



Ithaca Festival Spring Craft Show Friday, June 2nd—Sunday, June 5th, 2011

Dear Friends,

The Ithaca Festival Spring Craft Show is part of the Ithaca Festival, the largest annual event in Ithaca, New York, attracting an audience of over 35,000 people. One of America's best homegrown arts festivals, the event takes place on Thursday through Saturday in the downtown area of Ithaca and on Sunday the festival shifts to Stewart Park at the base of Cayuga Lake. Please visit the website at www.ithacafestival.org to read more about this unique celebration.

Each year the Craft Show continues to be a huge success. We invite you to apply to exhibit and sell your work and hope that you are able to participate in our show. We will be promoting the Craft Fair in the official Ithaca Festival Program Guide, on the website and in advertising for the event.

HOW TO APPLY:

Submit just one application, and one web reference or set of photos. On the application, check which day(s) you wish to participate: Friday, and/or Saturday and/or Sunday. Please Note: Check two days, and your total booth fee will be discounted 10%. Participate in all three days and your fee will be discounted 15%. Also note that there is a location change from Fri/Sat to Sunday. You may leave your booth in place between Fri/Sat.

1. Complete the application form in full. Please print and sign your name.
2. Enclose two checks made payable to Downtown Ithaca Alliance for the amount of your non-refundable application fee and booth fee. Returned checks will be charged a \$25 service fee. The check for the booth fee will remain un-cashed, pending your acceptance into the 2011 show. Checks will be deposited on May 20th.
3. Enclose a website reference or 3 color prints total of your work and booth presentation. They should accurately represent what you plan to exhibit. Artists displaying work that is not representative of work shown will be asked to remove their booth from the show. Also, include an approximate price list of what you intend to sell. If you choose to send photos and you are accepted to the show, your materials will be returned during the fair.
4. Mail completed and signed application along with fees and slides/prints and price list to:

Downtown Ithaca Alliance
171 East State Street, PMB #136, Center Ithaca
Ithaca NY 14850

DEADLINE: Applications are accepted on a space available basis with a rolling deadline. Final deadline for participation is May 13th. If you miss the deadline, please call 607-277-8679.

You will be notified of your acceptance no later than May 20th, 2011, although applications will be accepted on a rolling deadline so if you need confirmation prior to this date, please call 607-277-8679. Applicants who are accepted will receive additional information. The Fri/Sat Craft Show takes place on a closed street. No awnings are permitted on Fri/Sat.

If you have any questions, please do not hesitate to contact us. We look forward to hearing from you soon!

Matt Riis
Marketing & Events
Downtown Ithaca Alliance
607-277-8679
matt@downtownithaca.com

Jes Seaver
Executive Director
Ithaca Festival
director@ithacafestival.org



2011 Ithaca Festival Spring Craft Show

Deadline: Rolling Acceptance; Final Deadline: May 13th, 2011

Artist/Artisan Information/Application Form

NAME _____

BUSINESS NAME _____

MAILING ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____

EMAIL (IMPORTANT! This is how we contact you)

WEBSITE _____

Booth Size 10'x10'

Friday Booth Fee (June 3rd) (Friday Hours 12noon to 8pm)	\$100	\$ _____
Saturday Booth Fee (June 4th) (Saturday Hours 11:30am to 8pm)	\$110	\$ _____
Sunday Booth Fee (June 5th) Inside 30' x 120' tent	\$100	\$ _____
Outside of tent in the field (Sunday Hours 11:30 to 7pm)	\$75	\$ _____

SUBTOTAL	\$ _____
Discount for 2 days (10%) 3 Days (15%)	\$ _____
Non-Refundable Application Fee	\$ <u>20.00</u>

TOTAL _____ \$ _____

Participant Agreement

As an exhibitor, I agree to comply with the rules and regulations of the Ithaca Festival Spring Craft Show including but not limited to booth size, location, and merchandise acceptability. That, in consideration of my application being accepted, I intend to be legally bound that I do hereby, for myself and my heirs, executors, administrators, successors and assigns release and forever discharge any and all rights and claims for damages which I may have or hereafter accrue to me against the City of Ithaca, Tompkins County, Ithaca Festival Inc., Downtown Ithaca Alliance, and the Ithaca Downtown Business Improvement District, Inc., and its employees, members, Board of Directors, sponsors and other representatives of the event for any and all damages, losses and injuries sustained to me and/or my work during the Craft Show. I hereby agree to indemnify, hold harmless and defend the afore mentioned entities from any claim or cause of action for property damage, personal injury and/or wrongful death. I attest that I am physically fit and am responsible for my own actions.

CATEGORY

Please include the appropriate category in which you wish to be juried.

- _____ Jewelry
- _____ Pottery & Ceramics
- _____ Fiber/Wearable
- _____ Drawing/Printmaking/Graphics
- _____ Glass
- _____ Painting
- _____ Sculpture
- _____ Woodworking
- _____ Furniture
- _____ Photography
- _____ Mixed Media
- _____ Recycled
- _____ Body Care
- _____ Other _____

Description of Craft

Approx Set up Time Required _____

HAVE YOU INCLUDED?

- Website reference or three photos
- TWO checks payable to Downtown Ithaca Alliance
- Signed application form

Mail to:

Downtown Ithaca Alliance
 PMB#136, Center Ithaca
 171 E. State Street,
 Ithaca, New York, 14850

For Office Use Only

Date Application Received _____
 Booth Fee Check# _____
 Application Fee Check# _____
 Acceptance Letter Sent _____
 Database Updated: _____

Signature _____

Date _____

Ithaca Festival Craft Show 2011 Guidelines

We are excited to invite you to the 2011 Ithaca Festival Craft Show. These guidelines should answer most of your questions about the fair and also provide you with the regulations for the show.

Set-up time is from 7am to 10am on each day. On Friday and Saturday the show takes place on Cayuga Street in Downtown Ithaca. This is on a paved street. On Sunday, the show moves to Stewart Park at the base of Cayuga Lake. This show is on a grassy field area. This year for Sunday's show, in efforts to help combat lake effect winds, we are offering the opportunity to be housed within a 30' x 120' tent at a cost of \$100. Please note space is limited within the tent. Vendors need not provide additional shelter if choosing to be housed within the tent. Additional vendor spaces exist on the lawn outside of the tent at a cost of \$75.

Tent weights are required at both locations. Stakes may be used only on Sunday at Stewart Park.

Vehicles must be removed immediately after unloading. All vehicles must leave the show site by 9am. If you plan on arriving after 9am, vehicles will not be permitted and you will need to use a hand truck to move your items into the show.

All crafters must provide their own 10x10 tent or if a double space has been purchased a 10x20 or (2) 10x10 tents. There is no electricity in the craft area. You must stay within the designated space and observe all fire lanes and markings.

On Friday & Saturday you will find your booth number location written on tape on the curb at your space. Please unload your booth supplies and tent and remove your car from the road. You can then come back and set-up your booth. Vehicles must be removed immediately after unloading or it will create a traffic jam! Staff will be on site to assist with traffic flow. You can park in the Parking Garage on Cayuga Street, across from the Holiday Inn or in the Green Street or Seneca Street garages. Event parking is in place for \$5 per day. If you cannot fit in a parking garage (7 foot clearance, no trailers), please call ahead of time so that we can suggest alternate parking sites.

No awnings are allowed on tents on Friday or Saturday as these interfere with the fire lane.

At the end of the show on Fri/Sat night we must wait until the Ithaca Police Department clears the area for vehicles. This may take until 9pm or longer. We are not able to permit ANY vehicles into the area until this clearance is obtained. You may use a hand truck and the loading zones at the end of each intersection to remove your items prior to this clearance. You should pack your booth and place it on the sidewalk, directly behind your booth spot BEFORE you retrieve your vehicle. A show coordinator will be walking the site during tear down to help direct traffic. Please do not retrieve your car until you are told to by staff. Any violation of a staff person or Police Department officers directions will result in your not being included in future festivals, and possible ticketing, fines or other police action.

On Sunday at Stewart Park, sites will be marked with marking paint. You will receive a parking pass either at the Fri/Sat show or by mail if you are only participating on Sunday.

Your booth must be kept neat and clean. Your table should be covered to the ground and boxes must be hidden from view. Trash must be disposed of and recycled properly. Access to the stores and businesses must be maintained at all times. No alcoholic beverages are permitted in Downtown Ithaca.

Work submitted and sold must be the original work of the entrant. Commercial and manufactured items will not be allowed, and the Show management reserves the right to have you remove unacceptable merchandise from the display area. Each craftsperson will handle her/his own sales. Collecting and reporting of sales tax is each craftsperson's responsibility.

Security during the festival is provided including overnight staff. However, we advise removing any valuable items from your site. You are able to leave your tent and belongings in place overnight on Friday and Saturday.

Please report any issues to the coordinator immediately so that they can be resolved.

Lodging information can be found at www.visitithaca.com.

If you should have any questions about any of these guidelines, please do not hesitate to contact me. I hope you have a great show!

Matt Riis
Marketing & Events
Downtown Ithaca