



## **A Welcoming Invitation to Exhibit at Fontana Fest**

### **Fontana, WI**

July 3 - 4, 2010

Dear Artisans,

It is our pleasure to extend to you an invitation to participate in Fontana Fest in Fontana, WI. In previous years there have been approximately 4000-6000 people in attendance at our regular 4<sup>th</sup> of July activities. This year we are expanding our activities to include Art & Craft Vendors and a Battle of the Bands.

We emphasize the importance of maintaining high standards. This is a juried show and all work exhibited at the show is expected to be equivalent to the quality depicted in your application photos.

We welcome and look forward to your application to Fontana Fest!

Thank you,

Kelly Hayden, Administrator

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#### **Fees—2 Day Event:**

\$50 – 10' x 10' outside space

\$25 – weekend parking fee

#### **Entry Procedure:**

In order for your work to be considered for exhibition you must submit the following:

- A completed and signed Application Form and Seller's Permit Form
- Your check(s) or money order(s), which will be returned if your work is not selected.
- 3 to 5 color photographs for jurying. (We will return photos.)

#### **Wisconsin Seller's Permit:**

All exhibitors are required to have on file their Wisconsin Sellers Permit number with our office in order to participate. You may obtain one by contacting the Wisconsin Dept. of Revenue, Income, Sales Inheritance & Excise Tax Division, PO Box 892, Madison, WI 53708 or call (608) 266-2776.

#### **Sales Tax:**

Fontana requires all seller's to collect State/County sales tax of 5 1/2%. For more information on this tax contact the Department of Revenue at the above information.

#### **Booth Space Information:**

**10' x 10' outside space / Reid Park**

Booth spaces are non-transferable. Security will be available to cover festival grounds; however, we are not responsible for merchandise left in booths. Booth layout and booth assignments will be determined by the committee and we will honor requests when able.

# Fontana Fest Arts and Crafts Show Information

## Event Dates & Times:

**Event Date:** (Rain or Shine)

Saturday, July 3, 2010 9:00am—4:00pm

Sunday, July 4, 2010 9:00am—4:00pm

## Event Set Up:

Friday, July 2, 2010 1:00pm—7:00pm

Saturday, July 3, 2010 6:00am—8:30am

All vendors must check in with Karen Dieter or Kelly Hayden for booth location. Your booth must be set up by 8:30am on Saturday. **If you set up in the wrong space you will have to tear down and move to your assigned spot. Absolutely no driving will be allowed on grass without permission.** Every vendor must park in the vendor parking area-baseball diamond. Please be courteous to your fellow vendors when considering where you are parking.

## Event Clean Up:

Sunday, July 4, 2010 4:00pm—7:00pm

**Exhibitors MAY NOT tear down or bring vehicles on to festival grounds until after 4:00pm.** Those who do so are endangering visitors and fellow artists and will not be invited back. Please help all of us and follow this procedure.

## Important Dates:

### Application Deadline:

April 1, 2010 - Applications will continue to be accepted after April 1st until all booths are full.

- **Start of Notification Acceptance: April 15, 2010**

## Rules & Regulations:

### Please Note:

- Artists must be 18 years or older and each applicant is responsible for their own liability insurance.
- All work is expected to be equivalent in quality to that depicted in the application photos.
- Each applicant must bring with them enough merchandise to sell during the entire event. All booths must be open during the entire show. (Saturday: 9:00am - 4:00pm & Sunday: 9:00am - 4:00pm)
- Exhibitors can not display any type of marketing sign that detracts from the appeal of the craft show, show a sale, show a closeout, show a year-end sale or other phrases as such.
- The Fontana Fest Committee reserves the right to accept or reject applicants.
- The Fontana Fest Committee reserves the right to question all merchandise and has final say. **Should merchandise for sale in your booth be deemed not appropriate, you will be asked to put those items away and are not allowed to sell them at anytime during the show. Should a majority of your items be deemed not appropriate you will be asked to tear down your booth immediately and to leave festival grounds.**
- Exhibitors are responsible for their own merchandise and booth area. Fontana Fest is not responsible for any damage or theft.
- Exhibitors must clean up and appropriately discard all trash in their area to trash receptacles including cardboard, electrical ties, etc.
- **NO ANIMALS** (dogs, cats, etc.) allowed.
- All posted park rules must be adhered to.
- Exhibitors who do not comply with these rules will be required to remove their work immediately without refund of fees and may be required to tear down and leave festival grounds; and will not be invited back.

## Cancellation Policy:

- Fees must be included with application and are non-refundable after notification of selection unless the space can be reassigned. In this case, there will be a 20% cancellation fee withheld from your refund.
- **There are NO REFUNDS for cancellation after June 1, 2010.**

## Questions:

For further information, contact Karen Dieter at 262-275-6138 or [karen@villageoffontana.com](mailto:karen@villageoffontana.com)