



2/1/10

Dear Artist,

Visalia's Art Community sponsored by the Tulare County Art Council and the Visalia Farmers Market invites you to participate in Second Season of an exciting DOWNTOWN EVENT.

ART IN THE ALLEY at the FARMERS MARKET

5-8pm

The 3rd Thursday in April, May, and June 2010
(4/15, 5/20, 6/17)

This event will be hosted and promoted in collaboration with the Downtown Farmers Market. All Fine Artists are invited to display their work. Live Music and children's' activities will enhance the atmosphere as the public celebrates Tulare Counties talented art community.

Location of the Event:

- Alley between Church Street and Garden Street Plaza
- Garden Street Plaza

Hours:

- Set up: 3:30- 4:30 pm
- Event is Open: 5-8 pm

See addition documents for participation requirements.

For further information or to reserve a space contact: David Castro, 559-625-1520,
david@acoftc.org

Exhibitor Entry Form
Art in the Alley at the Farmers Market
April 15th, May 20th, June 17th
5-8 pm

Registration Deadlines: April 5th, May 10th, and June 7th

Please check all that Apply

I would like to rent a space in the Plaza* **One Event \$35__ or all 3 \$90__**

I need electricity (Plaza only) **One Event \$5__ or all 3 \$15__**

I would like to rent a space in the Alley* **One Event \$25__ or all 3 \$60__**

* Plaza Spaces are ten by ten let us know if you are planning on bringing a canopy

*Alley spaces are 7 by 14, You cannot use a canopy in the Alley due to space issues.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Website _____

Phone: _____ Fax: _____

Description of what you will exhibiting: _____

(Please send at least 4 images of work)

Please make checks payable to the Arts Council of Tulare County. Return entry forms and Payment to Arts Council of Tulare County Attn Art in the Alley, PO Box 965, Visalia, CA 93279. You must carry your own insurance we do not provide coverage. The Undersigned does hereby and forever discharge the Arts Council of Tulare County, Visalia Farmers Market its agents, board members, officers, volunteers, and the City of Visalia from all matters of suits damages, claims, and demands from any loss or damage to the undersigned's property.

I have received and agreed to the terms listed here and in the Exhibitor Registration Guidelines.

Signature: _____ Date: _____

For more information contact David Castro email: David@acoftc.org or 625-1520

EXHIBITOR REGISTRATION GUIDELINES

Exhibitors participating in Art in the Alley at the Farmers Market 2010 will be responsible for all the conditions and rules listed below. Any violation of these conditions, or any other condition imposed by staff members at the event, will be cause for removal without a refund.

REGISTRATION

Please forward your completed entry form, check (made payable to Arts Council of Tulare County) and at least 4 images of work you will display (or your website address) to Arts Council of Tulare County RE: Art in the Alley, PO box 965 Visalia, CA 93279, Keep a copy of the guidelines for your record.

QUALIFICATIONS

We encourage all artists to apply. Items for sale should be professionally presented. Only original artwork accepted. The Art in the Alley Committee reserves the right to reject any application without further explanation.

FEES

The registration fee is \$35 per event or \$90 for the season in the Plaza.
Electricity is available only in the plaza and cost \$5 per event.
The registration fee is \$25 per event or \$60 for the season in the Alley.

WEATHER

Art in the Alley at the Farmers Market will be held rain or shine. Art in the Alley will not provide canopies. Exhibitors may provide canopies at their discretion in the plaza.

SPACE

The use of your space is restricted to the one artist to whom it is assigned. We encourage exhibitors to make their space as attractive as possible. Spaces must be left clean when leaving. You must check out at the information booth where you signed in. Spaces left messy will be subject to a \$50 Cleaning Fee due before you will be allowed to set up again.

SET UP AND DISMANTLING

Volunteers will be available to guide you to your space 3:30 pm on the day of the event. All booths must be completely set up by 4:30 pm, one half hour before the event begins. (no cars down the alley after 4:15) Exhibitors must remain, and displays must be set up for the duration of the event. Your space must be cleaned up and checked out by 8:45 pm

INSURANCE

The Festival does not provide insurance to exhibitors. Participants must have their own insurance. Contact the City of Visalia Risk Management office 713-4475 for more information.

SALES TAX

Artists are responsible for all California sales taxes associated with their sales.

CANCELLATION POLICY

Cancellations must be given in write two weeks prior to the event. After that no refunds will be given.

EXHIBITOR CONDUCT

Art in the Alley at the Farmers Market reserves the right to ask any exhibitor to leave (without reimbursement of fees if the conditions described herein are not met.

WAIVER OF LIABILITY

Exhibitors participate at their own risk and are subject to all rules and regulations as described in these guidelines. Exhibitors expressly agree that Art in the Alley, Arts Council of Tulare County, Visalia Farmers Market, The City of Visalia, the Art in the Alley Committee and all its volunteers, sponsors, board members, and participants will not be responsible for any loss or damage to exhibitor's vehicle, merchandise and /or displays caused by fire, flood, theft, weather, or any other elements of nature or man. Exhibitors also agree to institute no legal proceeding for personal injuries, or property damage arising from an accident causing injury to the exhibitor, exhibitor's employees, exhibitor's merchandise and/or exhibitor's display. Art in the Alley reserves the right to make final interpretation of all rules and guidelines.

PROMOTION

Art in the Alley will actively approach all media and will do its utmost to promote attendance. Art in the Alley encourages all exhibitors involved to do their own promotion as well.

For more information please contact David Castro email: david@acoftc.org. Call 559 625 - 1520