

July 28 & 29, 2012

# ART in the park

*City Park, Downtown Alexandria, Minnesota*

Though it feels like winter outside, Summer 2012 is just around the corner... and so is the 37th Annual Art in the Park! We are excited at your interest to be a vendor for this wonderful event.

## event venue and dates

Venue: City Park, County Road 42 North, Alexandria, MN  
Nestled along the tree-shaded shores of Lake Agnes and Lake Henry

Hours: Saturday, July 28 | 10:00 a.m. to 6:00 p.m.  
Sunday, July 29 | 10:00 a.m. to 4:00 p.m.

Sites are located on the shores of Lakes Agnes and Henry. There are some corner spots available. Every effort will be made to place returning vendors in their requested location, but occasionally this is not possible, so no guarantee can be given.

This is an outdoor wind, rain or shine event. Be prepared for all types of weather, including heat and sunlight.

## eligibility

Participation is open to all artists exhibiting work of original concept, design and execution. Only work handmade by the artist named on the application may be sold. No imports or items made strictly by a process, with little artistic merit will be accepted. (No molds, kits, stamps, pre-packaged food, doll clothes, ceramics from molds, etc. This includes items contracted out and/or made by someone else, or items purchased for resale.) Artists, and not their representatives, must be present at the show.

## booth particulars

Booth spaces are for 12' x 12' and spaces are not transferable. Exhibitors must provide their own means of display, including tables and chairs. No food or drink may be sold from your booth. If your booth is larger than 12' x 12' in any direction, you will be charged accordingly. The event hosts live entertainment throughout the venue.

## fees

Booth Rental (1) 12' x 12'	\$160.00
Jury Fee (non-refundable)	\$25.00
Corner Booth Fee	\$25.00
Late Fee (After May 1)	\$25.00

## what to expect @ art in the park

- Best of Show Program with cash prizes (New in 2012)
- New Times (open at 10:00 a.m.)
- 12' x 12' booths for high-quality artists and artisans.
- A well attended, high quality juried show open to most medias.
- Attendance over 28,000.
- Easy set-up and tear down.
- Convenient parking for vehicles.
- Vendor Hospitality
- Event Promotion worth more than \$30,000 - our marketing reaches across the region!
- A thriving, summer population.
- A beautiful event venue, nestled between two amazing lakes.



## payment and refunds

Registration checks and credit cards for accepted vendors will be cashed/charged upon acceptance into the show after the jury meets. The non-refundable jury fee (please submit in a separate check) will be processed immediately. Checks will be returned to vendors not accepted into the show.

Full refunds of booth fees are available if notice of cancellation is received in writing, with a postmark on or before midnight June 1, 2012. No refunds will be granted after June 1. Cancellations must be in writing, with the artist's signature, by mail or fax. If an artist cancels for any reason after June 1, fees cannot be applied to future shows. No cancellations after July 16.

## application details

Applications must be postmarked no later than midnight, May 1, 2012. Applications not received by May 1 must be accompanied by a \$25 late fee to be considered. Notice of acceptance/rejection will be mailed out mid-May.

## jury process

Art in the Park makes every effort to be a high-quality, high-sales event. To ensure high standards for our vendors and guests, a panel of qualified jurors will silently and independently judge application on **artistic merit, originality, creativity, craftsmanship and display** in their particular category. High quality, digital images are important to the jury process. Applicants with the highest scores in each media category will be accepted into the show. We do not have a quota system, and we reserve the right to balance categories. Our jury is a confidential selection process.

## awards program

Art in the Park features a Best in Show program, which includes cash prizes for the top three finalists.

Best in Show:	\$200
First Runner Up:	\$150
Second Runner Up:	\$100

Best in Category ribbons will be awarded for each media category. Best in Category is awarded to the vendor with the top juried score in each media category. All vendors/artists will be juried on-site for consideration as Best in Show. The Best in Show award winner also will have their registration waived for the following year.

## waiting list

After the jury process is completed and the artists are chosen for the show, a waiting list will be established for potential show openings. Late applications will be evaluated by the jury for acceptance onto the waiting list. Cancellations will be filled by the first artist on the list who matches the media category of the selected artist.

## artist statement

We are asking all vendors to submit a statement regarding their work. No more than 500 words, this statement will be presented to the jury along with the work to help the jury understand what they are viewing. Please include information on what materials and processes are used in creating the work.

# art in the park APPLICATION CHECKLIST

- Complete the application form and sign the Statement of Agreement and Understanding.
- Include Artist Statement (500 words maximum).
- Enclose **SEPARATE** checks payable to AAAA-Art in the Park for your jury fee and booth fees.
- Enclose CD of .jph, .pdf, or .tiff images. We ask for **(3) images of your work and (1) image of your set-up display**. Images must be current and representative of the work you will exhibit.\* Images saved in a file format other than listed above (such as Word or PowerPoint files) are not acceptable. Please note: You, your name and/or trade name should not be visible in any media selected. Please make every effort to send only digital images.
- If you are accepted into the show, your checks will be cashed and/or your credit cards charged. Your media will be returned to you during registration at the event. If your application is declined, your media will be returned by mail. Please provide a stamped, self-addressed return envelope.

**Mail all of the above to:**  
AAAA-Art in the Park  
618 Broadway  
Alexandria, MN 56308

*Postmarked by May 1, 2012*

Questions? Call us at 320-762-8300.

\* During the event, committee members have the authority to request that any items deemed inconsistent with the work shown on submitted images be removed from display/sale. Artists not in compliance will not be allowed to participate in future years. The committee's judgement is final.

**Business Name** (as you would like it to appear in map & publicity)

Exhibitor First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

Emergency contact phone: \_\_\_\_\_  
 (please provide a number through which we can reach you during the event for emergency purposes - cell, hotel, relative, etc.)

E-Mail Address \_\_\_\_\_

Website \_\_\_\_\_

Vehicle License # \_\_\_\_\_ Trailer License # \_\_\_\_\_

Sales Tax Permit Number \_\_\_\_\_

**Booth Location Preferences** (Check Appropriate)

- I am a previous exhibitor.
- I would like my same booth location (Booth Number \_\_\_\_\_)
- \$160 for 1 Space (12' x 12')
- \$320 for 2 Spaces (24' x 12')
- I am interested in a corner spot (limited, additional \$25)
- I will demonstrate my craft during Art in the Park (encouraged)

**Media Category (Please Select Primary Category)**

- |   |   |
|---|---|
| <input type="checkbox"/> Apparel          | <input type="checkbox"/> Naturals               |
| <input type="checkbox"/> Ceramics/Pottery | <input type="checkbox"/> Painting               |
| <input type="checkbox"/> Drawing          | <input type="checkbox"/> Photography            |
| <input type="checkbox"/> Glass            | <input type="checkbox"/> Printmaking            |
| <input type="checkbox"/> Jewelry          | <input type="checkbox"/> Textiles/Fibres        |
| <input type="checkbox"/> Metal            | <input type="checkbox"/> Wood                   |
| <input type="checkbox"/> Mixed Media      | <input type="checkbox"/> Recycled/Found Objects |

I identify as a "Green Artist"  
 (Green Artists are those who use non-toxic, non-polluting and new methods of creation that are safer and healthier; use natural fibers and ecological themes; create artwork of environmental interest; use organic, natural, sustainable or recycled materials; or use renewable energy sources in the creation of their work).

**Payment Information**

Please provide SEPARATE checks for each fee.

**Booth Fee** (\$160.00 for 12' x 12' space)  
 # of Booths \_\_\_\_\_ x 160 = \$ \_\_\_\_\_ (one check)

**Jury Fee** (\$25.00) \$ \_\_\_\_\_ (one check)

**Corner Fee** (\$20.00) \$ \_\_\_\_\_ (one check)

**TOTAL SUBMITTED** \$ \_\_\_\_\_

Payment by Check  
 Payment by Credit Card (Visa, MasterCard, Discover)  
 Card # \_\_\_\_\_

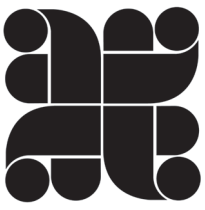
Expiration Date \_\_\_\_\_ CSC \_\_\_\_\_

## Statement of agreement and understanding

1. Because the jury process is silent, I understand that Art in the Park promoters cannot give unaccepted applicants a rationale as to why they were not accepted into the show. All jury scores are confidential.
2. Although having quality insurance should be a concern for every artist, an insurance certificate is not required to participate in Art in the Park.
3. I agree to register prior to setup and agree to register at the identified times. I agree my booth will be setup fully by 9:00 a.m. Saturday. I further agree that I will not tear down until after the scheduled closing time. Failure to accomodate these requests will forfeit my participation in future years.
4. I certify that all work displayed or sold is of my own design, crafted by me. I will maintain inventory sufficient to cover my anticipated weekend sales.
5. I grant permission to Art in the Park and the Alexandria Area Arts Association (AAAA) to use electronic images, slides, photographs, tapes and other visual representations of my booth and my products for promotional purposes without compensation.
6. I am responsible for my booth and exhibited and personal property, including the method of display, set-up, security, sale of merchandise, take-down and appropriate disposal of trash. I will provide all materials for my booth, including display units, tables, chairs, canopies and wind weights.
7. I will only park in my designated location. I understand that if I do not, my vehicle and or trailer may be towed at my own expense.
8. I understand that a \$25 service charge will be assessed for any payment returned to the AAAA for insufficient funds. I further understand that I may not transfer, sell or sublease my booth space.
9. Any proceeds derived from the sale of my product are entirely mine, and I am responsible for collecting and submitting any applicable sales taxes.
10. I have secured any necessary permits or licenses for the use of copyrighted or trademarked materials and will indemnify and hold the AAAA, it's officers, directors, employees, volunteers or agents from any claims. I also agree to hold harmless and indemnify AAAA, its officers, directors, employees, volunteers and agents from any liability for loss, damage or theft of my property or booth by damage or distruction from causes including, but not limited to, fire, theft, vandalism, weather, acts of God, or the negligence of others.
11. I agree to abide by the rules and policies set forth in this application, further communications, and the applicable state, county or city statutes, ordinances and regulations. I also understand that changes to policies, laws, statutes, ordinances and regulations may occur around, prior to or during the event that may require me to adapt. Event management reserves the right to make judgements on all issues related to this event, the venue and the organization. Event management and the Art in the Park Committee reserves the right to refuse acceptance to Art in the Park to any artist, regardless of past participation, best in category status, best in show status, or any other reason.

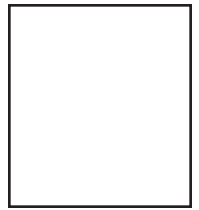
I have read this agreement and materials furnished to me and agree to abide by both. Any dispure with respect to this document or the materials furnished or in any way related to the Art in the Park will be resolved in Alexandria, Minnesota, whether by arbitration, mediation or litigation, and I submit to the jurisdiction of the Douglas County District Court with respect to any litigation. I have read and accept the terms and conditions stated in this agreement.

Date \_\_\_\_\_ Signature of Vendor \_\_\_\_\_



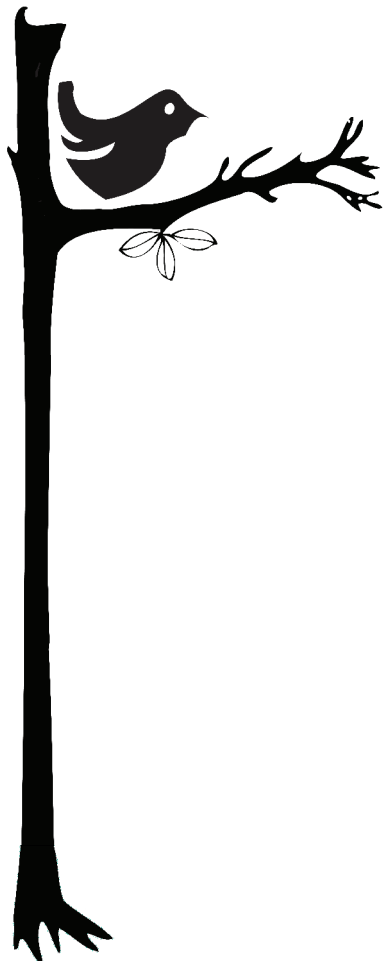
Art in the Park  
Alexandria Area Arts Association, Inc.  
618 Broadway Street  
Alexandria, MN 56308

*Return Service Requested*



# 2012 art in the park Vendor application

JULY 28 & 29, 2012 | APPLICATION DEADLINE: MAY 1, 2012



## ART in the park

*July 28 & 29, 2012 | City Park, Downtown Alexandria, Minnesota*

### important dates & times

Deadline for postmarking application	05.01.12
Notification of juror's decisions/payment processing	05.16.12
Last day for cancellation (to get refund)	06.01.12
Last day for cancellation	07.16.12
Registration and Setup (1:00 p.m. to 6:00 p.m.)	07.27.12
Registration and Setup (before 9:00 a.m.)	07.28.12
Art in the Park (10:00 a.m. to 6:00 p.m.)	07.28.12
Art in the Park (10:00 a.m. to 4:00 p.m.)	07.29.12