

2009 MARCH ARTISTS SHOW APPLICATION



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RIO GRANDE 21st Arts & Crafts FESTIVAL

Lujan Exhibit Complex, EXPO NM Fairgrounds
Albuquerque, New Mexico

Application Deadline for March 2009 Show: November 1, 2008

After this date, applications will be accepted on an alternate basis only

The Rio Grande Arts & Crafts Festivals have become an Albuquerque and New Mexico tradition since 1989. Held three times a year in March, October and November, these juried art events attract tens of thousands of shoppers, including New Mexico residents, visitors from almost every state, and buyers and collectors from around the world. Each show has its own distinct flavor and all three are consistently ranked among the top shows in the country by *Sunshine Artist Magazine*, *Art Fair Source* book, and the *Harris List*.

New Mexico in March is a perfect destination for a spring getaway. Clear blue skies, mild temperatures, and a ranking as one of the top art destinations in the country attract visitors to Albuquerque. Best of all, Albuquerque's premiere art event of the year, the 21st Annual Rio Grande Arts and Crafts Festival, will be luring art lovers to Expo New Mexico fairgrounds, March 13–15, 2009, to browse through the booths, meet the artists and shop for fine arts and crafts at this top ranking art show. With live entertainment, artists demonstrations, the Kids' Creation Station™ and much, more, this delightful show is a great way to celebrate spring in New Mexico. It was recognized by the New Mexico Department of Tourism as one of New Mexico's Top 10 Attractions, as well as ranked #71 by *Sunshine Artist Magazine* in their 200 Best Shows—2008 issue. Quotes from *Sunshine Artist's* review of the March 2008 show include: "This is a great show with great crowds!"... "Fabulous advertising!"... "The show, now in its 21st year, was as highly praised as ever and considered as dependable as ever by our artists." Last year the March festival drew customers from 48 states as well as several foreign countries. Don't miss this great opportunity to cash in on one of the best spring shows in the country!

October's two-weekend show coincides with the Albuquerque International Balloon Fiesta, the largest hot air balloon event in the world. As a result, it attracts a unique cross-section of shoppers from across the globe. The Festival's huge 'tent' has become an Albuquerque landmark at its location at I-25 and Paseo Del Norte, about a mile from the Balloon Fiesta grounds. Patrons love the atmosphere of this show, the open air entertainment and food court area is complimented by an outdoor artists' market and food and wine sampling. This Festival was ranked #13 by *Sunshine Artist Magazine* in their 200 Best Shows—2008 issue.

The Holiday show, one of Albuquerque's favorites, kicks off the holiday buying season on Thanksgiving Weekend in the Lujan Exhibit Complex at Expo New Mexico. It's prime time for holiday shopping as well as a unique opportunity for loyal customers to bring visiting family and friends to share a Thanksgiving weekend shopping tradition at the Rio Grande Arts and Crafts Festival. It was ranked #54 in *Sunshine Artist's* 200 Best Shows—2008 issue.

Each Festival is widely publicized and advertised. Billboards go up all over the city a month ahead. Television and radio ads on the top stations begin two weeks ahead of show time. Newspaper ads serve as reminders as the Festival draws near. All ads refer to our website, where customers can view our artists gallery for the show. Our publicity campaign results in coverage on local television stations as well as dozens of magazines and newspapers around the state. In addition, a postcard mailing to 45,000 repeat Festival customers offers \$1.00 off Festival admission. Postcards are provided for exhibitors to distribute to their customers.

*"The most important measure of our success is your success.
To be part of the Rio Grande Arts & Crafts Festival's
21st Annual Spring Show, apply by November 1, 2008."
—Ruth Gore, Executive Director*

For more information or send application to:
Rio Grande Arts & Crafts Festival
3709 Westerfield NE, Suite A, Albuquerque, NM 87111
(505) 292-7457 info@riograndefestivals.com
www.riograndefestivals.com

21ST ANNUAL SPRING SHOW

March 13, 14 & 15, 2009

Lujan Exhibit Complex

EXPO NM Fairgrounds, Albuquerque, NM

Friday, March 13, 10AM-5PM

Saturday, March 14, 10AM-5PM

Sunday, March 15, 10AM-5PM

GENERAL INFORMATION

ELIGIBILITY The jurying committee will review the slides and photos of 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. Work exhibited must be consistent with that shown in submitted images. At least 30% of the spaces will be reserved for new exhibitors. A limited number of booths are available for specialty food sampling.

Works may incorporate some commercially produced parts, but the work's 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. Items with reproductions of the exhibitor's artwork on them (art tiles, mugs, etc.) must be listed specifically on the entry form and submitted with additional photos for consideration by the jury. These items may not make up more than 10% of items displayed in booth.

APPLICATION Two checks should accompany each application: a \$25.00 non-refundable entry fee (**applies to ALL APPLICANTS**) and a deposit equal to half of the booth fee (refundable, if not accepted). Booth fees may be charged on MasterCard, Visa, Discover, or American Express (credit orders are subject to 3.75% handling fee).

For each medium to be displayed, applicants (whether previously juried or not) must submit six digital images representative of the quality and variety of their work, including a digital image of their booth display. Images should be at least 1000 x 1000 pixels and saved as a JPEG. Images prepared for Zapplication are acceptable. Image files should be separately labeled with exhibitor's last name, as well as, numbered 1-6, e.g. Smith 1, Smith 2, etc. Images must show work that has been completed in the last 2 years. If you do not have digital images, slides and photos will be juried as is, but upon acceptance they will be scanned and converted to digital images by a local photo lab, resulting in an additional charge of \$30.00 for the 6 images.

Upon acceptance, the committee will choose one image suitable for the website (proper lighting, strong colors, and plain background, no props will work best). Please include a biographical sketch or resume, as well as a description of the artistic process if it is not apparent.

Two exhibitors (only) may share a booth (\$75 additional charge). Submit one entry form per exhibitor. Please designate one person as responsible for the fees.

NOVEMBER 1, 2008 MARCH EXHIBITOR APPLICATION DEADLINE

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

DECEMBER 10, 2008 Jury replies and general information sent out by e-mail and regular mail. Checks deposited, charges processed.

JANUARY 15, 2009 Form 'A's and remainder of fees due. Last day for refund less \$100 charge if cancelling. (See cancellation policy)

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RIO GRANDE ARTS & CRAFTS FESTIVAL

March 2009 Entry Form

Deadline November 1, 2008

Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail (IMPORTANT!): _____

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

10' x 10'...\$425.00 15' x 10'...\$625.00 20' x 10'...\$800.00

CHECKLIST

Entry Form Completed

\$25.00 Entry Fee, (**ALL APPLICANTS**) Separate Check \$ _____

Deposit of half booth fee \$ _____

SUB-TOTAL OF FEES ENCLOSED \$ _____

6 digital images e-mailed to photos@riograndefestivals.com

6 slides or photos enclosed (\$30 scanning charge, if accepted)

Resume or biographical sketch

Electricity (\$45.00) \$ _____

Corner Booth (\$50.00) \$ _____

Endcap for 20' x 10' only (\$100.00) \$ _____

\$75.00 Sharing Fee \$ _____

I am interested in being an "Artist At Work"

Pipe & Drape (\$3.00/ft.) Number of Feet _____ \$ _____

Color: Blue _____ Black _____ White _____ Teal _____ Burgundy _____

TOTAL OF FEES \$ _____

Your deposit check must be for at least one half of booth fee, plus a separate check for the \$25 entry fee.

Checks or money orders should be payable to:

RIO GRANDE ARTS AND CRAFTS FESTIVALS Thank You!

Please charge to my Visa, Mastercard, Discover or American Express
(subject to 3.75% handling fee)

Card# _____

Expiration date: _____ Customer code (3-4 digits) _____

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: _____

EXHIBITOR GUIDELINES AND REGULATIONS

MARCH 2009 Show

SET-UP THURSDAY: MARCH 12, 10 AM-6 PM

EXHIBITORS WHO HAVE NOT CALLED OR CHECKED IN BY 4:00 PM ON THURSDAY WILL BE CONSIDERED A NO-SHOW AND WILL FORFEIT THEIR BOOTH.



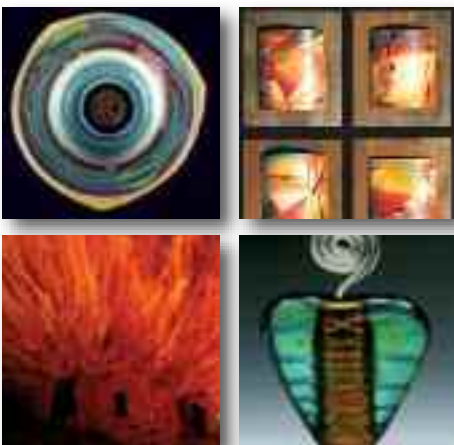
L TO R, TOP TO BOTTOM: LYN FOLEY, CARLA ROMERO, BRAD LOVING AND J. MORRIS COTTER, COURTESY OF THE ARTISTS.



ARTIST AT WORK: AMADO PEÑA, PHOTO BY TANNER ADAMS



ARTIST AT WORK: BRUCE TAYLOR, PHOTO BY RIO GRANDE FESTIVALS



ABOVE: L TO R, TOP TO BOTTOM: JEFF & DEBBIE KUHN, CYNTHIA DUFF, CRAIG RATCLIFFE AND DANA McDANIEL, COURTESY OF THE ARTISTS

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. Do not use canopy tent structures unless covering walls in a different fabric. No canopy tops. 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. No Sale or Discount signs. No signs or flyers advertising other shows or businesses.
- Carpet is recommended. Please secure edges with duct tape.
- Displays must be contained within boundaries of booth. No overhangs or extensions allowed. One chair may be in aisle. No canopies.
- Do not attach anything to 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 \$45 for 400 watts.

SECURITY Overnight security will be provided, but each artist is ultimately responsible for his own property. Artists should man their booths until all customers have left the show. 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.

RV PARKING RV parking is available with hookups at EXPO NM. Arrangements can be made upon arrival.

RESTRICTIONS Festival management reserves the right to remove exhibits that have been falsely entered, or that are unsuitable or objectional. This includes music, noise, animals, scents, printed materials or anything else that the management finds objectionable for a family-oriented festival. Refunds will not be given in these cases. Music booths must provide headphones for customers to listen to music.

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. A \$100 penalty will be deducted from the refund. After above mentioned dates, refunds will be made for 50% of the total fees. If cancelling 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 deadliness, booth may be cancelled without refund.

MARCH 2009 FESTIVAL LAYOUT AT EXPO NM

