



2012 ARTIST PLANNING GUIDE

This document is subject to change as of September 20, 2011

About the Festival

2012 is the 51st annual Columbus Arts Festival. This year's festival coincides with Columbus' own bicentennial celebration. Since its humble beginnings on the Statehouse lawn in 1961, the Festival has evolved into one of the largest and most prestigious visual arts festivals in the country. This year we move back to the Riverfront restoring the original projection of future arts festivals in the city of Columbus. 2011 marked the 50th anniversary of the festival which established new initiatives we plan to continue for our return to the Riverfront.

Communication

The Greater Columbus Arts Council, host of the Columbus Arts Festival, located at 100 East Broad Street, Columbus, OH 43215. For inquiries please call Phone: 614-224-2606 or Fax: 614-224-7461

Leah Alters, Festival Director

lalters@gcac.org

P 614 221 8531

C 715 574 1124

Shana Scott, Festival Coordinator

sscott@gcac.org

P 614 221 8569

C 614 439 6081

Accepted Artists' will be notified via email on or before February 9, 2012 of acceptance into the Columbus Arts Festival. You will receive periodic emails from us with updates. We encourage you to read them so there will be no surprises upon arrival.

Artist Technical Sheet

Accompanying invited artist packets will be a technical sheet. Booth requests and Festival tents are to be designated on the first page of the technical sheet. Electric, tent manufacturer, artist statement, artist breakfast, children's gallery donations, Expose Yourself and payment information can be found on page two of the technical sheet. This is imperative information that must be returned by March 30, 2012.

Artist Contract

All contracts must be signed and dated for return back to the Columbus Arts Festival department by March 30, 2012.

Artist Booth Space

Standard booth purchases are February 10 to March 30, 2012. Booth assignments will be available through Zapplication April 13, 2012. Artists assigned a Festival tent, Corner or Double booth can purchase their additional space on Zapplication between April 13 and 28, 2012. Deadline to purchase a Festival tent, Corner or Double booth is April 28, 2012.

All artists will have a booth sign, exhibitor name badge, one assistant name badge, one vehicle site access pass, a listing on ColumbusArtsFestival.org, listing in the festival guidebook and two tickets for admission to Saturday's Artist Award breakfast. Every artist with a URL will have a QR code printed on their booth sign. If you have included your website on Zapplication the code will automatically direct

users to your website. If not the code links patrons to the ColumbusArtsFestival.org Artist Gallery webpage for individual artists.

The Columbus Arts Festival will inspect booths onsite to ensure adherence to rules and standards. Individuals selling work that is not their own, or otherwise misrepresenting their product or themselves are not welcome and are requested to refrain from applying. Exhibitors found not to be in compliance at the very least will be asked to remove the unacceptable items, and risk forfeiture of all rights as an exhibitor. This includes closure of their booth for the rest of the festival with no refund of fees.

Please include a Certificate of Flame Resistance with your Artist Technical Sheet. Certificates should be included with the purchase of a tent/canopy. We have the following major tent manufacturer's certificates on file: Caravan Canopies, Craft Hut/ Trimline/ Flourish, Light Dome, and Show-Off. The Columbus Fire and Building Departments require a fire extinguisher in each booth (household size is fine). You must bring your own and be prepared to present the extinguisher during inspections.

The Columbus Arts Festival has introduced new regulations due to weather related incidents, EZ-Up and accordion style tents are not allowed for use during the Festival. Any violation to these rules will result in the removal of the exhibitor. All work exhibited must be limited to the booth space.

The Columbus Arts Festival does provide an option for exhibitors to purchase a Festival tent. Festival tents are processed by application date. Please see information listed under Artist Technical Sheet if you would like to purchase a Festival tent.

Weight System

The Columbus Arts Festival is currently working on a required weight system. This section will be updated as information is finalized.

Fees & Taxes

The standard 10x10' space fee is \$475.00. All spaces have access on one side and one electrical outlet (500 watts). A corner booth is an additional 75.00 fee for a total of \$555.00 total for a corner booth space. A double booth is exactly 10x20' and \$950.00. Corner and double booths are processed by application date. Approved exhibitors will be notified to purchase their additional booth fee for corner or double on April 13, 2012. The deadline to purchases corner or double booths is April 28, 2012 on Zapplication.

City of Columbus and State of Ohio sales taxes are applicable on all sales. The current rate is 6.75%. The Ohio Department of Taxation website is www.tax.ohio.gov. Each exhibitor is responsible for recording, collecting and paying current state and local sales taxes on all sales made during the Columbus Arts Festival. This requires appropriate reporting to the State of Ohio and City of Columbus with proof or accurate record of each individual transaction. State of Ohio taxation forms are included in each Artist Packet e-mailed February 10th, 2012. All participating artists' must pay sales tax and secure the appropriate paperwork prior to the Festival.

Refund Policy

There will be no refund of fees for withdrawals after **April 28, 2012**. Up to April 13, 100% of fees, less a \$25 processing fee, will be refunded. Between April 14-27, 2012, artists will receive a 50% refund of their booth fees, less a \$25 processing fee. **All cancellations must be in writing.**

Exhibitor Equipment & Rentals

Artists' are responsible for providing their own booth, equipment and insurance. We do provide limited festival tents for an additional \$50. Tents include two 100 watt bulbs in addition to the five amps of power provided. Please see *Electricity* to purchase additional electric. Festival tent confirmation will be posted April 13, 2012 on Zapplication. Tables and chairs can also be rented for an additional cost. To purchase tables and chairs please contact Shana Scott, Festival Coordinator.

The Columbus Fire Department has introduced a new regulation restricting the use of EZ-Up tents during any outdoor festival. If you have an EZ-Up tent we suggest you purchase a Festival tent. Artists' found in violation will be asked to leave the Festival.

Electricity

Five (5) amps (550 watts) of power are included with your booth fee. You may purchase an additional five (5) amps for \$45. Ten (10) amps total is the maximum allowed per booth. You must communicate your extra power requirements in advance.

WiFi

The entire festival site is outfitted with WiFi. Just log on and start surfing. To access the internet on site please log on, Time Warner Cable provides free access.

The Columbus Arts Festival has a mobile app that can be downloaded through iTunes. Features include a Festival map, artist directory, entertainment schedule, cuisine menus, directions, parking, fun facts and a weather feed provided by WBNS 10TV.

Emerging Artist Program & Mentors

Established in 2011 the Columbus Arts Festival Emerging Artist Program encourages participation by Central Ohio artists'. The program is specifically for artists who have extremely limited or no experience exhibiting and selling their artwork at an outdoor venue. Artists who apply in this category must be residents of Franklin or surrounding counties in Ohio which include Union, Delaware, Licking, Fairfield, Pickaway, Fayette and Madison.

Each year we ask experienced Festival Artists to be a Mentor for the Emerging Artist Program. The program is designed to attract and excite new Columbus artists to the possibilities of the Art Festival circuit, while giving them the practical guidance they need for success. The ten (subject to change depending on applications) Emerging Artists will each be paired with one Mentor of the same medium and of a similar artistic style.

If you are interested in being a Mentor, you will advise one Emerging Artist during the 2012 Columbus Arts Festival. Your Emerging Artist will assist you in setting up your tent, and you will help him/her set up his/her tent. Other Artist Market members will be around to help your Emerging Artist, but you would be his/her first line of support.

As an incentive, all Mentors will be spotlighted in the 2012 CAF guidebook and website. Additionally, two of the ten Mentors will be randomly selected during Saturday's Artist Breakfast to receive free, guaranteed entry into next year's Festival. Both the application fee and booth fee will be waived for the two lucky winners.

Please inform Shana Scott if you are interested in participating in this program.

Children's Gallery Donation

A long standing tradition of the Columbus Arts Festival is the Children's Gallery. Hosted Saturday and Sunday of the Columbus Arts Festival, it is one of the most popular destinations for young visitors. The area is specially designed kid-sized doorway allows kids 12 and under the opportunity to purchase a piece of artwork – donated by you – independent from the influence of an adult. All artwork is sold for \$5 or less. Please include a business card with your donation, as we encourage the children to find their artist on-site and thank them personally for their donation.

Expose Yourself

One of our growing destinations for visitors is the Expose Yourself Art Demonstrations, a specially designed exploration of talent by local and juried artists'. Demonstrations are 40 minutes in length provided 10 minutes for set-up. Volunteers will monitor your booth.

About www.ColumbusArtsFestival.org

The Columbus Arts Festival web site is an interactive tool for patrons and artists. All participating artists will be displayed on our Artist Gallery page. Artist contact information and a photograph of their work will be available. Several important tools such as the Artist Handbook, Prospectus, Artist Statement example, Zapplication web link and Juror biographies are all available at ColumbusArtsFestival.org

Artist Guidebook Advertising

The Columbus Arts Festival guidebook is distributed as a pre-festival marketing tool as well as on-site with a plethora of resources for patron of the Columbus Arts Festival. Artists' have an opportunity to promote their business by purchasing a guidebook ad. Guidebook ads can be purchased on our website under our "Get Involved" tab, Artist Vertical Quarter page (2.375w x 3.7h) advertising is \$150.00.

Check-In Information

Artist check-in is located at The Westin Columbus Hotel, room TBA. Photo identification is required for check-in. Proxy or helpers are not permitted to check in for you or set-up your booth. Check in starts Thursday May 31, 2012 at 10:00 A.M. Please arrive within the designated time frame designated by your booth location. Booth assignments, driving instructions and location procedures will be emailed during the month of April 2012.

Check-In Procedures

Columbus Police Officers along with our Operations Team will assist you with entering the site. Check-in with your Operations Team member assigned to your area prior to unloading.

Emergency Notifications

We are instituting an emergency notification system this year. We will register your cell phone number with our system and should there be an emergency or qualified reason to contact all artists, we will use this system. The message is, don't turn off your cell phone during the overnight hours!!

If you do not have a cellular device listed on Zapplication we will contact you for alternative information.

Security

The Columbus Arts Festival provides 24 hour security provided by the Columbus Police Department. Artists' are solely responsible for the security of their booths and equipment. The Columbus Arts

Festival staff recommends removal of all valuables from your booth each night as well as placing all displays and materials in a secure place.

We encourage participants to take precautions with their belongings and always lock car doors. Pickpockets and other professional thieves recognize large public events as opportunities to exploit unsuspecting people. Use precautions normally taken when traveling and participating in any outdoor event to protect your product, cash and other belongings.

The Westin Columbus Hotel

The Columbus Arts Festival is proud to partner with The Westin Columbus Hotel located at 310 S. High St., 43215. You can contact guest services at 614.220.7043 or visit them online, www.westincolumbus.com

Use this link to receive the Festival Room rate. <http://deals.westin.com/promos/NAD-columbus-columbus-Arts-Festival>

Parking

Parking can be paid through Zapplication. Parking is \$5 each day of the festival. Please purchase your parking in advance. Parking locations are assigned at check-in. Any trailers or large vehicles must purchase two or more parking passes per day depending on the length of the vehicle. Please have your vehicle pass in your driver's side window at all times when you are on site.

Artist Bruch and Awards Ceremony

Four jurors will review work displayed at each exhibitor's booth on Friday June 1, 2012 during the Festival. Jurors will leave a color sticker indicating your booth has been reviewed. Awards will be presented to 11 prize winners at the Artist Awards Ceremony and Brunch on Saturday June 2, 2012 9:00 A.M. at The Westin Columbus Hotel. All award winners, in addition to receiving a cash prize will be invited to participate in the 2013 Columbus Arts Festival.

All Festival Juror biographies are available at ColumbusArtsFestival.org. To navigate to the Juror bios please use the *Artists* tab located at the top of the site and select *Jurors*.

Thank you for interest in the 2012 Columbus Arts Festival!