

10th Year!



SATURDAY, JUNE 16, 2012
10AM – 4PM (RAIN OR SHINE!)
EXHIBITOR GUIDELINES

Exhibitors participating in Arts Fest Beverly 2012 will be responsible for all the conditions and/or rules and regulations listed below. Any violation of these conditions, or any other condition imposed by staff members at the event, is cause for removal without refund.

REGISTRATION / APPLICATION

The application deadline is May 31, 2012 or whenever spaces are filled.

- The fee is \$90 if you register online and \$100 if you register by paper.

We have spaces for 120 exhibitors but they fill up quickly! NOTE: only registrations received by April 30 will be guaranteed to have the exhibitor's name recognized in publicity materials.

If you are a returning exhibitor, we do not need to jury your work. Just register and pay!

If you are a new exhibitor, you must be accepted before you register and pay. Email us at least 3 images of your work or email us a link to your website. Within 3 weeks of us receiving your email, the jury will review your work and we will let you know the jury's decision. If you are accepted, we will give you the go-ahead to register online or complete the paper application and pay.

- Send your email to: info@beverlymainstreets.org with the subject: AFB Submission. There is a 10mb limit on emails.

NOTE: We reserve the right to limit the number of exhibitors by category of artwork (regardless of whether you are a returning or new exhibitor).

REFERRAL PROGRAM

For every friend you refer who is accepted into Arts Fest and subsequently registers and participates, we will reimburse you \$25. Your friend must tell us on their application that you referred them; referrals will not be accepted after your friend registers. Your referral fee will be paid after the event.

ELIGIBILITY

All work must be original. Work produced for mass resale is not acceptable.

QUALIFICATIONS

We encourage all fine exhibitors and fine handmade crafters to apply. Artwork will be accepted from the following categories: painting, print, drawing, sculpture, photography and one-of-a-kind and limited edition pieces in baskets, ceramics, jewelry, decorative fiber, wearables, glass, furniture, leather, metal, mixed media, paper and wood. Only limited edition prints of no more than 500 from one source, hand-pulled, signed and numbered by the exhibitor, will be permitted. Prints of



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photographs made from the exhibitor's original negative must be limited to an edition of no more than 500 from one image (negative) inclusive of all sizes, signed and numbered by the exhibitor. We also encourage exhibitors to demonstrate their craft in their space. If you sell children's items, it is your responsibility to ensure compliance with all Consumer Product Safety Improvement Act (CPSIA) regulations. Arts Fest Beverly reserves the right to accept or reject any application based on the above-mentioned statement of qualifications.

WEATHER

Arts Fest Beverly is an outdoor event. We have indoor locations reserved on Cabot Street in the event of rain; we will communicate with all exhibitors by email as we get closer to the event regarding weather issues. Exhibitors must make provisions for safe-guarding of their goods in all weather conditions.

CANCELLATION POLICY / REFUNDS

Cancellations will be accepted and refunds provided when we are notified by email by May 16, 2012. No refunds will be given for any reason after May 16, 2012.

SPACE

Arts Fest Beverly takes place on Cabot Street in downtown Beverly, which is closed to traffic. Booth spaces are approximately 10' x 10' and are located on the street which means the space may slope toward the curb. The use of the location is restricted to the exhibitor(s) to whom it is assigned. Spaces are assigned randomly although we will try (but not guarantee) to honor your request based on the date we receive your registration. Your space location will be given to you at check-in. Exhibitors must provide all tables, chairs, canopy, manpower and other items and materials necessary for the space setup. Electricity is not available. Every attempt must be made to make the space as visually appealing as possible.

SET UP & DISMANTLING

All exhibitors are responsible for their own setup and they must be ready for customers by 10am. After registering, exhibitors may unload their car or van at the booth site for easy access, then park in a free lot. Exhibitors' display must remain within their designated space and must be set up for the duration of the event. Dismantling of the display starts at 4pm. Any exhibitor who leaves before 4pm will be barred from future Arts Fest events. All spaces must be left clean and exhibitors must supply their own trash bags for clean-up.

INSURANCE

Arts Fest Beverly does not provide insurance to exhibitors; we recommend that exhibitors have their own insurance coverage.

SALES TAX

Exhibitors are responsible for all Massachusetts sales taxes associated with their sales.

PROMOTION

Arts Fest Beverly will do its utmost to promote attendance. Arts Fest Beverly encourages all exhibitors involved to also do their own promotion.



WAIVER OF LIABILITY

The undersigned does hereby and forever discharge Beverly Main Streets / Arts Fest Beverly and the City of Beverly from all matters of suits, damages, claims and demands from any loss or damage to the undersigned's property. Arts Fest Beverly reserves the right to make final interpretation of all rules. The undersigned consents to the enforcement of the rules and guidelines as printed by Arts Fest Beverly, here and in the Exhibitor Registration Guidelines.

Exhibitor participates at exhibitor's own risk and is subject to all rules and regulations as described in the Registration Guidelines. Exhibitor expressly agrees that Beverly Main Streets, the City of Beverly, Arts Fest Beverly and the Arts Fest Beverly committee and all its volunteers, sponsors and other participants, will not be responsible for any loss or damage to exhibitor's vehicle, merchandise and/or displays caused by fire, flood, theft, weather, or any other elements of nature or man. Exhibitor additionally agrees to institute no legal proceeding for personal injuries or property damage arising from an accident causing injury to the exhibitor, exhibitor's employees, exhibitor's merchandise and/or exhibitor's display. Arts Fest Beverly reserves the right to make final interpretation of all rules and guidelines.

_____ I included a preference for a space and I understand that it is not guaranteed and it may not be honored
_____ I was referred by _____

Signature _____ Date _____

Make all checks payable to: **Beverly Main Streets – Arts Fest**
Mail to: **Beverly Main Streets, 248 Cabot Street, Beverly MA 01915**

Arts Fest Beverly Map 2012

