X 7.75"), ~~\$1,500~~ **Just \$750** (Qty. available, 2) **Total Due: \$ \_\_\_\_\_**

**Payment Method (please circle): Check or MO Visa MasterCard Discover**

**Make checks payable to: Welburn Gourd Farm**

Credit Card # \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

### STOP!

Before sending in your completed application, please refer to the following check list:

-5 or more high quality photos attached?  
Yes \_\_\_ No \_\_\_

-Separate check for \$15 processing fee enclosed? Yes \_\_\_ No \_\_\_

\*to charge to credit card, check here: \_\_\_\_\_

-Web Listing Form enclosed? Yes \_\_\_ No \_\_\_

Optional:

-Marketing opportunity section of Web Listing Form for purchasing **ad space** in the Festival Program filled out? Yes \_\_\_ No \_\_\_

### Please read carefully and sign below.

The undersigned does hereby agree that in consideration for the exhibition and vending event opportunity, Welburn Gourd Farm, Inc., including all owners and staff, are hereby absolved of any liability or obligation for any losses, costs, or damages and shall be held harmless and blameless against any claim made for the benefit of the undersigned exhibitor.

I understand that it is my responsibility to comply with all applicable county, state, and federal regulations and laws. I indemnify and hold harmless Welburn Gourd Farm, Inc. from all damages, cost and expenditures, including attorney's fees and costs of defense which may occur by reason of use of the farm.

Artist Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Send application to:  
145 E Fig St. Ste E  
Fallbrook, CA 92028

The Int'l Gourd Art Festival 145 E. Fig St. Ste E, Fallbrook, CA 92028

Ph: (760) 728-4588 Fax: (760) 728-4788 www.GourdFestival.com

## Web Site Listing Form

In order to give you maximum exposure and publicity, every exhibitor is given a FREE listing on the Gourd Festival web site! The listings that include a photo are clicked on about 10 times more than those without, so we highly encourage you to upgrade your listing and include a photo! The upgrade is just \$50 or FREE if you purchase an ad space in the Festival Program! **You must fill out and include this form with your exhibitor application!**

Your name or business as you would like it to appear: \_\_\_\_\_

A brief one line description of your business or product (max 125 characters):  
\_\_\_\_\_  
\_\_\_\_\_

Web site URL: \_\_\_\_\_

Other contact information you would like to include (such as email, phone number, etc.):  
\_\_\_\_\_  
\_\_\_\_\_

Would you like to upgrade your web site listing to include a full-color photo or logo?

\_\_\_\_ Yes, please upgrade my listing. I have enclosed the logo or photo I would like to include (either printed out or saved to disk as a digital file in .jpg or .gif format) along with my payment of \$50.

\_\_\_\_ Yes, please upgrade my listing. I have enclosed the logo or photo I would like to include and my upgrade is FREE because I am purchasing an ad in the Festival Program and have completed the Ad section below.

Your Name and Phone # (for office records only): \_\_\_\_\_ Ph: \_\_\_\_\_

### Marketing Opportunity Ad in Festival Program

Take Advantage of this Incredible Marketing Opportunity! You could be one of a small handful of Exhibitors who gets the chance to put their business in front of thousands of potential customers in this year's Festival Program!

Each year the Int'l Gourd Art Festival produces a beautiful Festival Program that is handed to every person who comes through the Festival entrance! The Program includes all the information about the show and is the perfect opportunity for you as an Exhibitor to highlight your art and/or gourd products!

Plus, any Exhibitor who purchases an ad in the Festival Program gets a FREE web site listing upgrade (see above), a \$50.00 value! There are only a limited number of ad spaces available, so act now!

I would like the size of my ad to be (please select):

\_\_\_\_ 1/8-pg (1.5"X 2.5" or 2.25"X 2"), ~~\$200~~ **Just \$100** (Total qty. available, 24)

\_\_\_\_ 1/4-pg (1.75"X4.5"), ~~\$300~~ **Just \$150** (Total qty. available, 8)

\_\_\_\_ Half page (4.5"X 3.5"), ~~\$650~~ **Just \$325** (Total qty. available, 4)

\_\_\_\_ Full page (4.5"X 7.75"), ~~\$1,500~~ **Just \$750** (Total qty. available, 2)

\_\_\_\_ I have attached my ad (in the size indicated above) as black and white, camera-ready art.

\_\_\_\_ I would like you to create my ad and have attached a business card and relevant text and graphics for you to use. I will approve the final draft once complete.

\_\_\_\_ I have enclosed a check for my ad, made payable to Welburn Gourd Farm, Inc.

\_\_\_\_ I would like to pay by credit card. Here is my information:

Payment Method (please circle): Visa MasterCard Discover

Credit Card # \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name: \_\_\_\_\_ Signature: \_\_\_\_\_