

# PACIFIC FINE ARTS FESTIVALS APPLICATION FORM / 2012

P.O. Box 280 Pine Grove, CA 95665

**SPECIALTY PRE-PACKAGED FOODS**

*California Strawberry Festival • Mountain View A la Carte & Art • Connoisseurs' Marketplace*

**For all events we will accept applications after the deadlines for space or waiting list consideration.**



## Mountain View A la Carte & Art

**Application Deadline: February 6**

Castro Street in downtown Mountain View

Event Date: May 5 & 6

Fine Arts & Crafts, Specialty pre-packaged food

Mountain View is situated 40 miles south of San Francisco and 10 miles north of San Jose. The 16<sup>th</sup> annual event hosts Fine Arts and Crafts booths, specialty pre-packaged food booths, live entertainment, kids' area, food, wine and beer. No overnight security. No electricity. 175 spaces.

**Application fee:** \$15.00

**Space fee:** 10 x 10 booths: \$195.00 plus 10% commission. • 5 x 10 booths: \$155.00 plus 10% commission. • 5 x 20 booths: \$195.00 plus 10% commission.

**\*\*Health permit fee \$184.00 and paperwork to be collected at a later date.**

**NO food requiring electricity, refrigeration or cooking will be accepted. Only vendors with disposable utensil service will be considered.**

Previous A la Carte & Art Exhibitor  Yes  No Most recent year participated \_\_\_\_\_

Number of spaces requested \_\_\_\_\_ Number of free postcards for customer mailings (up to 500) \_\_\_\_\_

**Type of space requested - number in order of preference, i.e. 1, 2, 3, 4...** (Note: If your booth can fit into any of the configurations, please consider marking both as an option. If you can only configure to one type of space we are limited in our options as there are only so many of each space configuration.)

\_\_\_\_\_ 5 x 10 (50 sq ft) \_\_\_\_\_ 5 x 20 (100 sq ft) \_\_\_\_\_ 10 x 10 (100 sq ft) \_\_\_\_\_ 10 x 20 (200 sq ft)

You'll be allowed approx. 45 minutes from the time you choose to unload and depart the site: **Requested entry time:**  5:30 AM  6:25 AM  7:20 AM

**Onto the site to unload I will be driving an oversized vehicle:**  RV  Vehicle with a trailer  Other oversized \_\_\_\_\_



## California Strawberry Festival

**Application Deadline: February 6**

*Applicants who submit by February 6<sup>th</sup> are automatically entered into a prize drawing for a getaway spa vacation in Napa Valley, courtesy of Shell Vacations Club and the California Strawberry Festival Corporation.*

Oxnard, Strawberry Meadows of College Park

Event Date: May 19 & 20

Set up MANDATORY Friday, May 18

Arts and Crafts, Specialty pre-packaged foods

This 29<sup>th</sup> annual event attracts over 65,000 visitors from all over Southern California who converge on the scenic coastal town of Oxnard. There will be Arts and Crafts, Specialty pre-packaged foods, food, beer and wine, children's area and live entertainment as part of the Festival's 75 acres. Spaces are 12x10 on asphalt. Overnight security. No electricity. 250 artist spaces.

**Application fee:** \$15.00

**Space fee:** \$375.00. No commission.

**\*\*Health permit fee of \$104.00 and paperwork to be collected at a later date.**

**NO jams, nuts, foods consumable on-site, food requiring electricity, refrigeration or cooking will be accepted. Only vendors with disposable utensil service will be considered.**

Wristbands are necessary to secure entrance into the event: Including yourself how many people will be working in your booth per day \_\_\_\_\_

Previous California Strawberry Festival Exhibitor  Yes  No Most recent year participated \_\_\_\_\_

Number of spaces requested \_\_\_\_\_ Number of free postcards for customer mailings (up to 500) \_\_\_\_\_



## Connoisseurs' Marketplace

**Application Deadline: March 5**

Santa Cruz Avenue at El Camino Real/

Downtown Menlo Park

Event Date: July 21 & 22

Fine Arts & Crafts, Specialty pre-packaged food

Menlo Park Chamber of Commerce hosts this 26<sup>th</sup> annual mid-summer extravaganza. The excitement extends down charming Santa Cruz Avenue and includes Fine Arts and Crafts booths, Specialty pre-packaged food booths, live cooking demonstrations, live entertainment, kids' area, food, wine and beer. Limited overnight security. No electricity. 230 spaces.

**Application fee:** \$15.00

**Space fee** 10 x 10 booths: \$255.00 plus 10% commission.

5 x 10 booths: \$205.00 plus 10% commission.

5 x 20 booths: \$255.00 plus 10% commission.

**\*\*Health permit fee (fee in 2011 was \$98.00 and may increase) and paperwork to be collected at a later date. NO food requiring electricity, refrigeration or cooking will be accepted. Only vendors with disposable utensil service will be considered.**

Previous Connoisseurs' Marketplace Exhibitor  Yes  No Most recent year participated \_\_\_\_\_

Number of spaces requested \_\_\_\_\_ Number of free postcards for customer mailings (up to 500) \_\_\_\_\_

**Type of space requested - number in order of preference, i.e. 1, 2, 3, 4...**

(Note: If your booth can fit into any of the configurations, please consider marking both as an option. If you can only configure to one type of space we are limited in our options as there are only so many of each space configuration.)

\_\_\_\_\_ 5 x 10 (50 sq ft) \_\_\_\_\_ 5 x 20 (100 sq ft) \_\_\_\_\_ 10 x 10 (100 sq ft) \_\_\_\_\_ 10 x 20 (200 sq ft)

You'll be allowed 1 hour & 10 min from the time you choose to unload and depart the site: **Requested entry time:**  5:00 AM  6:20 AM  7:40 AM

**Onto the site to unload I will be driving an oversized vehicle:**  RV  Vehicle with a trailer  Other oversized \_\_\_\_\_

# PACIFIC FINE ARTS FESTIVALS APPLICATION FORM / 2012

## SPECIALTY PRE-PACKAGED FOODS

This application represents the three Festivals to which specialty pre-packaged food vendors may apply. An outside committee selects the participants and wait lists for these individual events. You may apply to any or all of the events with these application pages. **There are different deadlines and space fees for these Festivals...please see each description for pertinent information.** If you choose to apply to more than one event, you may submit the application all at once prior to the first deadline. You may also download additional copies of this application from our website, pacificfinearts.com, to submit separately for each individual show prior to its specific deadline.

Vendor Name \_\_\_\_\_ Medium \_\_\_\_\_  
Business Name \_\_\_\_\_ CA Resale # \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
E-mail \_\_\_\_\_ Telephone \_\_\_\_\_  
Cell phone \_\_\_\_\_ FAX \_\_\_\_\_  
Website \_\_\_\_\_ Veh. Lic. # & State \_\_\_\_\_

**Describe your product/s** - Describe ALL products you intend to sell. List all items you plan to bring and describe how you make them. Use another sheet of paper if there is not enough room here. **ITEMS NOT INCLUDED IN BOOTH DESCRIPTION AND IMAGES MUST NOT BE BROUGHT TO THE FESTIVAL.**

**Describe your sampling containers/materials and sampling process:**

**Describe your display.**

**Price range of work \$** \_\_\_\_\_ **Amount expected from show \$** \_\_\_\_\_

**CHECK LIST:** (Your application will not be considered unless it contains everything on this check list.)

1. Six (6) CURRENT, within the last two (2) years, photographs. Include four (4) images of various products, one (1) of the stocked display booth and one (1) of you working in your kitchen with supplies and tools **and work in various degrees of progress.** These images should be representative of all products to be displayed for sale. Your name and address should be printed on back of each photograph.
2. **California Strawberry Festival Specialty pre-packaged food vendors** must include product/s manufacturer's label and image of their display with clear indication of sampling containers/process.
3. IN ADDITION to the aforementioned photos: **If you would like to submit images of your work** for consideration for use in our publicity and advertising for these festivals, please burn images on a CD at 300 dpi or greater. Images must be in .jpg, .psd, .tif, .eps or .bmp files. When sending your disk please write your name and business name on the disk. Additionally, give options by sending both horizontal AND vertical images. The CD cannot be returned.
4. **Artist statement/biography. IF YOU ARE APPLYING TO CONNOISSEURS' MARKETPLACE** please complete and return the separate short questionnaire enclosed on a yellow slip of paper requested by this event's selection committee.
5. A self-addressed envelope large enough and with adequate postage to return your pictures. **Your images will be returned within four (4) weeks after the last event to which you applied takes place.** If this is not submitted in a large enough size or with enough postage, your images CANNOT be returned.
6. A business-size, self-addressed, stamped envelope **for each event to which you apply.** Postage increases to **.45 cents in January. Please be sure your SASEs have a .45 cent stamp on them.**
7. Include a self-addressed, stamped postcard **with the January increase in postage to .32 cents** if you would like us to acknowledge receipt of your application packet. On the postcard in the memo section note the shows for which you've applied. We will return the postcard once we open your application packet.
8. **Entry fee check/money order made out to Pacific Fine Arts OR Visa/Mastercard payment information listed below.** A second, separate check is required for each extra space request **per event.**
- CA Strawberry Festival:**  10' x 12' / \$375.00  10' x 24' / \$750.00  
 Application fee by check only # \_\_\_\_\_  Space fee check/s # \_\_\_\_\_  MC/VISA **Amount to be charged \$** \_\_\_\_\_
- Mountain View A la Carte & Art:**  5' x 10' / \$155.00  5' x 20' / \$195.00  10' x 10' / \$195.00  10' x 20' / \$390.00  
 Application fee by check only # \_\_\_\_\_  Space fee check/s # \_\_\_\_\_  MC/VISA **Amount to be charged \$** \_\_\_\_\_
- Connoisseurs' Marketplace:**  5' x 10' / \$205.00  5' x 20' / \$255.00  10' x 10' / \$255.00  10' x 20' / \$510.00  
 Application fee by check only # \_\_\_\_\_  Space fee check/s # \_\_\_\_\_  MC/VISA **Amount to be charged \$** \_\_\_\_\_

**If paying by credit card:**

**Credit card number** \_\_\_\_\_ **Expiration date (AS OF MAY 2012)** \_\_\_\_\_

**CVV #** \_\_\_\_\_ (The number is found on the back of the card in the signature strip; it is the last three digits printed.)

**Name as it appears on credit card** \_\_\_\_\_ **Signature** \_\_\_\_\_

9. \$15.00 non-refundable application fee per event to which you've applied. **Must be paid by check. These may be all on one check, separate from space fees, and are required for each event. Made out to Pacific Fine Arts.**
10. **Read and sign the back of this page. Please note our cancellation policy listed on the back of this page.**
11. **Copy to keep for your files. Send completed application form, signed release/hold harmless (next page) and check list items** to Pacific Fine Arts Festivals—P.O. Box 280, Pine Grove, CA 95665-0280. **We will accept applications after the deadlines for space or waiting list consideration.** Questions? Contact by phone 209/267-4394, FAX 209/267-4395, email pfa@pacificfinearts.com.

PLEASE READ & SIGN FOLLOWING PAGE

# PACIFIC FINE ARTS FESTIVALS' POLICIES INFORMATION

Application and participation constitutes agreement and acceptance of these policies as well as specific instructions governing the Pacific Fine Arts Festivals events.

**BEHAVIOR:** Arrive on time, promptly remove vehicle to the designated parking areas as stated in your Artist Letter and on your Check-In envelope; stay daily for the duration, never return vehicles for loading before the stated time and complete all show days scheduled. Intoxication is intolerable, no liquor or drugs should be in evidence at any time. Absolutely no pets, loud radios, infants or small children, alcohol, drugs or smoking allowed in booth during show hours. **The Art Show is a place for business.**

**WEATHER:** Be at the Festival no matter what the weatherman predicts. In case of rain, follow directions given by promoter on the spot. We expect to be working with professionals. Come to the event prepared with heavy, see-through plastic and clamps to cover your work in case of rain, and heavy weights in case of wind.

**ATTITUDE:** Our goal is to run a show that is fun as well as profitable for us all. As important as the search for art talent is, we do not lose sight of the need for artists who are co-operative and easy to work with. No amount of talent or ability to sell will compensate for this.

**PROMOTER COMMISSIONS:** A 10% commission is paid on all work sold as a direct result of this opportunity for public exposure **including sales and commissions finalized subsequent to the show.** Plan your prices to include a consideration for the promoter's commission. You will recognize this as basically an honor system. Respect and trust are mutual and should not be abused.

**APPEARANCE:** Clothing should be neat, clean and discreet—look successful. Your display area should be free of storage boxes, sloppy tablecloths or clutter. You are a professional—look and act like it at all times.

**ARTIST SPACE CANCELLATIONS:** Please refer to your Dates to Remember page for Artist Space Cancellation policies.

**DISPLAY AND PRODUCTS FOR SALE:** Pacific Fine Arts and/or designated agents reserve the right to restrict products offered for sale based on quality and integrity as decided by Pacific Fine Arts. There will be no displaying of "SALE" or "DISCOUNTED" signs.

**CANCELLATION OF FESTIVAL:** If weather, major disaster, or other circumstances beyond the control of the Sponsor of the Event (as referred to below as "Client") or Pacific Fine Arts cause the cancellation of the Festival, participation fees will not be returned. The Client or Pacific Fine Arts cannot be held liable by exhibitors for the failure of the event to take place.

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## RELEASE & HOLD HARMLESS AGREEMENT

This agreement is entered into by and between Pacific Fine Arts Festivals (Producer), the sponsor of the event (Client) and the artist or crafts-person filling out, signing, and returning the application (Artist).

The Artist hereby indemnifies and holds the Producer, its agents, employees and servants and the Client, its agents, employees and servants harmless from any and all claims, including costs and attorney's fees resulting therefrom, arising out of said Artist's participation in any and all events which have been organized by or through Producer or Client. For the purposes of this agreement, the term "participation" shall include, but not be limited to, the delivery of equipment, merchandise, structures and arts or crafts to their designated location, the set up and display of any such structure and art or crafts, and the dismantling and removal of all such items from the area provided by or through the Producer or its agents, employees and servants or the Client or its agents, employees and servants.

The Artist hereby expressly assumes any risk of harm to the Artist, works of art or craft, guests or guests' property arising out of their participation and the participation of other artists or agents in any given festival organized by Producer or Client, including any risk resulting from the particular location of the space designated for them by the Producer. The Artist agrees to hold harmless the Client from any and all liability for damages to persons or property from any source. If weather, other acts of Nature, or other reasons beyond the control of the Client or Pacific Fine Arts Festivals causes the event's cancellation, Artist entry fees will not be returned and neither the Client nor Pacific Fine Arts Festivals will be held liable to Artists for failure of the event to take place.

This agreement shall be effective immediately upon execution and shall continue in effect for each and every festival that the Artist participates in that is organized by Producer during the current year.

- **THE WORK DESCRIBED IN THIS APPLICATION IS HANDMADE BY ME.**
- **I AGREE TO ABIDE BY THE POLICIES SET FORTH BY PACIFIC FINE ARTS AND THE RULES GOVERNING EACH EVENT.**
- **I AGREE TO ALLOW THE IMAGES ENCLOSED WITH MY APPLICATION TO BE USED FOR PACIFIC FINE ARTS FESTIVALS' PUBLICITY AND ADVERTISING.**

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

# DATES TO REMEMBER

## Mountain View A la Carte & Art

February 6	Applications Postmarked
March 12	Selected applicants' entry fee deposited.
Week of March 12	Selection results mailed to applicants.
March 21	Health permit applications and fees must be returned to PFA
Week of April 9	Customer postcard invitations mailed to artists.
Week of April 23	Artist Instruction Letter mailed.

## May 5 - 6 **MOUNTAIN VIEW A LA CARTE & ART**

### **Cancellation Policy**

Through March 11	Space fee refunds given.
March 12 - March 25	PFA Credit Slip given MINUS a \$50.00 fee per space for cancellations.
March 26 - Show	<b>Space fee is forfeited.</b>

## California Strawberry Festival

February 6	Applications Postmarked
March 12	Selected applicants' entry fee deposited.
Week of March 12	Selection results mailed to applicants.
March 26	Health permit applications and fees must be returned to PFA
Week of April 23	Customer postcard invitations mailed to artists.
Week of May 7	Artist Instruction Letter mailed.

May 18 California Strawberry Festival: Mandatory Set-Up 8AM to 7PM *Night Security Provided*

## May 19-21 **CALIFORNIA STRAWBERRY FESTIVAL**

### **Cancellation Policy**

Through March 11	Space fee refunds given.
March 12 - April 8	PFA Credit Slip given MINUS a \$50.00 fee per space for cancellations.
April 9 - Show	<b>Space fee is forfeited.</b>

## Connoisseurs' Marketplace

March 5	Applications Postmarked
April 9	Selected applicants' entry fee deposited.
Week of April 9	Selection results mailed to applicants.
Week of June 4	Health permit applications and fees must be returned to PFA
Week of June 25	Customer postcard invitations mailed to artists.
Week of July 9	Artist Instruction Letter mailed.

## July 21 - 22 **CONNOISSEURS' MARKETPLACE**

### **Cancellation Policy**

Through April 8	Space fee refunds given.
April 9 - June 10	PFA Credit Slip given MINUS a \$50.00 fee per space for cancellations.
June 11 - Show	<b>Space fee is forfeited.</b>

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**COPY PAGE TO KEEP FOR YOUR RECORDS**