

EXHIBITOR INFORMATION 2008

PARK AVE AND BROCKPORT SUMMER ART FESTIVALS

The 32nd Annual Park Ave Summer Art Fest will be held August 2 & 3, 2008 in Rochester, NY. The Park Ave Fest is held along historic Park Avenue and is one of Rochester's most lively and popular events. It includes over 300 artists from 21 states and Canada and draws over 200,000 people. It is hosted by the Park Avenue Revitalization Committee.

The 15th Annual Brockport Summer Art Festival will be held August 9 & 10, 2008 in Brockport, NY. Located 20 minutes from Rochester on the banks of the Erie Canal, the Brockport Festival features 100 artists, music, food, wine tasting, Cool Kids activities and the popular Duck Derby. It is hosted by the Brockport Integrated Service Clubs Organization.

Both festivals are produced by The Springut Group.

TIMELINE

March 17 - Final postmark date for application

April 30 - Final postmark date for late application with late fee (\$50 Park Ave, \$25 Brockport)

May 27 - Acceptance notices mailed

June 1- Last postmark date to cancel with refund

July 1 - Exhibitor packets mailed

August 1 - Set-up for Park Ave 5pm

August 2- Park Ave Fest 10-6

August 3 - Park Ave Fest 10-5

August 9- Set-up for Brockport 6am, Brockport Festival 10-6

August 10 - Brockport Festival 10-5

HOW TO REACH US

The Springut Group

Phone: 585-244-0951

Fax: 585-473-6177

Mailing Address: 97 Park Avenue, Suite C, Rochester, NY 14607

E-Mail: artistinfo@rochesterevents.com

Website: www.rochesterevents.com

FEES

Fees must be sent with your application in the form of checks or money orders made payable to The Springut Group or to the show(s) to which you are applying.

The application fee for each festival is \$25. This should be a separate check and will be deposited upon receipt. If applying to both festivals, you should combine these fees on one check.

Booth fees vary by category and will be filled out on your application or can be obtained by calling. Applications mailed after March 17 must include a late fee (see timeline). This check (or checks) will be deposited upon acceptance to the festival. Others will be returned. There will be no refunds after June 1.

HOW TO APPLY

Applications need to include all information on application form, including signed release form. Also include: \$25 application fee

Booth fee

#10 self-addressed stamped envelope with 58c postage (or current postage for 2 ounce mailing)

4 photographs or slides showing close-ups of your booth and products

SALES TAX

You are required to collect sales tax of 8% or 4% for clothing. (Check before festival for any changes in this rate.) You must have and display a Certificate of Authority for New York State. This form can be obtained by any of the following: 1) visit the NYS website www.tax.state.ny.us (you are looking for the form DTF-17); 2) call the fax-on-demand hotline #1-800-748-3676, use the code 11003; 3) call 1-800-225-5829; 4) write to NYS Dept. of Taxation, Taxpayer Assistance Bureau, Albany, NY 12227 attn. Sales Tax Correspondence. We must have your sales tax number on file before the festival.

BOOTH SPACES

Booth spaces are 10' x 10'. Double booths are available for twice the cost of a single. You may request a general or specific location, but **NO GUARANTEES** are made that you will be assigned that space. Space assignments are final. You must provide your own tent, tables, etc. Spaces at Park Ave are on both sides of the street from the curb back, over the sidewalk. Many spaces are not level, **SO YOU NEED TO PROVIDE LEVELERS**. Spaces at Brockport are back-to-back down the middle of Main Street. Be prepared for any kind of weather, with appropriate rain covers, tie-downs (Park Ave only) and weights. All tables must be draped to the ground. Boxes and packing crates may not be visible.

RULES

Your exhibit must be on display for all festival hours with someone present at all times. Failure to do so will result in your rejection from all further SGI shows. In case of an emergency, notify your Block Captain immediately.

You **MUST** display your registration certificate in the upper front right-hand side of your booth. You must also display your Certificate of Authority and wear your provided nametag.

All items in your booth must be consistent with the slides or photos submitted with your application and with the descriptions on your application. SGI has the right to require that any other items be immediately removed from the show.

CATEGORIES

(EA) ARTIST EXHIBITORS

For artists such as caricaturists or those selling recordings of their own music.

(EB) BUSINESS EXHIBITORS

For a limited variety of businesses. These may not compete with any artist category.

(EK) KIDS' EXHIBITORS

For children's activities, such as face painting, wax hands and sand art.

(EM) MEDIA EXHIBITORS

For radio stations, newspapers, etc.

(EN) NOT FOR PROFIT ORGANIZATIONS

This category is subdivided by whether you will be fund-raising or giving out information only. You will need to enclose a copy of your 501C3 form. This category is only available for the Park Ave Fest.

(EP) PRODUCT EXHIBITORS*

For packaged food items produced by the exhibitor, such as mustards, vinegars, jams, sauces and fudge, handmade body care products such as oils and soaps, and other items such as handmade potpourri, candles, etc.

***PRODUCT EXHIBITORS (EP) in the following two categories will be judged for a first place ribbon and prize in each - Packaged Food and Body Care.**