

TEMPE FESTIVAL *of the* ARTS

Email sent March 6, 2020:

Artists –

We are now three weeks out from the festival's opening day. The weather is getting nice in Tempe and Spring Training is underway, which means it's the season for the festival. This email includes all the information you will need to get here and get set up. As always, if you have any questions, don't hesitate to reach out.

Here is a checklist to review before you head this way:

Taxes – Make sure to complete a Transaction Privilege Tax Form and list Tempe as a place that you do business in AZ. When you are here, collect 8.1% tax and remit to the state on your own. I do not need to see any of your paperwork or your business license. Still have questions? Ask the AZ Department of Revenue. <https://www.azdor.gov/>

Images - All of your images have been uploaded to our website. We are in the process of going through each artist and checking your web links, making sure photos are placed correctly, etc. However, it's good for you to check as well. Please make sure that the information (booth number and spelling of your name) is correct and send me any corrections as soon as possible. <https://www.tempefestivalofthearts.com/the-art/artists>

Tents, Tables and Chairs - If you need to rent equipment from us, this is the last chance to do so. Please email by end of day March 13. We will not be able to guarantee any equipment ordered after this. We can offer the following:

- 10x10 White Canopy Tent with 4 sidewalls - \$240
- Set of Sandbags - \$40
- 6' Banquet Table - \$10
- 8' Banquet Table - \$10
- Folding Chair - \$5

Marketing Kit – Please spread the word. Start marketing your presence at Tempe Festival of the Arts now, and really hit it after Thanksgiving. Tweet, Insta, FB, LinkedIn, Emails, Newsletters, do it all. Use our marketing kit for ideas, images, logos. Get it by clicking this link: <https://www.tempefestivalofthearts.com/files/docs/marketingkits20.pdf>

Artist Statement - This isn't required but I think it's such a great idea. Some artists put together a very nice page with their photo and a description of the work process. They laminate it and place it somewhere in the booth that's very visible. People love to know how you do the work and WHY – what's your passion, what drew you to this field. These conversation starters get people engaged with you and lead to higher sales. That's also why we put city/state on the booth signs, it's a great connector. If you don't already have an updated Artist Statement, consider doing that.

Insurance – Make sure your liability insurance is current. You are not required to have liability insurance, but you will be liable if something happens due to your negligence. You will hold us harmless when you check-in.

Put away your Jewelry (unless of course you are a jewelry artist :) - If you applied in jewelry and got accepted, then I'm not talking to you. If you applied in any other category, please do not bring jewelry to sell. Some of you applied in Jewelry and another category and got accepted in both. If that's the case, your booth sign will indicate both categories. If your booth sign does not state "JEWELRY" as your category and you have jewelry in your booth, we will ask you to remove it. Please respect this rule because it's only fair to the jewelry artists.

Check-In Times - You must check in before you can go to your booth. Below are the times for Check-In. Office check-in the day before the show is great for people who are already in town, local, and if you have more questions (New to the festival? - come to the office).

- Wednesday March 25 at our offices - 3pm-6pm
- Thursday March 26 in the Farmer parking lot - 8:30am-10pm (closed from noon to 1pm)
- Friday March 27 at our offices - 6am-9am

What to Expect at Check-In?

- A liability waiver form - this tells us you have insurance - or don't but will hold us harmless
- An Access Pass - this pass allows you onto the grounds with your vehicle. Keep this throughout the festival for restocking and for Load Out
- A map - showing you exactly where your booth is and how to get in
- Name badge - credentials that get you into hospitality (I'll come back to this)
- Booth Sign - this is a laminated sign that has your name, booth number, category, city, state. It is up to you to attach it to your booth or display it somewhere on the edge of your booth. We also ask that you put your cell phone on the back of the booth sign in case we need to get a hold of you in the middle of the night
- Any refund/invoice - if applicable

Young Collector's Program - This is the fourth festival for this program and it is so wonderful for our community. It only happens if you are willing to donate a piece to the program and the best time to bring it is to Check-In. Young festival attendees (12 and under) will be able to take home a work of art after making a \$5 donation and then they will come and thank you for the donation. We will give you a sticker to put on your booth sign that indicates you donated to the Young Collector's program. Your donations can be smaller pieces, maybe seconds, older items, etc. We want to build your following at a young age. Thank you in advance for your donations.

Load In - Load-In times are on Thursday throughout the day and vary based on your location. Load-In times are the START of when you can load in, but you are welcome to load in later than those times, just not before. If you are a morning person, consider waiting and loading in early Friday morning after everyone else is done. If you like the idea of being done Thursday night, then be prepared for a later night. All load-in times are in the attached document which is also on our website: https://www.tempefestivalofthearts.com/files/docs/booth-location--load-in-information_sp20.pdf

Finally, I want to address the Coronavirus question that is likely on the minds of everyone. We are closely monitoring the situation in Arizona and will keep you updated if anything changes. We are also monitoring the health of our staff and will ensure that no one showing any symptoms is working at the festival. We have increased our rental of handwashing stations and sanitizer stations during the event. We are working locally with our city and with national event organizers to be aware of best practices ensuring a safe event for all. While we currently do not plan to cancel the event, know that we take this situation very seriously and will keep you informed regularly.

Travel safely. I'm very much looking forward to seeing each of you.

Warmly,
Kate ~ 480.309.3235