

PACIFIC FINE ARTS FESTIVALS APPLICATION FORM / 2010

California Strawberry Festival • Mountain View A la Carte & Art • Los Altos Arts & Wine Festival • Connoisseurs' Marketplace • San Carlos Art & Wine Faire

We are accepting applications for Specialty pre-packaged food vendors for Mountain View A la Carte & Art and Connoisseurs' Marketplace ONLY.

We will accept applications after the deadlines for space or waiting list consideration.



California Strawberry Festival

Application Deadline: February 8

Oxnard, Strawberry Meadows at College Park

Event Date: May 15 & 16

Set up MANDATORY Friday, May 14

Arts and Crafts

This 27th 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, food, children's area and live entertainment as part of the Festival's 75 acres. Spaces are 12x10 on grass or asphalt. Overnight security. No electricity. 250 artist spaces.

Application fee: \$15.00

Space fee: \$375.00. No commission.

Wristbands are necessary to secure entrance into the event: How many people (including yourself) will be working in your booth _____

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) _____



Mountain View A la Carte & Art

Application Deadline: February 8

Castro Street in downtown Mountain View

Event Date: May 15 & 16

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 14th annual event hosts 175 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: \$160.00 plus 10% commission. • 5 x 10 booths: \$125.00 plus 10% commission. • 5 x 20 booths: \$160.00 plus 10% commission.

**** Specialty pre-packaged food vendors are responsible for health permit fee and paperwork to be collected at a later date.**

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 1 hour from the time you choose to unload and depart the site: Requested entry time: 5:30 AM 6:40 AM 7:50 AM

Onto the site to unload I will be driving an oversized vehicle: N/A RV Vehicle with a trailer Other oversized _____



Los Altos Arts & Wine Festival

Application Deadline: March 8

Main & State Streets in downtown Los Altos Village

Event Date: July 10 & 11

Fine Arts & Crafts

Los Altos lies in the heart of Silicon Valley, approximately 37 miles south of San Francisco and 10 miles north of San Jose. The 31st annual Arts & Wine Festival hosts 340 fine arts and crafts booths, live entertainment, kids' area, food, wine and beer. In 2003, *Bay Area Parent Magazine* rated Los Altos Art & Wine the Best Festival in the Bay area. Overnight security. No electricity. 340 spaces.

Application fee: \$15.00

Space fee: 10 x 10 booths: \$300.00 plus 10% commission. • 5 x 10 booths: \$240.00 plus 10% commission. • 5 x 20 booths: \$300.00 plus 10% commission.

Previous Los Altos Arts & Wine Festival 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 Main or State Street 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 is only so much space on each street.)

_____ State St 5 x 10 (50 sq ft) _____ State St 5 x 20 (100 sq ft) _____ State St 10 x 10 (100 sq ft) _____ State St 10 x 20 (200 sq ft)

_____ Main St 10 x 10 (100 sq ft) _____ Main St 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 6:10 AM 7:30 AM

Onto the site to unload I will be driving an oversized vehicle: N/A RV Vehicle with a trailer Other oversized _____



Connoisseurs' Marketplace

Application Deadline: March 8

Santa Cruz Avenue at El Camino Real/

Downtown Menlo Park

Event Date: July 17 & 18

Fine Arts & Crafts, Specialty pre-packaged food

Menlo Park Chamber of Commerce hosts this 24th annual mid-summer extravaganza. The excitement extends down the charming Santa Cruz Avenue area and includes 240 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. 240 spaces.

Application fee: \$15.00

Space fee 10 x 10 booths: \$245.00 plus 10% commission.

5 x 10 booths: \$195.00 plus 10% commission.

5 x 20 booths: \$245.00 plus 10% commission.

**** Specialty pre-packaged food vendors are responsible for health permit fee and paperwork to be collected at a later date.**

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 6:10 AM 7:30 AM

Onto the site to unload I will be driving an oversized vehicle: N/A RV Vehicle with a trailer Other oversized _____



San Carlos Art & Wine Faire

Application Deadline: June 14

San Carlos Avenue and Laurel Streets/Downtown San Carlos

Event Date: October 9 & 10

Fine Arts & Crafts

Sponsored by the Chamber of Commerce, this Faire attracts huge crowds who come to take in the sites, sounds and tastes of this 20th annual event featuring Fine Arts and Crafts, wine and beer, food, live entertainment and a family fun zone. Overnight security. No electricity. 290 artist spaces.

Application fee: \$15.00

Space fee: \$245.00 plus 10% commission.

Previous San Carlos Art & Wine Faire Exhibitor Yes No Most recent year participated _____

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

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 6:10 AM 7:30 AM

Onto the site to unload I will be driving an oversized vehicle: N/A RV Vehicle with a trailer Other oversized _____

PACIFIC FINE ARTS FESTIVALS APPLICATION FORM / 2010

California Strawberry Festival • Mountain View A la Carte & Art • Los Altos Arts & Wine Festival • Connoisseurs' Marketplace • San Carlos Art & Wine Faire

This application represents the five Festivals to which any artist or crafts person—and specialty pre-packaged food vendor, if applicable—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.

Artist/Craftperson Name _____ Medium _____
Business Name _____ CA Resale # _____
Address _____ City _____
State _____ Zip _____
E-mail _____ Telephone _____
Cell phone _____ FAX _____
Website _____ Veh. Lic. # & State _____

Describe your art - Describe ALL WORK you intend to bring. Be specific. For example: "Original paintings, prints and note cards." Or "Leather purses, wallets, backpacks cut from my own designed pattern and sewn by me." List all items you plan to bring and describe how you make them, including the medium, technique, and subject matter. 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 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 or slides. Include four (4) images of various artwork pieces, one (1) of the stocked display booth and one (1) of you working in your studio with supplies and tools **and work in various degrees of progress.** These images should be representative of all art and/or craft pieces to be displayed for sale. Your name and address should be printed on back of each photograph.
- 2. IN ADDITION to the aforementioned photos or slides: **If you would like to submit images of your work** for consideration for use in our publicity and advertising for this or any other PFA festival, please burn images on a CD at 300 dpi or greater. Images must be in .tif or .jpg format. The CD cannot be returned.
- 3. **Artist statement/biography** AND another page including a short description representing all work you intend to bring—what is your medium, what is your subject matter, what you use to create your art or craft.
- 4. 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.
- 5. A business-size, self-addressed, stamped envelope **for each event to which you apply.**
- 6. Include a self-addressed, stamped postcard 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.
- 7. **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.**

California Strawberry Festival **Application Deadline: Feb. 8** • Mountain View A la Carte & Art **Application Deadline: Feb. 8**
Los Altos Arts & Wine Festival **Application Deadline: March 8** • Connoisseurs' Marketplace **Application Deadline: March 8**
San Carlos Art & Wine Faire **Application Deadline: June 14**

CA Strawberry Festival: \$375.00

Check/s # _____ MC/VISA **Amt to be charged \$** _____ Application fee check # _____

Mountain View A la Carte & Art: 5' x 10' / \$125.00 5' x 20' / \$160.00 10' x 10' / \$160.00

Check/s # _____ MC/VISA **Amt to be charged \$** _____ Application fee check # _____

Los Altos Arts & Wine Festival: 5' x 10' / \$240.00 5' x 20' / \$300.00 10' x 10' / \$300.00

Check/s # _____ MC/VISA **Amt to be charged \$** _____ Application fee check # _____

Connoisseurs' Marketplace: 5' x 10' / \$195.00 5' x 20' / \$245.00 10' x 10' / \$245.00

Check/s # _____ MC/VISA **Amt to be charged \$** _____ Application fee check # _____

San Carlos Art & Wine Faire: \$245.00

Check/s # _____ MC/VISA **Amt to be charged \$** _____ Application fee check # _____

If paying by credit card:

Credit card number _____ Expiration date (AS OF JULY 2010) _____

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 _____

- 8. \$15.00 non-refundable application fee per event to which you've applied. (Paid separately and by check only made out to Pacific Fine Arts.)
- 9. **READ & SIGN FOLLOWING PAGE / RETURN WITH APPLICATION MATERIALS.**
- 10. **Copy to keep for your files the "Dates to Remember/Policies" page. Send completed application form, signed release/hold harmless (next page) and check list items** to Pacific Fine Arts—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 / RETURN WITH APPLICATION MATERIALS

DATES TO REMEMBER

California Strawberry Festival & Mountain View A la Carte & Art (same weekend)

February 8	Applications Postmarked
March 15	Selected applicants' entry fee deposited.
Week of March 15	Selection results mailed to applicants.
Cancellation Policy	
Through March 14	Space fee refunds given.
March 15 - April 5	PFA Credit Slip given MINUS a \$50.00 fee per space for cancellations.
April 6 - Show	Show Space fee is forfeited.
Week of April 19	Customer postcard invitations mailed to artists.
Week of May 3	Artist Instruction Letter mailed.
May 14	California Strawberry Festival: Mandatory Set-Up 8AM to 7PM • Night Security Provided
May 15 - 16	CALIFORNIA STRAWBERRY FESTIVAL MOUNTAIN VIEW ART A LA CARTE

Los Altos Arts & Wine Festival

March 8	Applications Postmarked
April 12	Selected applicants' entry fee deposited.
Week of April 12	Selection results mailed to applicants.
Cancellation Policy	
Through April 11	Space fee refunds given.
April 12 - May 30	PFA Credit Slip given MINUS a \$50.00 fee per space for cancellations.
May 31 - Show	Show Space fee is forfeited.
Week of June 14	Customer postcard invitations mailed to artists.
Week of June 28	Artist Instruction Letter mailed.
July 10 - 11	LOS ALTOS ARTS & WINE FESTIVAL

Connoisseurs' Marketplace

March 8	Applications Postmarked
April 12	Selected applicants' entry fee deposited.
Week of April 12	Selection results mailed to applicants.
Cancellation Policy	
Through April 11	Space fee refunds given.
April 12 - June 6	PFA Credit Slip given MINUS a \$50.00 fee per space for cancellations.
June 7 - Show	Show Space fee is forfeited.
Week of June 21	Customer postcard invitations mailed to artists.
Week of July 5	Artist Instruction Letter mailed.
July 17 - 18	CONNOISSEURS' MARKETPLACE

San Carlos Art & Wine Faire

June 14	Applications Postmarked
July 19	Selected applicants' entry fee deposited.
Week of July 19	Selection results mailed to applicants.
Cancellation Policy	
Through July 18	Space fee refunds given.
July 19 - Aug 29	PFA Credit Slip given MINUS a \$50.00 fee per space for cancellations.
Aug 30 - Show	Show Space fee is forfeited.
Week of Sept 13	Customer postcard invitations mailed to artists.
Week of Sept 27	Artist Instruction Letter mailed.
October 9-10	SAN CARLOS ART AND WINE FAIRE

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 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.

COPY PAGE TO KEEP FOR YOUR RECORDS

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RELEASE & HOLD HARMLESS AGREEMENT

This agreement is entered into by and between Pacific Fine Arts (Producer), the sponsor of the event (Client) and the artist or craftsperson 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: _____