

TEMPE
FESTIVAL of the ARTS

Instructions, Rules & Regulations
Spring Tempe Festival of the Arts, March 27-29, 2020

Should you be invited to participate in the Spring 2020 festival, this document includes important information regarding acceptance, payment procedures, booth placement and rules for participation. The acceptance process has changed from previous festivals, so please take the time to read this document prior to accepting the invitation.

There is no longer a TIMESTAMP process. As of this festival, mapping will be based on the ideal curation of the festival, not the moment that an artist accepts the invitation. All artists who complete the acceptance process by end of day on January 15 will be placed on the map.

At any time, should you not be able to locate this email or future emails/documents, they will all be located on the website on the *For Artists* page. The website is www.tempefestivalofthearts.com.

Dates To Remember:

- **BOOTH INVITATIONS POSTED and EMAILED:** Wednesday January 8, 2020 at 11am CST (Central Standard Time) / 10am MST (Mountain Standard Time)
- **Deadline to confirm participation:** January 15, 2020 by 5:00 p.m.
- **Booth Location Notifications:** February 1, 2020
- **Cancellation Deadline:** February 15, 2020 (full refund less \$75 cancellation fee)
 - Cancellations between February 16 and March 13 receive 50% refund
 - Cancellations after March 13 receive no refund
- **Check-In:**
 - Office check-in 3pm-6pm on Wednesday March 25 (310 S. Mill Avenue)
 - Off-site check in 8am-10pm on Thursday March 26 (5th/Farmer Parking Lot)
- **Load-In:** March 26, 2020
- **Event Dates:** March 27/28/29 – 10am to 5:30pm

Steps for Booth Acceptance and Payment:

THERE IS NO TIME STAMP
ALL ARTISTS WILL BE MAPPED FOR OPTIMAL FESTIVAL CURATION

STEP 1 – Wait for the Email from ZAPApplication on January 8

STEP 2 – Accept or Decline Invitation

1. Log in to your ZAPP™ account.
2. From the My ZAPApplication page, follow the instructions to accept or decline invitation.

STEP 3 – Purchase Booth Space

1. In your ZAPP™ account, after Accepting, go to the Checkout section where the booth space fees and other products are listed.
2. Select the type of booth space and other items you wish to purchase and complete payment using a credit card.
3. If you would like a corner upgrade, please purchase
4. If you require power, please purchase
5. If you require a double, please purchase two booths (see below for more details)
6. If you need rental equipment, purchase at this time. Booths do not come with canopies!

STEP 4 – Complete Acceptance Form

1. After acceptance **and** booth purchase, complete the acceptance form that will be linked in the email from Zapapplication Wednesday January 8th.
2. Once completed, SUBMIT the form. Please do not send any emails with booth preferences.

Process for Booth Space & Location Assignment:

Artist booth space/location assignments (Mapping) is completed with the following considerations -

- All award winners from the past two festivals are given priority in mapping and will most likely receive their first choice booth assignment.
- Artists can make booth requests in the Acceptance Form.
- Artists are assigned booths based on the ideal curation of the festival.
- No like mediums are assigned next to one another.
- All requests from artists are taken into consideration, including power needs, corner requests, neighbor requests, etc.
- Artists wishing to be placed in the same spot as their previous festival will be accommodated if possible, however the festival must maintain a fresh appearance so this is not guaranteed.
- Purchasing a certain type of booth does not ensure that you will be placed in that booth, although we do our best to meet your needs.
- If we are unable to place you in your requested areas, you will be placed as close to your request as your media category will allow.

Booth Purchasing Information

When purchasing your booth, the product list is specific to zone. There is a separate option to add a corner. Purchasing a corner DOES NOT GUARANTEE THAT YOU WILL RECEIVE A CORNER. If that should happen, you will receive a refund of the upgrade amount.

When purchasing a double booth, please purchase 2 (two) 10x10 booths and enter the following coupon code to receive a discount. *Double corners are not granted:*

- In Zone A – code is ADouble (receives a \$100 discount)
- In Zone B – code is BDouble (receives an \$80 discount)
- In Zone C – code is CDouble (receives a \$50 discount)
- In Cottage Edibles – code is CEDouble (receives a \$50 discount)

Please indicate any preference that you would like taken into consideration, including east/west facing, electricity, which block you prefer, neighbor artist request, etc. in the Acceptance Form.

Booth spaces are either 10'X10' or 5'X20'. 5x20 spaces are actually 10'X20' booths; however, not all of the space may be accessible because of potential median landscaping obstruction in those locations. Regardless of how much space is available in any 5'X20' location (actually a 10'X20' booth space), all exhibit and storage must fit inside the booth space. If you are seeking a 10x20 booth in the general footprint, please purchase 2 (two) 10x10 booths and use the coupon codes listed above.

ZONE descriptions are detailed below. For a map, visit the website [HERE](#).

Zone A:

1000 - between 3rd and 4th on Mill Avenue. *East and West facing, 10'x10' and 5x20's back to median*
1100 - between 4th and 5th on Mill Avenue. *East and West facing, 10'x10' and 5x20's back to back and back to median*
1200 - between 5th and 6th on Mill Avenue. *East and West facing, 10'x10' and 5x20's back to back and back to median*
1300 - between 6th and 7th on Mill Avenue. *East and West facing, 10'x10' and 5x20's back to back and back to median*
5000 - between Mill and the Alley on West 5th Street. *North and South facing 10'x10' Booths back to back*
5500 - first section of East 5th Street. *North and South facing 10'x10' Booths back to back*

Zone B:

1400 – first section south of 7th on Mill Avenue. *East and West facing, 10'x10' and 5x20's back to back and back to median*
5100 - between the Alley and Maple on West 5th Street. *North and South facing 10'x10' Booths back to back*
5200 - between Maple and Ash on West 5th Street. *North and South facing 10'x10' Booths back to back*
6000 - between Mill and Maple on 6th Street. *North and South facing 10'x10' booths*
7000 - between Mill and Maple on 7th Street. *Limited 10'x10' booths in this area- north and south facing, all are corners*

Zone C:

6300 - between 5th and 7th on Maple. *East and West facing, 10'x10', backing up to the curb*
6000 - East of Maple on 6th. *North/South facing single row of 10'x10' booths, artists must be open on two sides*
1400 - last section on Mill Avenue north of University. *East and West facing 10'x10' booths back to back*

Cottage Edibles:

5600 - East 5th Street. *North and South Facing Booths, 10' x 10', back to back (5600 Cottage Edibles/Crafts only)*

Questions:

Q - What if I don't ACCEPT by January 15?

A - Any artists who have not accepted by January 15, 2020 will forfeit their invitation and a wait list artist will be invited.

Q - If I don't PAY by January 15?

A - Mapping begins January 16, 2020. Any artists who have not paid in full by the end of the day on January 15th will not be assigned a booth unless other arrangements have been made previously.

Q - What if I want to pay by check?

A - If you do not want to pay through ZAPP, please indicate on ZAPP "payment by check" regardless of whether you plan to pay with a check or a credit card. Then, you can make payment arrangements through our office via check or card. Credit card payment through Zapp is highly encouraged.

Q - When do I note my booth preference?

A - This is done through the Acceptance Form. Please do not send emails with booth preferences. Any preferences not noted in the form, will not be included.

Q - What if I applied in two categories and didn't get accepted in both?

A - You can only participate with the category that was accepted.

Q - What if I need to cancel?

A - Cancellations follow this schedule –

- Cancel before January 15 – receive full refund less \$25 fee
- Cancel before February 15 – receive full refund less \$75 fee (at this point mapping has occurred)
- Cancel after February 15, but before March 13 – receive 50% refund of booth fee and 100% of any equipment rentals
- Cancel after March 13 – receive no refund of booth fee, but 100% of equipment rentals
- Cancel after March 22 – no refund (equipment orders have been placed at this point)

Q - What should I expect for the weather?

A - Tempe, Arizona is in a desert. Typically, weather is sunny with blue skies; however, freak weather patterns can happen so be prepared for:

- Temperature – Average highs in March are upper 70's and average lows are mid 50's. However, we have seen highs over 90.
- Wind – wind gusts can show up without warning. You are required to provide tent weights to protect against breakage of either your own art or your neighbors' property, and potential liability claims from patrons who are injured as a result of flying canopies.
- Rain - make sure you are prepared for rain without warning – it can happen.

**By accepting the invitation to participate,
you are agreeing to all rules/regulations in this document.**

Rules/Regulations

We have great respect for our participating artists, and therefore we ask that these rules are honored so that quality original artwork is the essence of this event. Any failure to comply with the following Festival Rules will result in immediate removal from the Festival and the Artist will be ineligible to participate in future Tempe Festival of the Arts events. The following rules and policies are provided to ensure fairness to all participating artists and to the buying public.

Permitted Age of Artists - All participants must be 18 years or older.

Artist Must Be Present - The artist/artists who sign the contract MUST be present at the show for the entire three day event. Representatives may not attend in place of the artist. Photo I.D. will be required at check-in. This is intended to give our audience an opportunity to engage with the artists themselves, which creates a greater connection to the works.

Rain or Shine Event - Agree to be present despite weather conditions. Though rain is not common in the Desert Southwest, each participant is responsible for preparing their displays to withstand weather fluctuations including rain and wind.

Collaborators - By signing this application, the exhibitor assures that he or she has direct hands on involvement in the creation and execution of each piece of work to be exhibited. Collaborating artists, if accepted, may show only their collaborative works and their names must be listed as collaborators on the show application. Collaborations are intended to be true artistic collaborations rather than business partners. The creative contribution of each artist in the collaboration must be identified on the application.

No Distributors Allowed - Artists involved in distributing volume production for others are not permitted to exhibit. If the artist himself/herself is a distributor or wholesaler, then only work personally created and made by the exhibiting artist is allowed to be presented in the festival.

Original Work - The Tempe Festival of the Arts has the right to investigate the origins of all artwork presented. If any artwork is found to be not original of the applicant's creation, the Tempe Festival of the Arts has the right to refuse participation without refund.

Jewelry - Jewelry can **only** be present in the booths of those artists in the jewelry category. Please do not sell jewelry or pins if you have not been juried and accepted as a jewelry artist. Chains and chokers not made by the artist may be sold by jewelry artists as part of a unit, but they may not be sold by themselves if they are not original works of the artist. If you apply in another category but the work is jewelry, we will move you in the Jewelry category.

Upcycled / Creative Re-use - Works included for sale in this category must be 75% reclaimed materials that are altered by the artist. No jewelry allowed in this category.

Reproductions - Reproductions of 2D works are to be in limited editions and numbered. Original works should occupy a minimum of 60% of any artist booth, leaving 40% for reproductions. 2D reproductions must be matted.

Only Approved Inventory May Be Included - Work displayed on site must be consistent with the work shown in the digital images submitted. No work outside of your juried category will be allowed. A complete list of your proposed inventory of for-sale items must accompany your application and only those items approved may be included in your on-site booths and sales. All displayed work must have been accepted by the jury process.

Only Original Work Permitted - All work - in every category - must be the original work produced by the exhibiting artist. No "buy/sell," mass-produced component assembly, or other art that is not personally created and produced by the applying artist is permitted. Work which has been produced with commercially-acquired kits, molds, patterns, plans, prefabricated forms or other commercial methods is not permitted.

No Promotional Additions Are Permitted - Exhibitors are prohibited from selling non-original promotion items (i.e., posters, postcards, calendars, tee shirts, videos, DVDs, etc.) at the Festival. All items exhibited must be submitted for jury approval in their appropriate categories listed on the artists' application inventory.

Disclosure of Licensed Image Sales - If artist has sold or licensed images of his/her original work to commercial concerns and those images which will be displayed at the Festival, the artist must disclose that licensing through on-site public disclaimer signage stating that some of the images being presented have been licensed for reproduction and may be found at commercial sale as reproductions being sold at discounted prices.

On-Site Set-Up/Strike Requirements - All applicants are required to check in prior to setting up. Photo identification is required. Booths must be set-up by 9 a.m., open by 10 a.m. and remain open until the official close all three days. Applicants must claim their assigned booth space no later than 8 a.m. Friday or it may be forfeited. Applicants are responsible for removing debris and ensuring the general cleanliness of the area surrounding their booths throughout the Festival and following its conclusion. No on-site storage is available unless it is arranged during the booth application process.

On-Site Safety & Security - Applicants shall display all work at their own risk. The Tempe Festival of the Arts and Downtown Tempe Foundation, Inc. are not responsible for damage, theft or loss of artwork or display furnishings. All participants are responsible for their own replacement, comprehensive and liability insurance. Applicants must obey all pertinent safety codes and laws, including, but not limited to fire, safety and parking regulations.

Tents - Canopy tents must be fire retardant and must be tied down with a minimum of 40 pounds of weight on each leg at all times.

Liability Disclaimer - Applicants must comply with all Festival, municipal and state rules, regulations and policies listed in this application, or policies included in the applicant acceptance notification. Any noncompliance will cause elimination and applicant may be immediately removed from the Festival with no refund of fees or compensation for expenditures. Applicants also may be barred from acceptance to future Tempe Festival of the Arts and Downtown Tempe Foundation, Inc. events. Tempe Festival of the Arts and Downtown Tempe Foundation, Inc., in their sole discretion, may reserve the right to refuse participation by any applicant, entertainer, food vendor or any other such participant for any reason. Downtown Tempe Foundation, Inc., and the Tempe Festival of the Arts are not liable for refunds or any other liabilities whatsoever for applicant's failure to obey the rules and regulations or due to the unstable condition of the area in which the Festival is produced, caused by, but not limited to, weather, fire or other calamity, any act of nature, public enemy, strikes, statutes, ordinances of any legal authority or any other cause beyond DTF, Inc.'s control. By fulfilling application and engaging in participation, all applicants release and hold harmless Downtown Tempe Foundation, Inc., the Tempe Festival of the Arts, the City of Tempe, Maricopa County, the State of Arizona, and all event sponsors from any and all liability, as outlined in the rules and regulations.

Questions? Concerns? Please contact the Festival Director, Kate Borders.

kate@downtowntempe.com or 480.355.6061 (office) or 480.309.3235 (cell)