

Dear Artist/Exhibitor,

Are you preparing for the final Gourd Art Festival at Welburn Gourd Farm? You should be! You will never have another chance to exhibit at the largest gourd art festival in the country.

Once again, the number of available exhibitor spaces is being limited in order to ensure the highest sales possible for our exhibitors and **almost half the spaces are already sold out!** Exhibitors have done extremely well even during these tough economic times when almost every other show is down in their sales. Plus, there is **heightened interest** in attending this year's show because **this is the last and final Gourd Art Festival ever!** Thousands of people travel from across the country to attend, and with the announcement that this is the last year, **we are planning on having an amazing Farewell Festival!**

Exhibitor comments from last year:

“This festival is always my favorite and this year proved once again to stand strong and consistent. The response was overwhelming.” – Bill Colligen

“The Welburn Gourd Farm staff, and all involved with the hard work of planning, did a *fabulous* job organizing and coordinating both the festival and the pre-festival classes. I’ve been attending the [festival] for seven years...with each year that passes I gain more friends in the gourd art community and accumulate more ‘new’ students.” – Gloria Crane

“The Welburn staff was extremely helping and encouraging and I truly appreciate their support and assistance. I also appreciate the emails featuring my art...Thank you!! I will be attending next year!”
– Christine Chan

“Loved the grounds and the ambiance. Loved my space. Lots of room around me...good food...easy to park. Very relaxed set-up and tear-down. Made back my booth rental fee and then some...was very happy about that.” – Grace Swanson

In order to ensure the strongest sales possible for our exhibitors, we must continue to market heavily, which requires high-quality, professional photos.

It is for this reason, in order to market the show effectively and boost sales for you, the exhibitor, that high-quality photos are required. This means even lighting on your artwork with no glare and with the photo taken on a solid background.

This is a **juried show**, so I cannot emphasize enough how important your photos are. Your photos are the only thing the jury has to go by when considering you for admittance into the show. Please make sure you send in at least five professional-quality photos of different pieces of artwork.

Our 2010 Exhibitors were given the unique opportunity to register early for 2011 and therefore we have almost half our booth spaces already filled. I would suggest you **apply today** for the best chance to secure your space!

A 2011 application has been enclosed for your convenience. Your application must be complete and include the exhibitor contract and all fees. Please let me know if you have any questions, and I would be happy to assist you!

Jaclyn Schmitz
Festival Director
15th Gourd Art Festival

40635 De Luz Rd, Fallbrook, CA 92028 Phone: 760-728-4271 Email: jaclyn@welburngourdfarm.com

Application Instructions

Please read thoroughly

- ❖ **Event:** 15th Gourd Art Festival
- ❖ **Date:** June 25th and 26th, 2011
- ❖ **Location:** Welburn Gourd Farm, Fallbrook, CA
- ❖ **Juried Show:** This is a juried show and each application must be approved by a jury panel.
- ❖ **Application Fee:** There is a \$25 non-refundable application fee **if received after April 1st, 2011**
- ❖ **Booth Space Fee:** \$285 per 10'X 10' space **if received by April 1st, 2011**; \$300 if received after that date. Once you are accepted into the show, the booth space fee is non-refundable.
- ❖ **Application Requirements:**
 - **For Supply Exhibitors (those selling gourd tools and supplies):** Please provide a complete list of all items you plan on selling. Supply exhibitors are accepted based on how popular the items are anticipated to be and how many accepted exhibitors are already selling the same kind of items.
 - **For Artist Exhibitors (those selling gourd art):** Please provide 4 or more high-quality photos, **including at least 1 professional photo** (for samples of professional photos, please visit GourdFestival.com and click the link "Exhibit in 2011"). Keep in mind, the more professional photos you submit, the higher the chance is that your artwork will be featured in promotional materials.
 - **If you do not have professional photos and are unsure of how to get them, please contact us and we will do our best to help you with this. High quality photos are absolutely the most important part of your application!**
- ❖ **Artist Exhibitor Requirements:**
 - All exhibitors' booths must contain 90% gourd-related items for sale. All artwork **MUST** be created by you, the artist (partner work is fine, as long as all artists are listed on the application).
 - **ABSOLUTELY NO 3rd** party work or imports are allowed with the exception of cultural-based art from another country where a village or family creates art as a group and one artist serves as the representative for that village or family (must be approved by the Festival office).
 - Professional displays are required, including a clean tarp/tent (preferably white), full length drapes on tables, and boxes and packing supplies out of sight. Tarps (i.e. pop-up tents), table drapes, chairs and sidewalls for tents are available for rent. Just fill in the spaces on the application.
 - You must have a California Resale Number (permanent or temporary). If you need to apply for a CA resale number you may print the form off the www.GourdFestival.com website or contact the State Board of Equalization (SBOE) Information Center at 800-400-7115.
 - Electricity is available on a limited basis. If you request electricity please include what it will be used for.
- ❖ **Application Deadline:** April 1st, 2011, for early registration discount; regular deadline is May 15th, 2011*.
*Please note, spaces may fill before the application deadline date, so it is a good idea to apply early. Feel free to call the Festival office or email us to check on availability.

If there is more than one artist selling in your booth, please fill out separate applications for each artist. You may have multiple artists in a booth, however each artist must submit their own information and application (booth space and rental fees need only be on one application for a group).

Each artist's work is looked at separately and must have separate photos. There is an exception for artwork created jointly; only one set of photos and one application is required.

Once the application is received, it will be reviewed for completeness. If it is determined that the application is not complete, the entire application will be returned to sender to be finalized.

For artist exhibitors, lack of 1 or more professional photos will constitute an incomplete application and will result in your application being returned.

It can take up to 8 weeks for the jury panel to return with their decision. We will try to get your artwork reviewed as quickly as possible in order to let you know if you are accepted into the event or not.

Please mail completed application, signed exhibitor contract, 4-8 photos including at least 1 professional photo, and web listing form to:

Gourd Art Festival
40635 De Luz Rd
Fallbrook, CA 92028

Farewell Gourd Art Festival Welburn Gourd Farm, June 25th & 26th, 2011

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 May 15th, 2011.

Previous Exhibitor: No ___ Yes ___ Year(s) _____

Items being sold (as percentage of total):

Gourd Art ___% Gourd Supplies ___% Gourd Tools ___% Gourd Books ___% Other ___% (please describe)

***Important:** Please provide a complete list of tools, books, and supplies on a separate sheet of paper).

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: _____
 Each Artist must fill out a separate application (top part only) To download another application go to www.gourdfestival.com

Booth Space(s) Preference: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

BOOTH REQUESTS & RENTALS:

of exhibit spaces requested: ___ x \$285.00 (if received by April 1, 2011)
 per 10' x 10' booth space (\$300.00 after April 1, 2011) = \$ _____
 Electricity set-up & power usage: ___ x \$50 per booth space = \$ _____
 # 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 = \$ _____

WEBSITE LISTING:

Website listing: **FREE with booth space!**
 Contact Information Included on Website: Add \$45.00 = \$ _____

Total Due \$ _____

Payment Method (please circle):

Check or MO
 Visa
 MasterCard
 Discover

Make checks payable to: *Welburn Gourd Farm*

Credit Card # _____ Exp Date: _____

Name (please print): _____

Signature: _____

STOP!

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

1. Enclosed 4-5 professional photos to be juried. Yes ___ No ___
2. Separate check made payable to *Welburn Gourd Farm* for \$25.00 for processing fee (**If after April 1st, 2011**) Yes ___ No ___
3. Signed Exhibitor Contract? Yes ___ No ___
4. Completed Web Listing Form? Yes ___ No ___
5. Complete list of supplies provided (if applicable)? Yes ___ No ___
6. California Resale # included? Yes ___ No ___
7. Will attend the complimentary Exhibitor Banquet (if received before April 1, 2011)? Yes ___ No ___

**Send Application to:
 Gourd Art Festival
 40635 De Luz Rd
 Fallbrook, CA**

Website Listing Form

Every exhibitor is given a FREE listing on the www.GourdFestival.com website, complete with artist's name, business name, short description, and photo of artwork (photo is chosen by the Gourd Art Festival).

Please include the exact wording as you would like it to appear in your listing (Example: Jane Smith, "Specializing in woodburned wildlife imagery and Southwestern-themed gourd art."):

Your name and/or business name: _____

Description: _____

Optional Upgrade: You may upgrade your website listing to include a website and/or contact information (such as an email or phone number).

This simple step can bring in hundreds if not thousands of dollars in sales from customers unable to attend the show but who find you on our website and purchase directly from you!

Cost for adding your website and/or contact information to your web listing: \$45

For upgrade, please complete the following:

Website URL (if you have a web site): _____

Phone Number, if you want it included: _____

Email address, if you want it included: _____

Exhibitor Contract

Please sign and return along with your Exhibitor Application

The undersigned does hereby agree that in consideration for the exhibition and vending event opportunity, the 15^h Gourd Art Festival (Festival), provided by Welburn Gourd Farm, Inc., the following terms and conditions apply:

- Exhibiting artists are allowed to sell ONLY work they have created. NO IMPORTS or 3rd party artwork is allowed.
- Exhibitors selling tools, books, and supplies can only sell items that have been pre-approved through the exhibitor application process. Selling unapproved items may be grounds for immediate removal.
- Exhibitors must set up within the 10'X10' spaces or spaces paid for. (A few inches over the line is fine...spreading out several feet outside of the 10'X10' space is NOT).
- No dogs, with the exception of service dogs, are allowed on Festival grounds.
- Exhibitor/Vendor vehicles must be unloaded within 15 minutes and then parked in the designated "Exhibitor Parking" area (help will be available to you, if needed).
- **Once an exhibitor has been accepted, there are no refunds**, and the exhibitor has obligated himself/herself to attend the event.

As an Exhibitor or Vendor at the Festival:

I understand I am completely responsible for the safety of my artwork and personal property, including vehicles, at all times while on the Festival grounds and Welburn Gourd Farm property.

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.

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.

Exhibitor Signature: _____

Print Name: _____

Date: _____