

ARTSQUEST™

imagine that



2017 ARTIST/CRAFTSPERSON APPLICATION

Bethlehem, PA | SteelStacks.org



Dear Artists,

Thank you for considering ArtsQuest as one or more of your shows during the 2017 season. We look forward to another great season this year!

The application has been streamlined to allow you to apply for one or all of the festivals on one application. Take a moment to read through this application and make sure you are following the instructions within the application and completing it fully.

Complete the information on the application fully and make sure you are submitting a complete application. Because of the number of applicants we receive for all of our festivals, we are unable to contact you if your application is incomplete. Incomplete applications will not be reviewed during the jury. To make sure that you have not missed anything, there is a checklist at the end of the application for you to use!

ArtsQuest files images for up to three years. If you submitted images in 2015 or 2016 and requested that we file them, you do not need to submit new images this year. All other applicants must submit photos. ArtsQuest does reserve the right to request clearer images or new images if there is a question on the images that had been submitted in 2015 or 2016. If you are uncertain if you requested that we file your images, please contact our office. If you wish, you can submit new images, especially if you have a new product or designed a new product as it will bring your product listing current and show us something new!

If you are a **first time applicant** and you wish to have your images filed, please make sure you are checking the box to have your images filed and submit digital images. ArtsQuest will only file digital images that are on a USB or CD. **IMAGES WILL NOT BE ACCEPTED VIA DROPBOX OR ANY OTHER ONLINE STORAGE BOX.**

Due to the number of applications received in our office, ArtsQuest is unable to confirm receipt of application. If you wish to receive confirmation that your application was received at our office, please use a mail service that provides you a tracking number.

FILE ELECTRONICALLY! The 2017 application is now available on-line! This is the only way to submit your application electronically and the only way to use a credit card for your application fee(s)/deposit(s). Visit www.steelstacks.org, select the Festival to which you are interested in applying for under the "Festivals" tab and then select the application page from under the "About" or "Info" section.

If you have any questions, please do not hesitate to contact our offices at 610-332-1300 or e-mail crafters@artsquest.org

Thank you!

Emily Kocis
Operations Manager



Handwerkplatz is a unique site dedicated to the visual arts and fine crafts at Musikfest. Musikfest is a 10-day festival showcasing more than 300 performers on 14 indoor and outdoor stages throughout Bethlehem, Pa. The festival, presented by ArtsQuest, also features a variety of mouth-watering foods, children's activities, a closing night fireworks display and more. Each year, up to one million people visit the event to enjoy its wealth of music, food and fun.

Dates: August 4-13, 2017
Hours: August 4: 5-11 PM | Aug. 5-13: noon-11 PM
Attendance: Approximately 1,150,000 in 2014
Location: Bethlehem, Pennsylvania, 60 miles north of Philadelphia, 80 miles west of New York City and 70 miles east of Harrisburg.

Demographics: 150-200 mile radius
 75% of patrons have an above-average household income
 61% of patrons are female
 18% are Hispanic
 23% are between the ages of 16 - 24
 75% of patrons 25 years and older have attended and/or graduated from college



Experience an authentic German Oktoberfest with a special Pennsylvania flair, featuring:

- A variety of Rock, German and Polka music
- Enjoy the Yuengling Oktoberfest Beer in our Yuengling Tent along with other local & German beers of the season.
- Fun and games including a barrel rolling competition, dachshund races, and more
- Great eats like wurst & kraut, paprikash & potato pancakes, strudel, and more!
- Art, handmade crafts, collectibles and much more!

Dates: Oct. 6-8 & 13-15
Hours: Fridays Oct. 6 & 13: 5-10 PM
 Saturdays Oct. 7 & 14: Noon - 10 PM
 Sundays Oct. 8 & 15: Noon - 8 PM
Location: Bethlehem, Pennsylvania, 60 miles north of Philadelphia, 80 miles west of New York City and 70 miles east of Harrisburg.
Demographics: 60 mile radius; 25-54 skewed M/F split



Named one of the top holiday markets in the U.S. by *Travel + Leisure*, Christkindlmarkt Bethlehem showcases fine art and unique holiday gifts by 100 artisans from throughout the nation, live holiday music, ice carving and glassblowing demonstrations, and jolly, old St. Nicholas. The event, which serves as the anchor of Bethlehem's holiday events and attractions, offers a unique holiday and shopping experience that attracts people from throughout Eastern Pennsylvania and the Mid-Atlantic Region.

Dates: November 17-19 & 24-26, 30-December 3, 2017
 December 7-10, 14-17 & 21-23, 2017
Hours: Thursday & Sunday 11 AM - 6 PM
 Friday & Saturday 11 AM - 8 PM
Attendance: 65,000 estimated
Location: Bethlehem, Pennsylvania, 60 miles north of Philadelphia, 80 miles west of New York City and 70 miles east of Harrisburg.
Demographics: 150 mile radius; 29-64 skewed heavily female

SELECTION PROCESS:

- Artisans for all festivals within this application are selected by an independent jury panel.
- Selection is based criteria including, but not limited to:
 - o originality of work
 - o quality of work
 - o the number of applicants in each category
 - o booth display
 - o festival and event history
 - o past history at ArtsQuest festivals – payments on time, courteous to show coordinators/volunteers, etc.
 - o prior participation at any festival does not guarantee selection by the jury
- **THE DECISION OF THE JURY PANEL IS FINAL.**

APPLICATION & IMAGE SUBMISSION:

- Application must be accompanied by at least five digital images (**FOUR** representing the complete price range of the work you wish to display and **ONE** of your booth setup).
- Each digital image file name must be clearly marked with your name and numbered 1-5 to correspond with the image description on the application.
- Additional digital or hard copy images may also be submitted. **Images must be submitted on a CD or USB drive.** If you are not using the online application, images must accompany your application via CD or USB drive.
- Include a description of your work on the application where space is allocated or include on a separate piece of paper. **FAILURE TO LABEL IMAGES ACCORDING TO INSTRUCTIONS MAY RESULT IN DISQUALIFICATION.**
- **PHOTOGRAPHS REPRESENTING YOUR WORK ARE NOT ACCEPTABLE FOR THE JURY SELECTION PROCESS. ALL IMAGES MUST BE FILED DIGITALLY FOR REVIEW BY THE JURY.**
- Files can be submitted in jpeg format with the following criteria:
 - o A resolution of at least 300 dpi.
 - o At least 1950 pixels in any direction
 - o All files must be numbered to correspond with the description in the application.
 - o Color images – **NO BLACK AND WHITE IMAGES.**
 - o Submitted on a CD or USB drive.
- If you choose, you can send invoices of the raw materials used to make your work.
- If you have added new products or designed something new, we recommend submitting new photos or the work. The jury is looking for new items to keep our shows fresh.
- If you would like your USB drive or CD returned, please include a self-addressed, stamped envelope with your application.

BOOTH SPACES:

- Double booths and corner booths are limited for all festivals within this application.
- Booth assignments are made at the discretion of the jury and the ArtsQuest Operations Manager
- Specific booth requests are not guaranteed
- ArtsQuest reserves the right to change a booth location at any time



Crafter/Artisan Information

PLEASE PRINT OR TYPE

Business Name (used for marketing purposes).....

Artisan Name.....

Media Category (In 10 words or less, please describe your artwork).....

ADDRESS.....

CITY..... STATE..... ZIP

PHONE:Business..... Mobile (for on site use only).....

EMAIL.....

WEBSITE.....

Keep email private (ArtsQuest will not share any information with patrons requesting contact information)

I WISH TO BE JURIED IN THIS CATEGORY **(SELECT ONLY ONE)**

___Leather ___Metal ___Glass ___Photography ___Graphics ___Mixed Media (please describe).....

___Jewelry ___Pottery ___Textiles ___Wood ___Food (please describe).....

Crafter/Artisan Images

My images are on file from 2015 or 2016

IMAGES (Label as they correspond with your submitted CD or USB drive – if you have more than 5 images or require more space, please attach an additional sheet)

Image 1 (work): Dimensions/Medium or Materials/Price Point.....

Image 2 (work): Dimensions/Medium or Materials/Price Point.....

Image 3 (work): Dimensions/Medium or Materials/Price Point.....

Image 4 (work): Dimensions/Medium or Materials/Price Point.....

Image 5 (booth): (Must Submit for Jury Selection Process).....

I wish to have my images filed for future shows. Only digital images will be filed. (Images will only be filed if this box is checked)

REFERENCES:

LIST FOUR MAJOR OUTDOOR EVENTS AT WHICH YOU HAVE APPEARED (Do not include ArtsQuest events)

EVENT	DATE	LOCATION	CONTACT	PHONE NUMBER
Ex. Pumpkin Festival	2001-2012	Circleville, OH	Ned Hardin	614-432-0005

Have you participated in this event before? ___Yes ___No If yes, what years? _____

Festival Selection

Please consider my application for the following:

Musikfest (Postmark deadline: April 21st)

\$800.00 per 10' x 10' (Aug. 4 - 13)

*operating hours - Fri., Aug. 4: 5-11PM

Sat., Aug. 5-Sun., Aug. 13: Noon-11PM

Oktoberfest (Postmark deadline: June 30th)

(check all session in which to be juried)

\$400 per 10' x 10' for both weekends

\$225 per 10' x 10' - Week 1 (Oct. 6 - 8)

\$225 per 10' x 10' - Week 2 (Oct. 13 - 15)

*operating hours - Fridays: 5-10PM

Saturdays: Noon-10PM

Sundays: Noon-6PM

Christkindlmarkt (Postmark deadline - July 1: April 21st

July 2: August 30th)

(check all session in which to be juried)

\$320 per 10' x 10' - Session 1 (Fri., Nov. 17 - Sun., Nov. 19)

\$400 per 10' x 10' - Session 2 (Fri., Nov. 24 - Sun., Nov. 26)

\$400 per 10' x 10' - Session 3 (Thurs., Nov. 30. - Sun., Dec. 3)

\$400 per 10' x 10' - Session 4 (Thurs., Dec. 7 - Sun., Dec. 10)

\$400 per 10' x 10' - Session 5 (Thurs., Dec. 14 - Sun., Dec. 17)

\$320 per 10' x 10' - Session 6 (Thurs., Dec. 21 - Sat., Dec. 23)

*operating hours - Thursdays & Sundays: 11AM-6PM

Fridays & Saturdays: 11AM-8PM

Booth Size Requests

(check all that apply)

\$50 per session Corner Upgrade

10' x 20' (Cost - Individual Session Fee x 2)

CHECKLIST (Incomplete or incorrect application will not be juried) :

___ Application Fees – select all festivals that apply (can be in one application fee check) – will be deposited upon receipt

___ \$20 for Musikfest

___ \$20 for Oktoberfest

___ \$20 for Christkindlmarkt

___ Festival Deposits – select all festivals that apply (**must be separate checks by Festival**) – will not be deposited until after Jury selection. **DO NOT SEND ANY PAYMENT IN FULL AT THIS TIME.**

___ \$300 for Musikfest

___ \$150 for Oktoberfest

___ \$300 for Christkindlmarkt

___ At least five digital images, each marked with name, dimensions, medium and numbered 1-5

___ Three (3) page completed application – partial applications will not be accepted and will not be included in the jury process

___ Page 1 – Artisan Information, Image Description, References

___ Page 2 – Festival Selection

___ Page 3 – Signed agreement of participation terms

Please make checks payable to ArtsQuest. A \$35 service fee for checks returned for any reason is the responsibility of the artist listed as the contact.

*Application fees and deposits are accepted only by check and must be mailed in a minimum of two separate checks. To submit your application with credit card information, please use our on-line application at SteelStacks.org/crafters.

In the event that the event is cancelled upon rule, regulation, order or recommendation of any state, federal or local government agency or by ArtsQuest in response to any public health threat such as the outbreak of a highly communicable disease, this agreement may be cancelled by ArtsQuest on written notice to event participants without further liability on either party. In such event, any deposits made by ArtsQuest shall be returned within 30 days of such notice.

The undersigned does hereby agree to all terms and conditions stated in this application and does hereby release, forever discharge and hold harmless ArtsQuest of and from all actions, suits, damages or claims whatsoever arising from any loss or damage to any property of the undersigned while in the possession or supervision of the festival, its agents, representatives, employees or volunteers. I further certify that I will exhibit only my own original work in the medium in which I am registered.

Signature.....Date.....

TERMS OF PARTICIPATION

1. Payment Terms: Artisan agrees to pay ArtsQuest a fee based on selected sessions by festival. The full total due to ArtsQuest will be outlined in your letter of intent, which will be sent upon acceptance. Payment in full is due by the following deadlines, by festival:
 - Musikfest – July 1, 2017
 - Oktoberfest – September 1, 2017
 - Christkindlmarkt – November 1, 2017Artisan agrees to pay a deposit of \$300.00 per festival of acceptance for Musikfest or Christkindlmarkt and/or \$150 deposit for Oktoberfest upon acceptance. The deposit will hold your space and will be applied to the invoice balance. Acceptable forms of payment include ACH wire transfer, credit card with signature, and approved bank check. Personal checks will not be accepted for payment within 30 days of the start of an event. A late fee of \$25.00 per week will be assessed for each week the balance is outstanding.
2. Cancellation Policy: Artisans may cancel a show for any reason. A full refund of space fees will be given when a cancellation is received within 14 days of acceptance. The \$20 jurying fee is non-refundable. Refunds following the 14 days acceptance date will be percentage based on the following schedule, based on the **opening day** or each festival:
 - 90 or more days-75%
 - 60-89 days-50%
 - 30-59 days-25%
 - less than 30 days-0%Any balance due based on your invoice amount that remains on your account following a cancellation, must be paid in full in order to bring your account to \$0.00. Accounts with an outstanding balance will not be considered for future shows until the balance is paid in full.
3. ArtsQuest agrees to provide 110v electrical power. Artisan agrees to provide any necessary extension cords, surge protectors, splitters as needed for operation.
4. The Artisan who designs the work must be present to show the work. No dealers or sales representatives are permitted. The work presented in the display must be the work that was represented during the application period. ArtsQuest reserves the right to give one verbal warning to remove any non-juried items. Failure to comply will result in immediate expulsion from the show with no refund and will affect future acceptance to ArtsQuest shows.
5. Artisan agrees to have the display active and open during all operating hours of the festival and agrees to adhere to all ArtsQuest set up and breakdown policies. Failure to adhere to operating hours unless agreed upon prior to event in writing between exhibitor and ArtsQuest may be cause for removal without refund.
6. Artisan agrees to adhere to all ArtsQuest set-up and breakdown policies. Load-in information will be given to vendors 2 weeks prior to each show selected for and will only be provided to vendors with a \$0.00 balance. Vendors carrying a balance will not be allowed to set up until the balance is paid in full. **NO EXCEPTIONS.**
7. Artisan shall provide ArtsQuest with a certificate of commercial general liability insurance, naming ArtsQuest as an additional insured, with minimum coverage of \$1,000,000 per person, per incident. Artisan will provide Workman's Compensation Insurance where applicable to by statute.
8. Artisan shall be responsible for and hereby releases ArtsQuest, its trustees, officers, employees and agents from any liability for any loss due to vandalism, theft, accident weather or other casualty to any goods, supplies, equipment, belongings or other items of personal property which Artisan or its directors, officers, employees or agents cause to be brought to the festival site ("Personal Property"), including but not limited to the Exhibit area.
9. Artisan agrees to defend, indemnify and hold harmless ArtsQuest, its trustees, officers employees and agents from all actions, suits, losses, damages or claims of any kind, arising from circumstances at the festival site, including but not limited to the Exhibit, caused by any act or failure to act, whether negligent or non-negligent, of its directors, officers, employees or agents or caused by any Personal Property.
10. ArtsQuest will provide roving security during the set-up period, operating and non-operating hours during the festival and the take-down period, but the individual booths will not be under such observation at all times.
11. Artisan acknowledges that no representations have been made to Artisan with respect to the size of attendance at any festival nor have any representations been made with respect to anticipated distribution.
12. Space location and assignments are made at the discretion of ArtsQuest. Location requests are noted, but are not guaranteed and ArtsQuest reserves the right to change a space location at any time.
13. Artisan agrees to provide a professional display that includes but is not limited to tents, tables, chairs, lighting, extension cords, etc.
14. Overnight parking is permitted for storage trailers only. Any vendor who requires trailer parking will be required to provide the trailer license plate number to the Operations Manager prior to arrival. Trailers can only be parked during the period in which the vendor is a participant. No recreational vehicles are permitted.
15. Artisan agrees to collect 6% PA Sales Tax where applicable and pay it to the state. Additionally, all artisans must contact the PA Department of Revenue for a PA Tax Number and the City of Bethlehem for a Business Privilege License.
16. Artisan must comply with artisan conduct as outlined below:
 - Artisan should be prepared for the seasonal elements such as heat, humidity, wind, rain and/or dust as well as long event hours.
 - Artisan shall not discriminate against any employee or customer because of age, race, religion, color, ethnicity, physical disability, or sexual orientation.
 - Political signs and activity are prohibited.
 - Hawking or calling out for patrons is prohibited.
 - No pets or live animals are allowed on site with the exception of ADA approved service animals.
 - No alcohol may be consumed by Artisans while on-site and during operating hours.
 - Displays may not contain any open flames.
 - Personal heaters are prohibited.
17. ArtsQuest will provide each Artisan two (2) Artisan badges per 10' x 10' space rented. Lost badges can be replaced one time at a fee of \$10 per badge. Badges must be clearly worn to identify you to our guests as the Artisan.
18. If the event is cancelled upon rule, regulation, order or recommendation of any state, federal, or local government agency of ArtsQuest in response to any public health threat such as an outbreak of a highly communicable disease, Terms of Participation may be cancelled by ArtsQuest on written notice to participants without further liability on either party. In such event, any deposits and payments made to ArtsQuest shall be returned within 30 days of written notice.
19. ArtsQuest agrees to provide for each festival a letter of participation, which will secure your spot at the festival. Letters of participation must be returned to the ArtsQuest office by the deadline on each individual letter for each festival.
20. Application of any of these terms may be waived only by written permission by an authorized representative of ArtsQuest.
21. Artisans and their helpers must exhibit professional behavior at all times while on the show site. ArtsQuest reserves the right, in its sole discretion, to determine what constitutes professional behavior. Violation of this term will result in the Artisan, their helpers, and displays to be expelled from the event with no refund.
22. For safety, Artisan agrees to properly weight tents during exterior events. Proper weighting is defined as 40lbs. of weight per leg. Failure to comply will result in the Artisan being prohibited from vending/operating until the tent is properly weighted.

The undersigned, by signing below, intends to be legally bound by the terms stated above for all events accepted within this application.

Signature of Artisan

Printed Name of Artisan

Date of Signature