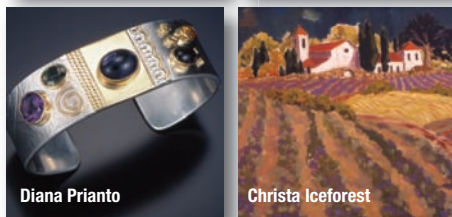
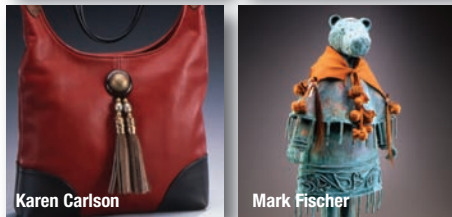


# RIO GRANDE

## ARTS & CRAFTS FESTIVALS



### March 9-11, 2007

### APPLICATION

### Registration Deadline

### November 1, 2006

**Mark your calendar for our other events in 2007.**

**October 5-7 AND 12-14, 2007 Festival**

(Exhibitors can apply for one or both weekends.)

**In the big white tent on the southwest corner of I-25 and Paseo del Norte, Albuquerque, NM**

Applications will be mailed in February 2007.

Exhibitor application deadline April 1, 2007.

**November 30, Dec. 1-2, 2007 Festival**

**EXPO New Mexico Fairgrounds Manual Lujan Building**

Applications will be mailed in February 2007.

Exhibitor application deadline: April 1, 2007.

The Rio Grande Arts and Crafts Festivals have become an Albuquerque and New Mexico tradition since their inception in 1989. Held three times a year in March, October and December, the events attract tens of thousands of buyers, including New Mexico residents, visitors from almost every state, as well as buyers and collectors from around the world.

Spring arrives early to New Mexico, and March in Albuquerque finds trees and flowers already blooming and warming breezes blowing. It's the perfect place for a spring getaway. The March show is held in the Manual Lujan Complex at the EXPO New Mexico Fairgrounds. Artists say its "one of the best... attendance was phenomenal for a spring show...highly recommended". Recognized by the **New Mexico Department of Tourism as one of New Mexico's Top 10 Attractions**, the show was ranked **#58 by *Sunshine Artist Magazine* in their 200 Best Fine Art & Design Shows 2006** issue. Last year the March Festival drew customers from 48 states as well as several foreign countries.

October's show coincides with the Albuquerque International Balloon Fiesta held each October. Albuquerque's Balloon Fiesta is the largest hot air balloon event in the world. This Festival was **ranked #39 by *Sunshine Artist Magazine* in their 200 Best Fine Art & Design Shows 2006** issue. The October Festival tent has become a landmark at its location at I-25 and Paseo Del Norte, about a mile from the Balloon Fiesta grounds.

The December show is held during the heart of the holiday buying season, the first weekend after Thanksgiving weekend, in the Manual Lujan Building at the EXPO New Mexico Fairgrounds. Shoppers are immersed in the spirit of the season enhanced by artist demonstrations, live music, the Holiday Cookie Walk, Holiday Creation Station and more. This festival has also made *Sunshine Artist's* 200 Best list.

Each of the three annual events includes artist demonstrations, entertainment, food concessions and children's activities.

Every Festival is widely publicized, including extensive television, radio and newspaper exposure. We target numerous area billboards, local evening news coverage, feature articles in local newspapers and publications, as well as dozens of magazines with national distribution. Full color rack cards are distributed to 143 area hotels. Over 45,000 postcards are mailed to repeat Festival buyers for each event, offering a \$1.00 discount off admission. Exhibitors are also offered postcards to distribute to their customers.

It is the goal of the Rio Grande Arts and Crafts Festival to make our shows successful for everyone involved. We are continually striving to give our exhibitors and visitors the best experience possible.

Questions about the shows? Contact us at 505-292-7457 or [RGACF@nmia.com](mailto:RGACF@nmia.com).

# EXHIBITOR GUIDELINES AND REGULATIONS

## March 2007 Show

**Set-up Thursday • March 8, 10am to 7pm**

**Check-in by 4pm**

**Friday, March 9 • Finishing touches 7am - 9pm**

Exhibitors who have not called or checked in by 4pm on Thursday will be considered a no-show and will forfeit their booth.

### BOOTH DISPLAYS AND STRUCTURES

Work that is presented attractively can be an important factor in sales, as well as a positive contribution to the overall appearance of the show. Please plan your booth carefully, and make sure it is attractive and easy for customers to come in and look at your work.

- Each booth must have solid display panels on the back and sides to create a partition between booths as well as a backdrop behind it. Exhibitors who do not provide partitions must rent pipe and draping from the Festival.
- Tables must be covered or skirted to the floor on all sides showing, with a suitable, professional-looking cover
- Materials must be fire-proofed. Pipe and fire-proofed drape are available for rent.
- Display a professionally lettered sign with your name or your company name.
- Carpet is optional. Please secure edges with duct tape.
- Displays must be contained within boundaries of booth. No overhangs or extensions allowed.
- Do not attach anything to tent, draping or exhibit hall walls.
- Exhibitor will reimburse Festival for any damage to premises or equipment.

**ELECTRICITY AND LIGHTING** - There is a 400 watt limit per booth, strictly enforced. Anyone not complying with the wattage limit will lose electrical privileges. A 15' or 20' booth may purchase 400 additional watts. Electricity is \$35 for 400 watts.

**SECURITY** - Overnight security will be provided, but each artist is ultimately responsible for his own property. The Festival, its employees, directors, volunteers and insurance company are not financially liable for losses, damages or mysterious disappearances of any kind. Exhibitors should make arrangements with their own insurance companies for proper coverage.

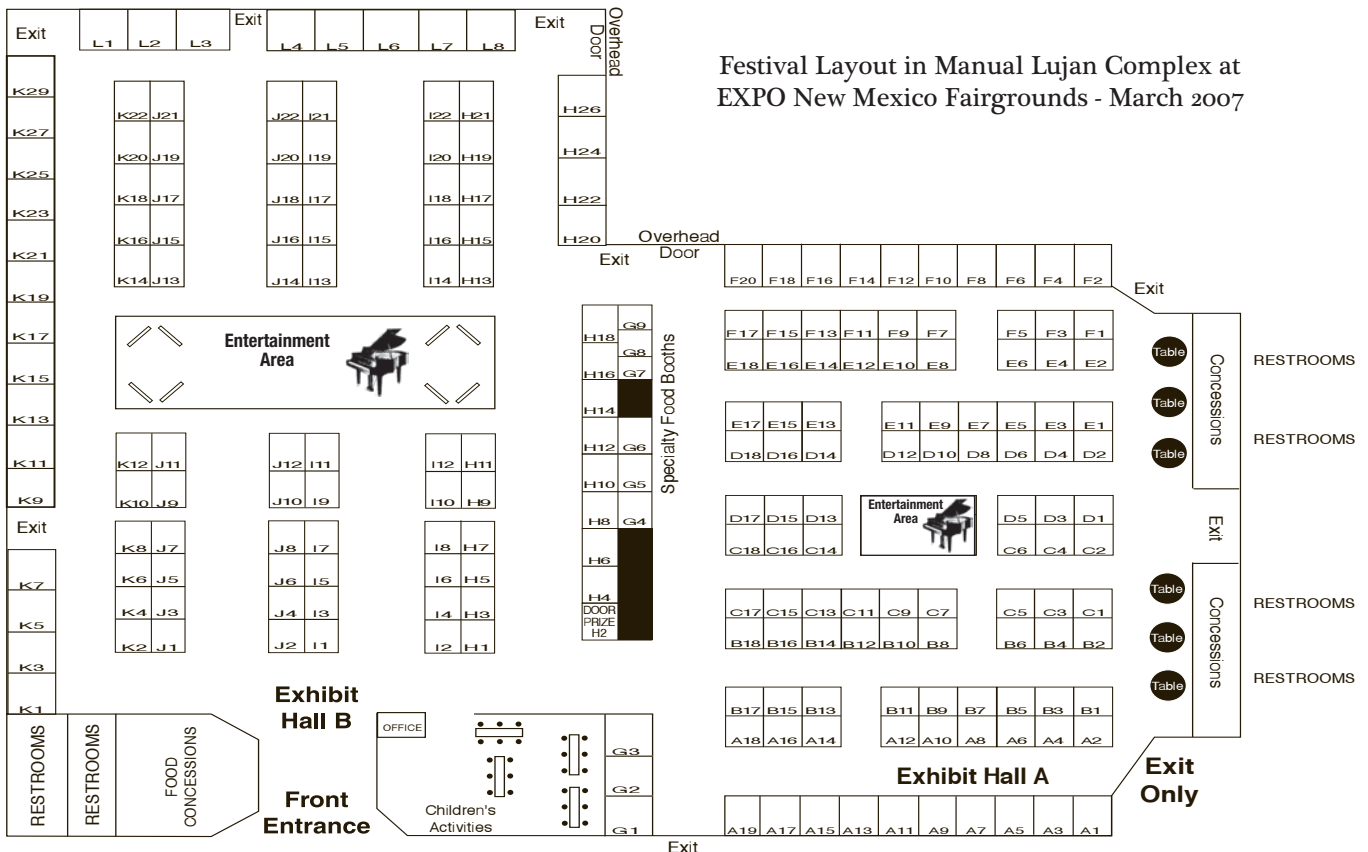
**SALES TAX** - Exhibitors are responsible for collecting and reporting New Mexico sales tax. We will have tax packets available for you at the show.

**RESTRICTIONS** - Festival management reserves the right to remove exhibits that have been falsely entered, or that are unsuitable or objectionable. This includes music, noise, animals, scents, printed materials or anything else that the management finds objectionable. Refunds will not be given in these cases.

**CHILDREN AND PETS** - Pets are not permitted at the Festival, unless they are for handicap assistance. Children must stay with you in your booth and may not freely roam around the show.

**CANCELLATION POLICY** - Any cancellations must be received in writing at our office by January 15th for the March show. After we have received written request, a refund will be made less a \$100 cancellation fee. After above mentioned dates, refunds will be made for 50% of the total fees. If you cancel within 6 weeks of any show, refund will drop to 20% of the total fees. Cancellations within 10 days of show will receive a refund of 10% of total fees. If total booth fees are not received in our office by designated deadlines, booth may be cancelled without refund.

Festival Layout in Manual Lujan Complex at EXPO New Mexico Fairgrounds - March 2007



# MARCH 9-11, 2007 FESTIVAL

EXPO New Mexico Fairgrounds

Manual Lujan Building, Albuquerque, NM

Friday, March 9, 10am - 5pm

Saturday, March 10, 10am - 5pm

Sunday, March 11, 10am - 5pm

**ELIGIBILITY** - Approximately 200 booth spaces will be available for exhibiting artists. **At least 25% of the spaces will be reserved for new exhibitors.** The jurying committee will review the images submitted by each entrant and select exhibitors based on ranked jury point totals. The following criteria will be taken into consideration: Quality of work, mastery of medium, originality, artistic design and marketability.

Works may incorporate some commercially produced parts, but the works design and execution must be primarily the product of the exhibiting artist's skill. Categories are limited. Once each category is full, an alternate list will be compiled, and these alternates will be offered spaces as they become available.

**No imports or manufactured items will be accepted.** No T-shirts or caps with reproductions of art allowed. Any items with reproductions of the entrant's artwork must be submitted in additional photos for consideration by the jury. Work exhibited must be consistent with that shown in photos.

**APPLICATION** - For each medium to be displayed, applicants (whether previously juried or not) must submit five digital images via e-mail (TIF or JPEG) or slides or photos (additional charge for scanning will result) representative of the quality of their work, plus a photo of their booth display. Images will be kept on file for 2 years for accepted exhibitors - then new images **MUST** be submitted with each application. Images must be labeled, and must show work that has been completed within the last 2 years. Committee will choose one professional-looking image with a plain background to be used on website. If no such image has been submitted, exhibitor will not be represented on website. Include a biographical sketch or resume, as well as a description of the artistic process if it is not apparent.

**Two checks** must accompany each application: a \$20 non-refundable entry fee (applies to new exhibitors and previous exhibitors who have not participated for one year); and a deposit check equal to half of the total fees (refundable if not accepted). **Two exhibitors may share a booth** only upon approval of jurying committee. Submit one entry form per exhibitor. Corner requests will be honored in the order received, provided booth fees have been paid in full by the deadlines.

### November 1, 2006 - Exhibitor application deadline

Applications postmarked after November 1 will be juried on a semi-monthly basis depending upon space availability.

**December 10, 2006** - Jury replies and exhibitor packs sent out. Checks deposited, charges processed.

**January 15, 2007** - Remainder of booth fee due. Last day for refund less \$100 charge if cancelling. (See cancellation policy)

Mail completed entry form along with your payment to:

### Rio Grande Arts and Crafts Festival

3709 Westerfield NE, Suite A

Albuquerque, NM 87111

(505) 292-7457 e-mail: RGACF@nmia.com

www.riograndefestivals.com

**E-mail for digital images only:**

**photos@riograndefestivals.com**

# March Entry Form • Deadline November 1, 2006

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

e-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

I plan to share a booth with \_\_\_\_\_

If sharing, please list person responsible for payment: \_\_\_\_\_

List all items to be exhibited: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## MARCH BOOTH FEES - All booths are 10' deep spaces

10' x 10' .....\$425.00  15' x 10'..... \$600.00  20' x 10'.....\$775.00

Booth Fee.....\$ \_\_\_\_\_

Electricity (\$35.00) .....\$ \_\_\_\_\_

Corner Booth (\$40.00) .....\$ \_\_\_\_\_

Endcap 20' x 10' only (\$80.00).....\$ \_\_\_\_\_

Pipe & Drape (\$3.00/ft.) .....\$ \_\_\_\_\_

Color: Blue \_\_\_ Black \_\_\_ White\_\_\_ Teal\_\_\_ Burgundy\_\_\_

Sharing a booth (\$75.00 per extra person) .....\$ \_\_\_\_\_

Entry Fee (\$20.00 - Separate check required).....\$ \_\_\_\_\_

(2006 Exhibitors exempt from entry fee)

**TOTAL OF FEES** .....\$ \_\_\_\_\_

*Your deposit check must be for at least one half of total fees, plus a separate check for the \$20 entry fee. Checks or money orders should be payable to:*

*Rio Grande Arts and Crafts Festival. Thank You!*

We also accept Visa, Mastercard, Discover Card and American Express. Credit cards payments are subject to a 3.75% handling fee.

Card # \_\_\_\_\_

Expiration date: \_\_\_\_\_ Customer code (3-4 digits) \_\_\_\_\_

Name on card: \_\_\_\_\_

Billing address for card: \_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_

## RISK AND LIABILITY

The exhibitor agrees to hold harmless Rio Grande Festivals Inc. dba Rio Grande Arts and Crafts Festival, and any of its employees, directors or volunteers from any damage or loss to exhibitor's property or any personal injury he/she or helpers may sustain during the show. The Festival Committee reserves the right to cancel the Festival due to acts of God, weather, or unforeseen events out of the producer's control, in which case, the producer will not be liable for refunds or other liabilities. Exhibitors should purchase their own insurance to cover their personal property, personal liability and artwork. The Festival may use exhibitors slides or photos for publicity purposes only, and will not return any photos submitted to the Festival unless requested.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## CHECKLIST

- I have my own display panels/curtains to divide my booth from adjacent booths on back and sides YES \_\_\_ NO \_\_\_
- I am interested in being an "Artist at Work" (demonstrating) YES \_\_\_ NO \_\_\_
- I have e-mailed six TIFF or JPEG files, including booth display. YES \_\_\_ NO \_\_\_
- I have enclosed six slides/photos of my work, incl. booth display. YES \_\_\_ NO \_\_\_
- One of the above images is suitable for website. YES \_\_\_ NO \_\_\_

NOTE: **We prefer to receive your images as digital files.** E-mail images to photos@riograndefestivals.com. Images must be 300 dpi and saved as a TIF or JPEG file, no larger than 4" x 6". If we have to scan your slides or photos for use on the website or as part of your file records, additional charges of \$5.00 per photo will apply.