



2012 APPLICATION
July 6 • 7 • 8
Berkshires Arts Festival
Ski Butternut, Gr. Barrington, MA

AMERICAN ART MARKETING.com

email hello@americanartmarketing.com
 call 800 834 9437 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

Under Tents 500 watts electricity included under large white tents.
 10'x10' **\$595** 10'x20' **\$1190** Corner **+\$115**
Total \$ _____

Outdoor Electricity available for demonstrating artists only. Most booths are fairly level with grassy surface.
 10'x10' **\$485** 10'x15' **\$655** 10'x20' **\$825** Corner **+\$65**
Total \$ _____

UPPER LODGE Indoor 500 watts electricity included
 35 spaces available. Most booths have a 7'6" height limit.
 About (8) 10d x 10w booths available with 8' height limit.
 7'x9' **\$485** 8'x10' **\$595** 10'x10' **\$635** 8'x15'-16' **\$745**
 Corner **+\$65** **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.**

LOWER LODGE Indoor 500 watts electricity included
 10'x10' **\$485** 10'x15' **\$725** 10'x20' **\$990** Corner **+\$65**
Total \$ _____

CATEGORY

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

IMPORTANT DEADLINES

Application Deadline:
Call for availability

SHOW DATES & HOURS

Fri July 6, 2012 10am - 6pm
Sat July 7, 2012 10am - 6pm
Sun July 8, 2012 10am - 5pm

Digital Images - For promotional purposes we prefer high-resolution digital images

2010/2011 Images On File

Image 1 _____ \$ _____
 Image 2 _____ \$ _____
 Image 3 _____ \$ _____
 Image 4 _____ \$ _____
 Image 5 - Booth/Display Describe your work: _____

FEES payable by Check or Credit Card

Application Fee
 \$35.00 (non-refundable)

Deposit (separate check)
 \$100.00 required with application (non-refundable once accepted)

Payable to:
 American Art Marketing

Checklist

- Completed & Signed Application
- Images enclosed (4 artwork, 1 booth)
- Application Fee Check (\$22.00)
- Deposit Check (separate check, \$100.00)

I would be interested in demonstrating for additional space

I am a new exhibitor

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

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

Application fee Deposit fee (once accepted)

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 Credit Card Account #

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 Exp. Date

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 Name on Card

_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|_____|
 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 Policies & Procedures (theses can be downloaded at: <http://www.berkshiresartsfestival.com/apply.php>) and any subsequent correspondence.

Artist Signature _____ Date _____

POLICIES & PROCEDURES

Standards & Rules

- All work displayed in either craft or fine art must be original and handmade by the artist. Work from molds, kits, imports, manufactured goods or ready made products which have been embellished, painted or decorated, dyed or batiked will not be accepted.
- 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 second set of slides, a separate application and a separate application fee **MUST** be submitted for each additional category.
- Reproductions must be signed and numbered, and marked 'reproductions', and cannot make up more than 30% of the display, must be matted and displayed in portfolio type bins.
- An application is a commitment to participate. Refunds will be made according to specific guidelines found under Deposits & Refunds.
- Jewelry may only be shown if the artist has been accepted in the jewelry category.
- Booth sharing is not permitted.
- No sale signs are permitted. All signs must have a professional look. No hand written signs are permitted.
- Any willful violation or misrepresentation regarding the work as defined in our rules will result in forfeiture of space.
- All booths must be enclosed on three sides (except corners). Minimum height is 6 ft. This is a requirement. No exceptions.

Images Submission

- Images are required for each category entered, four of your artwork and one of your display in digital format on CD or DVD.
- Images should be labeled with the artist's name, a number (corresponding to the image descriptions), and the medium.
- Digital images may be sent by postal mail on a CD or DVD as uncompressed JPEG's, 300 dpi at approximately 5 x 7.
- Zapp formatted images accepted.
- If you applied to an American Art Marketing show in 2010/2011, you do not have to resubmit your images unless you wish to show new work. **We recommend you send new images**, because current images are used in our promotional campaign.

Fees & Payment Schedule

Application fee and Deposit may be paid by credit card or check. If paying by check, please provide a **separate check for application fee and deposit.** Make checks payable to American Art Marketing.

- Deposit fee will be charged to your account or check deposited **only if you are accepted.**
- The balance of your booth fee must be paid by the due date in order to finalize your acceptance. **Balance due payments received after postmarked due date must include a \$40.00 late fee.**
- A \$35 handling fee will be charged for all returned checks.

Deposits & Refunds

- All cancellations must be made in writing.
- Application fees are non-refundable.
- Your \$100 deposit check secures your booth and is your commitment to exhibit. These deposits are not refundable.
- If you cancel in writing 120 days prior to the show, you will receive a refund equal to 60% of your total booth fee. Cancellations made thereafter and more than 60 days prior to the show will be granted a 30% refund. Within 60 days of the show there shall be no refund.

Late Application

- Applications received after deadline will be considered subject to availability and charged a \$35 late application fee.

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? E-mail all questions to hello@americanartmarketing.com