

TEMPE FESTIVAL *of the* ARTS

Instructions, Rules & Regulations **Fall Tempe Festival of the Arts, December 2-4, 2022**

Dates To Remember:

- **BOOTH INVITATIONS POSTED:** *Wednesday September 14, 2022*
You will receive an email from me that morning with your status and Zapp will reflect that status by noon Mountain Time. There is no rush to reply as we don't use the timestamp method any longer.
- **Deadline to confirm participation:** *October 3, 2022*
- **Booth Location Notifications:** *October 24, 2022*
- **Cancellation Deadline:** *November 3, 2022 (full refund less \$75 cancellation fee)*
 - Cancellations between November 3 and 17 receive 50% refund
 - Cancellations after November 17 receive no refund
- **Load-In:** December 1, 2022
- **Event Dates:** December 4,5,6 – 10am to 5:30pm

I was INVITED, what do I do now? If you are new to Zapplication, you can view this video to provide help. [How to Purchase Booths on ZAPP® - YouTube](#)

Here's what you do next ...

STEP 1 – Accept or Decline Invitation

1. Log in to your ZAPP™ account.
2. From the My ZAPApplication page, follow the instructions to accept or decline invitation.
3. The deadline to accept and purchase your booth is October 3, 2022. If your status is still "Invited" or "Accepted" on October 4, you will be moved to Declined.

STEP 2 – Purchase Booth

1. In your ZAPP™ SHOP, you will see booths, rental items and power listed as products.
2. Select the type of booth space and other items you wish to purchase.
3. After selecting items, the next screen allows you to enter coupons (see below re: double booths)
4. Next, when purchasing, select "Credit Card/Paypal" to complete purchase now or "Check" if you want to pay through our office later.
5. Regardless of payment method, the next page will have a blank field called NOTES – this is where you enter your booth preference.

TEMPE FESTIVAL OF THE ARTS FALL 2022
INSTRUCTIONS CONTINUED

Process for Booth Space & Location Assignment:

Artist booth space/location assignments (Mapping) are done in the following order -

- Award winners from the past two festivals receive priority placement.
- Returning artists are given their previous spots – IF POSSIBLE
- Artists of the same medium are not placed next to one another.
- We do our best to honor requests that are reasonable.
- We reserve the right to relocate an artist if it is in the best interest of the festival, regardless of what has been purchased through Zapp. All final location decisions are at the discretion of the festival administrators.
- If we are unable to place you in your requested areas, you will be placed as close to your request as your medium category will allow.

Booth Purchasing Information

- When purchasing your booth, the product list is very specific to zone and booth type. Booths are listed by zone.
- There is a separate option to add a corner. Please select this option for ANY location.
- When purchasing a double booth, please purchase 2 (two) 10x10 booths in your desired section and enter the following coupon code to receive a discount: DOUBLE100. This will reduce the total by \$100 in every zone.
- 5x20 spaces are actually 10'X20' booths; however, not all of the space may be accessible because of median landscaping obstructions. Most of these booths require that the back tent legs are in the median.

What to expect weather-wise:

Tempe, Arizona is in a desert. Typically, weather is sunny with blue skies; however, freak weather patterns can happen so be prepared for:

- Temperature – Average highs in December are 69 degrees and average lows are 44 degrees.
- Wind – wind gusts can show up without warning. You are required to provide tent weights to protect against breakage of either your own art or your neighbors' property, and potential liability claims from patrons who are injured as a result of flying canopies.
- Rain - make sure you are prepared for rain without warning (some booths are in curb gutters, so please notice possible water accumulation areas in your booth while setting up and make plans accordingly)

How to Choose Your Area Location:

Below is a description of each section. Please select your preferred area based on what can meet your needs.

Zone A: Red on Map

- 1000 - between 3rd and 4th on Mill Avenue.
- 1100 - between 4th and 5th on Mill Avenue.
- 1200 - between 5th and 6th on Mill Avenue.
- 1300 - between 6th and 7th on Mill Avenue.
- 5000 - between Mill and the Alley on West 5th Street.
- 5500 - first section of East 5th Street.

Zone B: Blue on Map

- 1400 – first section south of 7th on Mill Avenue.
- 5100 - between the Alley and Maple on West 5th Street.
- 5200 - between Maple and Ash on West 5th Street.
- 6000 - west of Mill on 6th Street.
- 7000 - between Mill and Maple on 7th Street.

Zone C: Orange on Map

- 6000 - East of Maple on 6th.
- 1400 - last section on Mill Avenue north of University.

Cottage Edibles: 5600 - East 5th Street. Green on Map

Emerging Artists: 6300 - Between 5th & 7th on Maple. Orange on Map

TEMPE FESTIVAL OF THE ARTS FALL 2022 RULES/AGREEMENTS

We have great respect for our participating artists, and therefore we ask that these rules are honored so that quality original artwork is the essence of this event. Any failure to comply with the following Festival Rules will result in immediate removal from the Festival and the Artist will be ineligible to participate in future Tempe Festival of the Arts events. The following rules and policies are provided to ensure fairness to all participating artists and to the buying public.

Permitted Age of Artists - All participants must be 18 years or older.

Artist Must Be Present - The artist/artists who sign the contract MUST be present at the show for the entire three day event. Representatives may not attend in place of the artist. This is intended to give our audience an opportunity to engage with the artists themselves, which creates a greater connection to the works.

Rain or Shine Event - Agree to be present despite weather conditions. Though rain is not common in the Desert Southwest, each participant is responsible for preparing their displays to withstand weather fluctuations including rain and wind.

Collaborators - By signing this application, the exhibitor assures that he or she has direct hands on involvement in the creation and execution of each piece of work to be exhibited. Collaborating artists, if accepted, may show only their collaborative works and their names must be listed as collaborators on the show application. Collaborations are intended to be true artistic collaborations rather than business partners. The creative contribution of each artist in the collaboration must be identified on the application.

No Distributors Allowed - Artists involved in distributing volume production for others are not permitted to exhibit. If the artist himself/herself is a distributor or wholesaler, then only work personally created and made by the exhibiting artist is allowed to be presented in the festival.

Original Work - All work - in every category - must be the original work produced by the exhibiting artist. No "buy/sell," mass-produced component assembly, or other art that is not personally created and produced by the applying artist is permitted. Work which has been produced with commercially-acquired kits, molds, patterns, plans, prefabricated forms or other commercial methods is not permitted. The Tempe Festival of the Arts has the right to investigate the origins of all artwork presented. If any artwork is found to be not original of the applicant's creation, the Tempe Festival of the Arts has the right to refuse participation without refund.

Jewelry - Jewelry can **only** be present in the booths of those artists in the jewelry category. Please do not sell jewelry or pins if you have not been juried and accepted as a jewelry artist. Chains and chokers not made by the artist may be sold by jewelry artists as part of a unit, but they may not be sold by themselves if they are not original works of the artist. If you apply in another category but the work is jewelry, we will move you in the Jewelry category.

Upcycled / Creative Re-use - Works included for sale in this category must be 75% reclaimed materials that are altered by the artist. No jewelry allowed in this category.

Reproductions - Reproductions of 2D works are to be in limited editions and numbered. Original works should occupy a minimum of 60% of any artist booth, leaving 40% for reproductions. 2D reproductions must be matted.

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RULES/AGREEMENTS

Only Approved Inventory May Be Included - Work displayed on site must be consistent with the work shown in the digital images submitted. No work outside of your juried category will be allowed. A complete list of your proposed inventory of for-sale items must accompany your application and only those items approved may be included in your on-site booths and sales. All displayed work must have been accepted by the jury process.

No Promotional Additions Are Permitted - Exhibitors are prohibited from selling non-original promotion items (i.e., posters, postcards, calendars, tee shirts, videos, DVDs, etc.) at the Festival. All items exhibited must be submitted for jury approval in their appropriate categories listed on the artists' application inventory.

Disclosure of Licensed Image Sales - If artist has sold or licensed images of his/her original work to commercial concerns and those images which will be displayed at the Festival, the artist must disclose that licensing through on-site public disclaimer signage stating that some of the images being presented have been licensed for reproduction and may be found at commercial sale as reproductions being sold at discounted prices.

On-Site Set-Up/Strike Requirements - All applicants are required to check in prior to setting up. Photo identification is required. Booths must be set-up by 9 a.m., open by 10 a.m. and remain open until the official close all three days. Applicants must claim their assigned booth space no later than 8 a.m. Friday or it may be forfeited. Applicants are responsible for removing debris and ensuring the general cleanliness of the area surrounding their booths throughout the Festival and following its conclusion. No on-site storage is available unless it is arranged during the booth application process.

On-Site Safety & Security - Applicants shall display all work at their own risk. The Tempe Festival of the Arts and Downtown Tempe Foundation, Inc. are not responsible for damage, theft or loss of artwork or display furnishings. All participants are responsible for their own replacement, comprehensive and liability insurance. Applicants must obey all pertinent safety codes and laws, including, but not limited to fire, safety and parking regulations.

Tents - Canopy tents must be fire retardant and must be tied down with a minimum of 40 pounds of weight on each leg at all times.

Liability Disclaimer - Applicants must comply with all Festival, municipal and state rules, regulations and policies listed in this application, or policies included in the applicant acceptance notification. Any noncompliance will cause elimination and applicant may be immediately removed from the Festival with no refund of fees or compensation for expenditures. Applicants also may be barred from acceptance to future Tempe Festival of the Arts and Downtown Tempe Foundation, Inc. events. Tempe Festival of the Arts and Downtown Tempe Foundation, Inc., in their sole discretion, may reserve the right to refuse participation by any applicant, entertainer, food vendor or any other such participant for any reason. Downtown Tempe Foundation, Inc., and the Tempe Festival of the Arts are not liable for refunds or any other liabilities whatsoever for applicant's failure to obey the rules and regulations or due to the unstable condition of the area in which the Festival is produced, caused by, but not limited to, weather, fire or other calamity, any act of nature, public enemy, strikes, statutes, ordinances of any legal authority or any other cause beyond DTF, Inc.'s control. By engaging in participation, all applicants release and hold harmless Downtown Tempe Foundation, Inc., the Tempe Festival of the Arts, the City of Tempe, Maricopa County, the State of Arizona, and all event sponsors from any and all liability, as outlined in the rules and regulations.