TEMPE
FESTIVAL of the ARTS

TEMPE FESTIVAL OF THE ARTS ~ EMERGING ARTISTS & NEW ARTISTS MEETING
Meeting Notes – November 18, 2026

Application – Keep in mind for this and other shows the importance of your images. When shows are juried, the jury sees nothing but your images. They don't know your name, your history with the show, they have nothing but your work to look at. Here are some dos and don'ts:

- DON'T have coffee cups or other items in the image – I have seen artists photograph their furniture and the workshop is messy and items are sitting on the piece they are highlighting.
- DON'T put a bunch of small images into one image – I am guessing that some artists feel like they want the jury to see more of their work so they do a collage image with 9 or 16 smaller images combined to the one. The end result is that you can't see the quality of anything, you just feel overwhelmed with a block of photos.
- DON'T submit blurry images. It happens all the time and it is amazing to me.
- Limit models in photos of your artwork, especially if you create jewelry – they can take away from the artwork.
- DO submit clean quality images with a high resolution.
- Tempe Festival of the Arts requires two pictures of your workspace, tools or materials. The jury will not score you on these photos, but they are a requirement for the application.
- If you don't have a good booth shot, stage it in your home. It's important for the jury to see how you display, because this influences the overall look and feel of the total festival.

Jury – The jury rotates for each festival, so the people reviewing the images will be different for the next cycle. Everyone has their own opinions about quality of the work.

Booths – Booths are assigned to maintain a flow around the festival. First, any previous award winners from the past two shows are given their preferences. There are artists that prefer every section of the festival and will sell heavily everywhere they are placed. When you are at the festival, find time to wander around and check out other sections.

Load-In – This is a hectic time. I just want to set expectations that it can be a bit frenzied. Anxieties are high, people have been travelling, they are tired and want to get this part over with. Take a deep breath and let it roll off you if someone is a bit less than friendly. Luckily the Emerging Artist section is on Maple which loads in during the day on THURSDAY. You will have plenty of time and plenty of light. Enjoy these luxuries. Specific load-in information will come to you about 10 days before the show in a digital format. Remember that your load-in is just the beginning of when you can load in, you can come any time after that.

Security – We have overnight security. It is critical that you button up your booth each night, but most people don't tear down and take stuff home. Make sure you get your art work off the ground in case it

rains overnight. If you don't plan to use a tent with sidewalls, bring tarps and wrap everything up in the center of the booth. Even though we have security, they can't be everywhere at all times. We very rarely have any theft and if we do, it's almost always a theft of convenience from someone not securing their items.

During the Festival – These are my tips for success during the show. Some of them seem obvious, not necessary to say, and yet I see these things take place at every festival, so it bears repeating …

- If you need a break to grab food or use the restroom, we will give you an artist hotline number to call for booth sitters. We generally have around 10 available at any given time, so if they are busy helping others, your best bet it to ask your neighbors. Being friendly with your neighbors from the very beginning will make the entire experience better. Artist hotline will be provided closer to the festival.
- Food – don't get hangry. Plan for your needs. Have snacks available in your booth, lots of healthy snacks. You don't want to get hungry and have people in the booth and have no time to walk away.
- Water – again, sounds silly, but we regularly have artists that get ill due to dehydration. Drink lots of water!
- Alcohol – in the past, we have had artists gets drunk during festival hours and gets aggressive with their neighbors or attendees at the festival, or they drop or break something. If you see this, call me and we will get over there and address it.
- DO make art while you are in your booth, if this is something you want to do. This is great for people to see, and it makes your time valuable. DON'T make art while in your booth if your process requires some crazy chemical that gives your neighbors migraines. Yes, I've seen it all.
- Stay engaged and alert with the public. People are there to talk to you and learn about your process. They want to engage. Artists sitting at the back of their booth looking agitated don't get sales. I know, it's crazy!
- Make time to walk the show. It's important to see what others are doing, how they set up, how they sell, and you are creating your tribe. Also, notice which artists have a crowd – why are they so popular?
- Keep an eye on your electronics. The most reported items stolen are cell phones and iPads while an artist's back is turned.

Awards Jury – The jury will be wandering the festival Friday and Saturday. Awards are given Saturday evening. Don't be offended if they don't chat with you. They have over 300 artists to see over a total of 15 hours. They are looking for quality and unique work.

Reception – The reception Saturday night is open to all artists. Please join us! This is when awards are announced.

Buy/Sell – We do not allow buy/sell at the festival. This means the reselling of items that aren't made by an individual. We don't allow jewelry pyramid sales, or artists that buy bulk and sell as if it is their own, or artists that mass produce in a factory and don't touch the work at all. If you see this, please bring it to our attention.

Insurance – A Certificate of Insurance is required for all artists that create and sell items that can be applied to the body or consumed. We do not require other artists to have insurance; however, it is

highly recommended. We don't insure your work or your property (tents/tables), so you are participating at your own risk. While we have security, we can't prevent all damage that could possibly occur – the worst being wind related. In addition, if your tent isn't secured properly and it damages the work of a neighboring artist, you will be responsible for the damage. Having insurance is advisable and not very expensive. If you make and sell something that can be consumed or applied to the body, a COI with specific language will be required.

Taxes – We are required to give a list of artists to the State Department of Revenue. We provide them with your name and TPT number if you have provided it. However, we do not need to see your tax license. I would advise that you have it available in the event that a member of the AZDOR stops by your booth.

MARKETING – Below are some tips from our Marketing Director.

Getting Started

If you don't have an Instagram account here are instructions on how to create an Instagram account.

To make things easy, please don't hesitate to use the items in our Marketing Kit.

Before the Festival

- Do you have past clients in the Arizona area? Do you have followers in the Arizona area? Post and/or create a story to let your followers know you will be at the Tempe Festival and encourage anyone in the area during the festival to stop by. Here are some social images from the TFA Marketing Kit to get you started.
- Post photos of the art you will be showcasing/selling at the Festival. **Be sure to tag us @tempeartfest!**
- Include hashtags that relate to your art and/or business name such as #handmaderings
- Re-share Festival related posts and stories from the @tempeartfestival and @downtowntempe accounts.
- Share our Facebook event.
- Do you have a Facebook page for your business? Co-Host our Facebook event!

During the Festival

- Share a picture(s) of you and your booth or some of your photo-worthy art (in a post, story or reel).
- Share your booth number.
- Share your location.
- Include hashtags that relate to your art and business name such as #handmaderings and use event and local hashtags such as #tempefestivalofthearts, #tempeartfest, #downtowntempe