

Application Instructions

Please read thoroughly

- ❖ **Event:** 14th Annual Gourd Art Festival
- ❖ **Date:** June 26th and 27th, 2010
- ❖ **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.
- ❖ **Booth Space Fee:** \$275 per 10'X 10' space **if received March by 1st, 2010**; \$350 if received after that date. Once you are accepted into the show, 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 exhibitors have already been accepted 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 see reverse). Keep in mind, the more professional photos you submit, the higher the chance is that your artwork will be featured in the Festival brochure and other materials, as well as submitted to the press.
 - **If you do not have professional photos and are unsure 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!**
- ❖ **Exhibitor Requirements:**
 - All exhibitors' booths must contain 90% gourd related items for sale (unless it is a Sponsor Booth). 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 (preferable 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 web site 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:** March 1st, 2010 for early registration discount; regular deadline is May 15th, 2010*.
*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
1119 S. Mission Rd. #244
Fallbrook, CA 92028

14th Annual International Gourd Art Festival Welburn Gourd Farm, June 26th & 27th, 2010

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, 2010.

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 \$275.00 (if received by March 1, 2010)

per 10' x 10' booth space (**\$350.00** after Mar. 1, 2010) = \$ _____

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 = \$ _____

WEB SITE LISTING AND AD SPACE:

Web site listing: **FREE with booth space!**

Contact Information Upgrade(see web site listing form). Add \$45.00 = _____

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

\$45 contact upgrade on Web Listing included with purchase or ad space 1/4 page or larger.

-1/8-pg (1.5"X 2.5" or 2.25"X 2"), \$100-**Just \$49** (Qty. available, 24) = \$ _____

-1/4-pg (1.75"X4.5"), \$150 **Just \$75** (Qty. available, 8) = \$ _____

-Half page (4.5"X 3.5"), \$350 **Just \$175** (Qty. available, 4) = \$ _____

-Full page (4.5"X 7.75"), \$1,000 **Just \$500** (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 (please print): _____

Signature: _____

STOP!

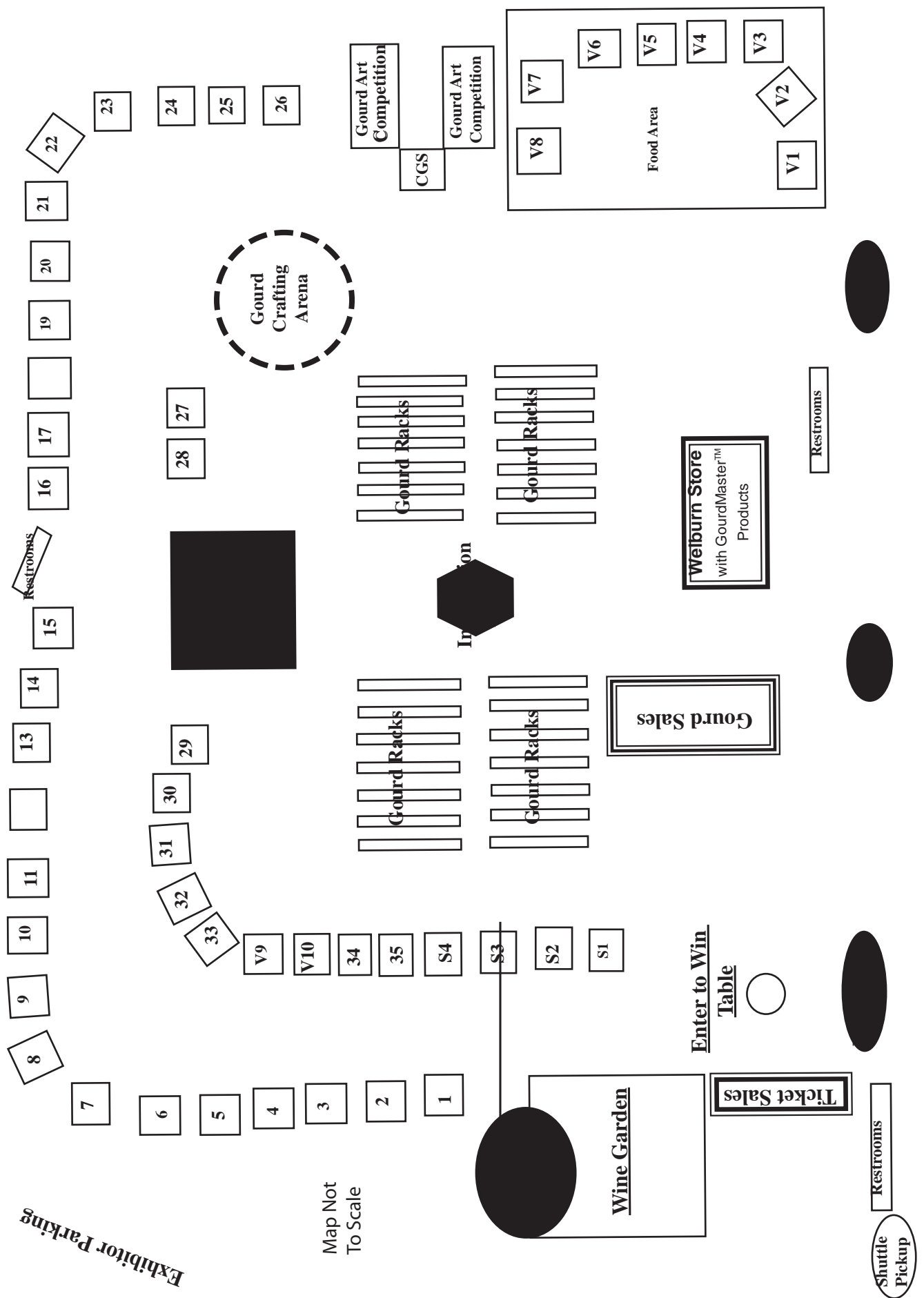
Before sending in your completed application, please refer to the following check list:

1. Enclosed 4-5 photos professional photos to be juried.
photos to be juried.
Yes ___ No ___
2. Separate check made payable to **Welburn Gourd Farm** for \$20.00 for processing fee.
Yes ___ No ___
5. Signed Exhibitor Contract?
Yes ___ No ___
6. Completed Web Listing Form?
Yes ___ No ___
7. Complete list of supplies provided (if applicable)? Yes ___ No ___
8. California Resale # included?
Yes ___ No ___

Send Application to:
Gourd Art Festival
1119 S. Mission Rd. #244
Fallbrook, CA 92028

14th Annual International Gourd Art Festival

Event Map



Map Not To Scale

Marketing Opportunity! Get Your Ad in the 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 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!

Please select from the following:

_____ 1/8-pg (1.5"X 2.5" or 2.25"X 2"), ~~\$100~~ **Just \$49** (Total qty. available, 24)

_____ 1/4-pg (1.75"X4.5"), ~~\$150~~ **Just \$75** (Total qty. available, 8)*

_____ Half page (4.5"X 3.5"), ~~\$350~~ **Just \$175** (Total qty. available, 4)*

_____ Full page (4.5"X 7.75"), ~~\$1000~~ **Just \$500** (Total qty. available, 2)*

*For ads ¼ page and larger you get a FREE \$45 web listing upgrade -- be sure to fill out the form below!

_____ 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.

(please fill out payment details for your ad in the space provided on your application)

Web Site Listing Form

Every exhibitor is given a FREE listing on the GourdFestival.com web site, complete with artists 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 web site listing to include a web site 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 web site and purchase directly from you!

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

(This \$45 upgrade is FREE with purchase of any ad space ¼ page size or larger!)

For upgrade, please complete the following:

Web site 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 14^h Annual International 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: _____