

EXHIBITOR INFORMATION 2010 PARK AVE SUMMER ART FESTIVAL

The 34th Annual **Park Ave Summer Art Fest** will be held August 7 & 8, 2010 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 and produced by The Springut Group.

TIMELINE

March 22 - Final postmark date for application
April 30 - Final postmark date for late application with \$50 late fee
May 15 - Acceptance notices mailed
June 1- Last postmark date to cancel with refund
July 1 - Exhibitor packets mailed
August 6 - Set-up for Park Ave 5pm
August 7- Park Ave Fest 10-6
August 8 - Park Ave Fest 10-5

HOW TO REACH US

The Springut Group
Phone: 585-244-0951
Fax: 585-473-7645
Mailing Address: 97 Park Avenue, Suite C, Rochester, NY 14607
E-Mail: lyn@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 Park Ave Fest.

The **Application Fee** is \$25. This should be a separate check and will be deposited upon receipt.

Booth Fees vary by category and will be filled out on your application or can be obtained by calling. Applications mailed after March 22 must include a **Late Fee** of \$50. This check will be deposited upon acceptance to the festival. Others will be returned. There will be no refunds after June 1.

HOW TO APPLY

Mail in **ALL** of the following:

- 1) Fully completed application form, including signed release section
- 2) Application Fee, Booth Fee and Late Fee after March 22 (see Fees section above)
- 3) #10 self-addressed stamped envelope with 58c postage (or current postage for 2 ounce mailing)
- 4) 4 photographs or slides showing close-ups of your booth and products
- 5) Certificate of Insurance

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**. Be prepared for any kind of weather, with appropriate rain covers, tie-downs 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

(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

You will need to enclose a copy of your 501C3 form.

(EO) OTHER EXHIBITORS

For exhibitors such as caricaturists or those selling recordings of their own music, etc.

(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 sub-categories will be judged for a first place ribbon and prize in each - Packaged Food and Body Care.**