



2014 APPLICATION
July 4 • 5 • 6
Berkshires Arts Festival
Ski Butternut, Great Barrington, MA

AMERICAN ART MARKETING.com
email show.director@americanartmarketing.com
call 845.355.2400 **fax** 845.355.2444
write PO Box 480, Slate Hill, NY 10973

Artist Last Name, First Name (print name exactly as you would like it to appear in show program)

Collaborator Last Name, First Name (complete only if work is a collaborative effort)

Company Name

Email Address

Address

Website

City, State, Zip

()
Phone Number

()
Cell Phone Number

BOOTH OPTIONS

1. Under Tents. Provide your own booth. 500 watts electricity included under large white tents.

10'x10' \$695 10'x20' \$1,390 Corner +\$195 **Total \$** _____

2. Outdoor. Provide your own booth, under your own canopy. Electricity available for demonstrating artists only. Most booths are fairly level with grassy surface.

10'x10' \$545 10'x15' \$795 10'x20' \$985 Corner +\$75 **Total \$** _____

3. UPPER LODGE-Indoor. Provide your own booth. Air conditioned. 500 watts electricity included. 35 spaces available. Most booths have a 7'6" height limit. About eight 10'd x 10'w booths available with 8' height limit.

7'x9' \$545 8'x10' \$645 10'x10' \$725 8'x15'-16' \$845 Corner +\$50 **Total \$** _____

Check here if you can work in a narrow or odd-shaped space. **Please note the height of the back walls of your booth. We must have your booth height.** booth height: _____

4. LOWER LODGE-Indoor. Provide your own booth. 500 watts electricity included

10'x10' \$665 10'x15' \$975 10'x20' \$1,330 **Corner Unavailable Total \$** _____

APPLICATION DEADLINE

January 15

SHOW DATES & HOURS

Fri. July 4 10am - 6pm

Sat. July 5 10am - 6pm

Sat. July 6 10am - 5pm

CATEGORIES

- Ceramics
- Digital Media
- Drawing
- Fiber (Wearable)
- Fiber (Decorative)
- Furniture
- Glass
- Jewelry
- Other _____
- Leather
- Metal
- Mixed Media
- Encaustic
- Photography
- Painting
- Sculpture
- Wood

Professional Hi-Res Digital Images on CD or DVD or submit images by email to: images@americanartmarketing.com. (refer to Standards & Rules)

Image 1 _____ \$ _____

Image 2 _____ \$ _____

Image 3 _____ \$ _____

Image 4 _____ \$ _____

Image 5 - Booth/Display Description of your work: _____

FEES payable by Check or Credit Card **✓ Checklist**

Application Fee: \$35.00 (non-refundable) **After January 15: \$50.00** Late Application Fee
Deposit (separate check): \$100.00 required with application (non-refundable once accepted)

Checks Payable to: American Art Marketing

Mail Application to: American Art Marketing, P.O. Box 480 Slate Hill, NY 10973

- Completed & Signed Application
- Images enclosed (4 artwork, 1 booth)
- Application Fee (\$35.00)
- Late Application Fee (\$50.00 after Jan 15)
- Deposit Check (separate check, \$100.00)
- I would be interested in demonstrating for additional space
- I am a new exhibitor

Credit Cards - You have permission to charge my credit card for:

Application fee (\$50 Late Application fee after Jan. 15) **Deposit fee** (once accepted)

 Credit Card Account #

 Exp. Date

 Name on Card

Visa Mastercard American Express **CVV:** _____

 Cardholder Signature

I Hereby release and forever discharge American Art Marketing, all sponsoring organizations and their directors, officers, employees, agents, and volunteers from any responsibility, personal liability, claims, loss or damage arising out of my participation in the show(s). If accepted, AAM has my permission to reproduce my artwork through the images I have submitted for the purpose of promoting, advertising and marketing their shows. I agree to abide by all payment and cancellation schedules. I understand that booth fee deposits are non-refundable once accepted. I further consent to the enforcement of all AAM rules as set forth in the application Terms & Conditions of Participation; and in any subsequent correspondence.

You have permission to charge my account a \$35.00 application fee (\$50 late application fee after January 15). A \$100 deposit will be charged only upon acceptance.

 Artist Signature

 Date

Terms & Conditions of Participation | 2014 | Standards & Rules

- All work in both fine art or fine craft must be original in concept and must have been created by the accepted applicant.
- Participants must exhibit the type and quality of work shown in images. Not acceptable are items embellished or made from commercially available kits, plans, or patterns; imports; factory-made or assembled items; mechanical reproductions or offset prints.
- Reproductions must be signed and numbered, marked 'reproductions', and cannot make up more than 20% of the display.
- Artists may only exhibit in the category for which they were accepted. If you wish to apply in more than one category, you must submit a separate application with a separate set of images. If you plan on showing jewelry, jewelry images must be included as part of your submission.
- Booth sharing is not allowed unless approved by American Art Marketing.
- Any willful violation or misrepresentation regarding the work as defined in our rules will result in forfeiture of space.
- No sale signs are permitted. All signs must have a professional look. No hand written signs are permitted.
- All booths must be enclosed on three sides (except corners and hardwall booths,) with a minimum height of 6ft.

Selection Process

- American Art Marketing shows are juried invitationals. The selection process is based on the following criteria: originality of design, technical skill, and overall aesthetics compatible with the concept and artistic direction of the show.

How To Apply by Mail-in Application: Please submit the following materials:

1. Completed Application Form

2 Artist Statement (fine artists only) : Include artist statement and brief bio. If accepted, your bio will be used for promotional purposes.

3. Images

- Five Images are required for each category entered, four of your artwork and one of your display in digital format on CD or DVD. (Artists applying for Hard Wall do not have to submit images of display.) Images should be labeled with the artist's name, a number (corresponding to the image descriptions) and the medium.
- **Mail CD/DVD:** Digital images are required for each category entered and may be submitted on a CD or DVD as uncompressed JPEG's or TIFF's, 300 dpi at approximately 5 x 7. (Zapp formatted images accepted).
- **Email:** Send hi-res images to: images@americanartmarketing.com

4. Application Fee & Deposit

- **An application fee** of \$35.00 must accompany each application. **Application fees are nonrefundable.**
- **Late application fee:** \$50.00 for applications received after deadline. **Application fees are nonrefundable.**
- **Deposit fee** of either \$100 or \$200 depending on the show you are applying to, will be charged to your account only if you are accepted. **These fees are nonrefundable.**
- Application fee and Deposit may be paid by credit card or check. If paying by check, please provide two separate checks for the application fee and deposit. Make checks payable to American Art Marketing.

How to Apply Online: visit www.AmericanArtMarketing.com/shows.htm and follow procedures online.

Cancellation of Exhibit Space:

All cancellations must be made in writing. An application is a commitment to participate. No refunds will be given within **90 days** of the show. A 50% refund will be given prior to that date. If emailing a Cancellation, please call AAM office to confirm.

Deposit fee will be charged to your account or check deposited **only if you are accepted.** Your deposit check secures your booth and is your commitment to exhibit. These deposits are not refundable. Application fees are non-refundable.

- **Booth Fee payment.** The balance of your booth fee must be returned with your invoice and signed contract according to the invoice due date in your confirmation letter. **Balance due payments received after invoice due date must include a \$40.00 late fee.** A \$40 handling fee will be charged for all returned checks.
- **Booth assignments will not be made until booth fee is paid in full.**
- **If you have a problem with payment, please contact us immediately for payment arrangements.**

Important Note

Your signed application form implies a contract with American Art Marketing affirming that you are ready, willing and able to participate in the event. Therefore, **all payments will be due, checks will be deposited, and credit cards will be charged on the balance due date, unless we have a verified written cancellation.**

Questions? Email all questions to show.director@americanartmarketing.com