

DOWNTOWN BILLINGS ALLIANCE
21st Annual
STRAWBERRY FESTIVAL
Arts & Crafts Guidelines
(Visit our Website at www.strawberryfun.com)



Festival Date: Saturday, June 9, 2012
Festival Time: 8:00 am - 5:00 pm
Location: North Broadway – under SkyPoint
Downtown Billings, Billings, MT
Entry DEADLINE April 11, 2012
Notification: After April 27, 2012

The Strawberry Festival, a Downtown Billings Alliance celebration, is in its twenty first year. For 2012 we take up 8 blocks from Skypoint on North Broadway and 2nd Ave. North to 30th. The Arts & Crafts Exhibits are a very important part of our success. We will have **ONLY 135 Arts/Crafts vendor spaces available on North Broadway and N. 29th.**

PLEASE READ THE FOLLOWING DIRECTIONS CAREFULLY!

To ensure your participation in future festivals, please comply with the festival guidelines.

ELIGIBILITY

Only finely crafted work is acceptable in the Arts and Crafts Areas. Hand crafted works by the selling artist will be given priority. These spaces **WILL BE JURIED** and efforts will be made to select a proportional mixture of exhibits. **All artists and crafts people submitting an application are requested to send photographs** accurately picturing your booth setup and 2 to 3 good examples of the type and quality of work that will be sold at the Festival. Please do not send original photos they will **NOT** be returned. *You may send your photos "electronically" by attaching them to an e-mail message...send to: mikaly@downtownbillings.com.* **You must send photos, even if you have participated in Strawberry Festival before for 2012.** Only one artist or craft person displaying a medium will be allowed per booth space. However, two people producing items jointly may apply as a single exhibitor if they have been working together on a regular basis.

SELECTION COMMITTEE AND PROCEDURE

To ensure objectivity, each artist or craft person will be given an identification number prior to the jury process. Application deadline is April 11, 2012- **WE WILL BEGIN THE JURY PROCESS AND START SELECTING VENDORS FROM THE SUBMISSIONS RECEIVED ON OR BEFORE APRIL 11, 2012!**

EXHIBITOR FEES

The Vendor Fee for an on-street space approximately 10' x 10' will be \$150.00 for the day. Plus electrical fees if available and ordered by vendor. **Fees are non-refundable for any reason once confirmation has been sent.** There is a late fee assessed if application is not received by April 11, 2012. Late fee is \$25.00. Your application will not be accepted after April 11th without a late fee. No commission is charged in addition to this fee. The event will take place - rain or shine and will only be cancelled upon notification by the weather service or any other municipal authority of extremely hazardous conditions requiring evacuation of the area.

DISPLAY AREA AND SET UP INFORMATION/REQUIREMENTS

A space approximately 10' x 10' will be assigned to each selected exhibitor. **Sites are selected by JURY placement and you may select the group that you would like to be in!** Electricity is available on a limited basis for an additional fee. Trailers of any size are **NOT ALLOWED except for unloading and loading before and after the event. Be prepared for variable weather conditions including wind and rain.** Tables are to be covered and spaces kept neat and clean. Please clean and clear your designated space and adjacent aisles before departing the Strawberry Festival. Included in the confirmation letter will be a **Festival map** showing the location of the Arts & Craft Vendors. Your space assignment and arrival instructions will be noted in your confirmation letter.

Updated after April 27, 2012 on www.strawberryfun.com - go to Map Page

There will be 5 check-in tables the morning of the Festival. **All exhibitors are required to check in before setting up their displays.** **Set-up time will be between 5:00 am and 6:45 am. LATE ARRIVALS WILL NOT BE ALLOWED TO DRIVE IN! NO TRAILERS WILL BE ALLOWED TO DRIVE INTO EVENT AREA AFTER THE SET-UP TIME. IF YOU HAVE A TRAILER YOU ARE UNLOADING, WE SUGGEST YOU BRING A HANDCART TO HELP SPEED UP THE UNLOADING PROCESS.** Please unload onto the sidewalk, park your vehicle and then come back and set up in the street.

APPLICATION PROCEDURE

All artists and craft people who want to be considered for this event need to:

- Fill out and return the enclosed application form
- Send **photographs** (*graphic file via e-mail is acceptable*) picturing your booth setup and 2 to 3 a good examples of the type and quality of work that will be sold at the Festival. They should be clearly marked with applicant's name and address. You must send photos, even if you have participated in Strawberry Festival before.
- Submit a check, credit card or money order** to cover the Festival Exhibitor Fee and any Festival products pre-ordered. No booths will be held without payment.
- Your products must be handmade to be an exhibitor in the arts and crafts, if your product is not handmade you can still be in Strawberry Festival, just not in the arts and crafts section, another application is needed (Non Arts & Crafts/commercial/non-profit). You can find that application on www.strawberryfun.com.**

The Strawberry Festival Exhibitor Fee and photographs are to be received by April 11, 2012 in order to be considered. Confirmation will be sent upon acceptance into the show. In the case you are not selected, your entry fee check will be voided and returned to you. Photos CANNOT be returned.

If you sign up for Strawberry 2012 at Strawberry Festival 2011 you can receive a \$20 discount. This is only good for the day of Strawberry Festival 2012. This deal is not available after the Strawberry Festival. Those applications will then be juried; if your application does not meet the guidelines your position will be opened to another exhibitor, once all booth spots are full, no applications will be taken.

Once an exhibitor receives their letter of confirmation (about 2 weeks prior to the event), the exhibitor fee is no longer refundable. We expect that each artist will then make a "good faith" effort to attend the Strawberry Festival. However, if it becomes necessary and unavoidable, notice of vendor cancellation is requested – "no-shows" will not be invited back next year.

QUESTIONS?

If you have any questions or concerns, please call the DBA at 406-294-5060, email: info@strawberryfun.com, visit our web site at www.strawberryfun.com or write to:

Downtown Billings
Strawberry Festival 2012
2815 2nd Ave. North
Billings, MT 59101
Due Date: April 11th, 2012

STRAWBERRY FESTIVAL 2012
Arts & Crafts Application
Vendor Selection Date is April 11, 2012



Business Name _____

Contact Person _____

Address _____

E-Mail _____

<u>Strawberry Festival Exhibitor Fee (\$150.00)</u>	\$150.00 \$ _____
1 - 20amp 110volt Electrical Outlet at your space \$20 each (limit 1)	Qty: _____ @ \$25.00 = \$ _____
<u>Strawberry Festival Late Fee(s)</u> (If Application is received after April 11, 2012)	Qty _____ @ \$25.00 = \$ _____
<u>Discount for signing up at Strawberry Festival 2011</u>	\$(20.00 off) = \$ _____
TOTAL AMOUNT ENCLOSED	\$ _____

City _____ State _____ Zip _____

Phone Number: Work (____) _____ Home: (____) _____

Craft Description _____

NOTE: LIMITED ELECTRICITY IS AVAILABLE TO ARTS/CRAFTS VENDORS!

*The undersigned and/or its representative and agents release and hold harmless the Strawberry Festival 2012 organizers and staff from any claim that is made against the undersigned as the result of having an exhibit at the Strawberry Festival 2012. The undersigned further agrees to indemnify the Strawberry Festival 2012 for any costs or damages it suffers as a result of any neglect act by the undersigned. The undersigned also agrees to comply with all the rules and guidelines included with this application as well as the set-up procedures which will be received with your letter of confirmation. **The undersigned also acknowledges: 1) That all booth assignments are assigned by the jury and pre-selection/reservation of specific booth sites is not allowed, you may make a request for a specific booth and we will try to accommodate you, 2) The event takes place "rain or shine" and will not be cancelled except in the case of extreme hazardous conditions, 3) After April 27, 2012 there will be NO VENDOR REFUNDS even if event is forced to close due to extreme hazardous conditions.***

Authorized Signature _____

RETURN THIS APPLICATION, PHOTO, AND FEES TO:
Downtown Billings Alliance- Strawberry Festival 2012
2815 2nd Ave. North, Billings, MT 59101
Phone: 294-5060 Fax 294-5061