

# 37th Annual Waterfront Art Festival – July 24 & 25, 2010

*An outdoor show & sale of Fine Art & Crafts*

## Rules & Basic Info Sheet

**When:** July 24<sup>th</sup> & 25<sup>th</sup>, 2010 rain or shine. **Where:** Kershaw Park, Lakeshore Drive, Canandaigua, New York

**Festival Hours:** 10am - 6pm Sat & 10am – 5pm Sun. All exhibits must be completely set up by 10am Saturday & down by dark on Sunday.

**Eligibility:** Open to fine artists and fine craftsmen and limited “cottage industry” vendors. All art & craft work must be original, hand-crafted & executed by the exhibitor who attends the Festival. Reproductions of the artist’s original work are limited to ½ the value of the original paintings. EX: If you bring a total value of \$1,000 in original paintings then you are limited to a total value of \$500 in reproduction prints. No green ware, kits, imports, agents, or buy/sell allowed. Any exhibitor showing unacceptable work will be asked to leave and be ineligible for future festivals. “Cottage Industry” work must be high quality and hand produced in small batches. Typical “Cottage Industry” products are food mixes, canned food or bottled condiments, & hand made candles.

**Jury:** The Jury is tasked with assembling a festival that offers high quality, hand made arts & crafts for all price ranges with a variety of favorite motifs and unique work. Each applicant must submit 1 image of their display plus 3 images of their work in each category they wish to participate in. The 3 images should show the artist’s low, mid and high range of work. If you want to be judged for awards in your category, please circle the image you want judged on the Jury Image Info Sheet. If acceptance in a category is limited and the work has been deemed to be “equal” the earliest application date will determine admittance. The Jury prefers digital .jpg images on CD or emailed to [info@waterfrontartfestival.com](mailto:info@waterfrontartfestival.com). Paper photos or slides are also acceptable and will be returned in the HQ packet at the Festival or in a non-acceptance packet. Each exhibitor’s work at the Festival will be compared to the images submitted for jury. A major discrepancy between jury images and work shown or inclusion of work in a category not juried & accepted into will be cause for immediate removal of the exhibitor or the unauthorized work at the Festival Director’s discretion. Exhibitors are also encouraged to send an additional image of themselves at work or with their work for publicity purposes.

**Entry deadline, Late entries, & Notifications:** Complete application packets must be postmarked by or on March 15<sup>th</sup> to be considered on time and to assure returning exhibitors from 2009 of their same space if desired. Incomplete applications not corrected by March 15<sup>th</sup> will be considered late. Applications post marked on or after March 16<sup>th</sup> must include a non-refundable late fee of \$30, applications postmarked on or after June 1<sup>st</sup> must include a non-refundable late fee of \$50. Notifications for on time applications will be sent out by April 17<sup>th</sup>. Late application notifications will be made as soon as possible after April 17<sup>th</sup>. Non acceptance packets will also include a full refund of the space fee. Applications postmarked on or after June 1<sup>st</sup> WILL NOT be eligible for category awards judging.

**Fees & Cancellations:** Full payment of the application fee of \$30 plus the appropriate space fee & late fee must be tendered in one payment at time of application. Checks, money orders, MasterCard/Visa and payments via Paypal will be accepted. *All fee payments will be cashed or processed upon receipt.* All cancellations must be made in writing by mail or email. Space fee refunds will only be made for cancellations received by June 1<sup>st</sup>. Space fees are \$200 for a single, \$300 for 1½ and \$400 for a double. Larger spaces may be made available.

**Spaces & Assignments:** Each exhibitor will be assigned a space 10 ft. wide by 10 ft. deep for a single space, 1½ space will be 15 ft wide by 10 ft deep, and double spaces will be 20 ft wide by 10 ft. deep. Wherever possible, extra space will be allotted around each space. All spaces are on grass & reasonably level but exhibitors are advised to bring levelers. Returning 2009 exhibitors who meet the on time application deadline may request their 2009 space or may request any other space they would prefer. Exhibitors may request electrical access at no additional cost but availability is not guaranteed. Multiple requests for the same open spot will be made based upon tenure with the Festival, type of work, and the date the application was received. Final space assignments for new exhibitors will be sent out by the end of June to allow for the best possible layout mix. If you will send out invitations to your customers & need your space assignment earlier - please provide that info on the Jury Image & Info sheet. We’ll use the new layout from 2009 with only a few, relatively minor adjustments.

**Load in, Set up & Tear down:** Load in on Friday July 23<sup>rd</sup> will be done by appointment beginning at 10am. Exhibitors who can’t load in on Friday may load in on Saturday morning without an appointment. Full details will be provided with your space assignment. No privately owned motorized vehicles are allowed to drive onto park property so exhibitors should bring a hand cart for use within the park. Park staff using ATV’s are available on a limited basis to assist with load in. All exhibitors must be set up and ready by the Festival opening at 10 am on Saturday. Exhibitors are required to stay open during the festival hours unless festival, security, or park staff specifically releases you due to bad weather or other extraordinary circumstances. Tear down must be complete by dark on Sunday after the Festival closes.

**Exhibit Requirements:** All exhibitors must have a professional type booth, canopy, or tent and display units that can be firmly anchored in case of inclement weather. Only one exhibitor or pair of collaborators shown on the application is allowed per space. Exhibitors must bring everything required to set up their display on empty ground. Exhibitors must display their NY State Certificate of Authority and their booth id from their HQ packet in their booth and wear the name tags provided for Festival Exhibitors.

**Parking:** Paid parking for exhibitors is usually available on the privately owned land across from the park. There is limited free parking in the area. The Festival does not control any of these parking areas so can not guarantee availability or pricing.

**Awards:** All judging will be done from submitted images in early June and winners notified by late June. Cash awards will be given if sponsors can be found. If not, the Best of Show award winners for Fine Art and for Craft will receive a free single space in the 2011 festival. All winners will receive as much publicity as possible before and during the Festival.

**Sales Tax:** All exhibitors must collect & pay the current NY State Sales Tax for the City of Canandaigua & Ontario County. If you do not have a NY Sales Tax No. go to [www.state.ny.us](http://www.state.ny.us) for info on how to apply. Submit your festival application without the sales tax id & notify us of the number ASAP. The state & county have a right to receive a list of all exhibitors & sales tax ID’s so please be prepared.

**Festival Contacts:** Waterfront Art Festival, PO Box 25395, Rochester, NY 14625, 585-671-9102 during reasonable business hours, or email to [info@waterfrontartfestival.com](mailto:info@waterfrontartfestival.com). Please check [www.waterfrontartfestival.com](http://www.waterfrontartfestival.com) for more info and updates. Lynne Crawford, Director.

**Exhibitor Application \* 37<sup>th</sup> Annual Waterfront Art Festival on Canandaigua Lake  
Canandaigua, NY \* July 24 & 25, 2010 \* 10am – 6pm Sat. & 10am – 5pm Sun.**

Read the Rules & Info Sheet and make sure you can abide with them. Mail complete application packet to  
**Waterfront Art Festival, PO Box 25395, Rochester, NY 14625.** Application and full payment must be postmarked by  
**March 15, 2010** to reserve last year's space for returning artists and avoid late fees. Please print clearly !

Name: \_\_\_\_\_ NY State Sales Tax Id. No.: \_\_\_\_\_

Business Name: \_\_\_\_\_

Permanent Address: \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Summer Address: \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_ Dates: \_\_\_\_\_

Permanent Ph: (\_\_\_\_) \_\_\_\_\_ Cellular Ph: (\_\_\_\_) \_\_\_\_\_ Summer Ph: (\_\_\_\_) \_\_\_\_\_

E-mail address: \_\_\_\_\_ web site: \_\_\_\_\_

Categories for Jury: check all that you wish to participate in & include 3 jury images with the price, approx. size and composition of each piece noted on the jury image sheet plus one image of your booth setup.

**Fine Art:** \_\_\_ Painting \_\_\_ Sculpture \_\_\_ Photography \_\_\_ Draw/Graphic/Orig Print \_\_\_ Mixed Media  
**Crafts:** \_\_\_ Wood \_\_\_ Jewelry \_\_\_ Leather \_\_\_ Metal \_\_\_ Decorative Painting \_\_\_ Fiber \_\_\_ Ceramics  
\_\_\_ Glass \_\_\_ Other \_\_\_\_\_ **Cottage Industry** \_\_\_\_\_

Describe your work, methods, and materials used: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you demonstrate during the festival? Yes / No What & when? \_\_\_\_\_

Describe your space preferences: (same as 2009) OR \_\_\_\_\_

Electrical outlet requested Y N If new artist, where did you hear about the festival? \_\_\_\_\_

Load in by appointment begins Friday at 10am. How early on Friday could you load in? \_\_\_\_\_ Load in Sat? \_\_\_\_\_

How long does your total set-up take? \_\_\_\_\_ hrs. (Early Saturday morning set up does not need an appointment)

Load in vehicle? CAR / SUV / MINI- VAN / CARGO VAN / PU TRUCK / RV \_\_\_ ft. other \_\_\_\_\_

PLUS \_\_\_ ft trailer? Total length of vehicle & trailer \_\_\_\_\_ ft (Don't forget to notify us if this changes before the Festival so we allocate enough space for load in !)

**\* I certify that I have read and agree to comply with all of the rules and requirements set forth by the Waterfront Art Festival and the City of Canandaigua.**

**\* I will not hold the Waterfront Art Festival or the City of Canandaigua responsible for loss or damage of any kind or bodily injury.**

**\* I agree to address any unresolved problems with the Waterfront Art Festival in Penfield NY small claims court or in Monroe County NY binding arbitration, depending on the alleged value of the problem.**

**\* I acknowledge that the ability to pay the required fees as demonstrated by processing your payment upon receipt is part of the application process and DOES NOT signify or guarantee acceptance into the Festival.**

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

	Single = 10 x 10	1 ½ = 10 x 15	Double = 10 x 20	
Fees Enclosed:	Application Fee	30.00	30.00	30.00
	Space Fee	<u>200.00</u>	<u>300.00</u>	<u>400.00</u>
	On time Total Req'd	<b>\$ 230.00</b>	<b>\$ 330.00</b>	<b>\$ 430.00</b>
<b>After March 15<sup>th</sup> add non refundable late fee of \$30, after June 1<sup>st</sup> the non refundable late fee is \$50.</b>				

\_\_\_ Check or MO payable to "Waterfront Art Festival" \_\_\_ Payment made via PayPal to info@waterfrontartfestival.com

\_\_\_ M/C or Visa # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp \_\_\_/\_\_\_ CSV # \_\_\_\_\_

Thanks & I hope to see all of you in July ! Lynne Crawford, Director



**Don't forget to show images of your full range of work - low, mid & high.**

## Jury Image & Info Sheet

digital .jpg files on CD or email to [info@waterfrontartfestival.com](mailto:info@waterfrontartfestival.com) preferred, slides or photos are OK too.

Exhibitor's Name: \_\_\_\_\_

Category: \_\_\_\_\_ (Circle image for award judging)

1. Composition \_\_\_\_\_

Approx. size of work \_\_\_\_\_ Price of work \$ \_\_\_\_\_

2. Composition \_\_\_\_\_

Approx. size of work \_\_\_\_\_ Price of work \$ \_\_\_\_\_

3. Composition \_\_\_\_\_

Approx. size of work \_\_\_\_\_ Price of work \$ \_\_\_\_\_

Category: \_\_\_\_\_ (Circle image for award judging)

1. Composition \_\_\_\_\_

Approx. size of work \_\_\_\_\_ Price of work \$ \_\_\_\_\_

2. Composition \_\_\_\_\_

Approx. size of work \_\_\_\_\_ Price of work \$ \_\_\_\_\_

3. Composition \_\_\_\_\_

Approx. size of work \_\_\_\_\_ Price of work \$ \_\_\_\_\_

\*\*\*\* Info to be posted on WAF website - we usually show the exhibitor's name, business name, email & website as it's shown on the application form. Please note below what you want shown if different.

\*\*\*\* Will you send out invitations to your customers & need your space assignment early to do so?  
Y / N If so, when would you need your space assignment ? \_\_\_\_\_

\*\*\*\* The Festival will provide post cards for Exhibitors to use. How many do you want ? \_\_\_\_\_  
When do you need them ? \_\_\_\_\_

Do you have any questions that aren't covered or reasonably expected with load in/set up details or space assignment details which will be sent later ? Please note them below or email me.....

### Application Checklist !

- Application Form complete & signed
- Payment of appl., space, & if applicable, late fee (it will be cashed upon receipt)
- Jury Image & Info Sheet complete
- 1 image of booth/display
- 3 images in each category
- Circle the image you want to use for category judging
- Your name on each image & file
- Did you tell me if you need your space assignment early for invitations you send out?
- Did you tell me if you'd want to use Festival postcards & how many & by when ?
- \* Complete info on load in & space assignments will be sent later. Please note any questions not covered.
- \* Did you keep a copy of the appl. for your own records?

(Return envelope is optional)

**Waterfront Art Festival  
PO Box 25395  
Rochester, NY 14625**