

12th Annual Scotts Valley Art & Wine Festival
August 13 & 14, 2011, 10:00 am – 6:00 pm
2011 Information Sheet for Artists

1. Deadline for registration is by delivery to the Chamber office before 4PM, April 1, 2011. (late fee of \$20 after this date) The Chamber's postal and physical address is: 360 Kings Village Road, Scotts Valley, CA 95066.
2. Cost of a booth is \$245 for a 12' x 12' or \$480 for a 12' x 24' exhibit space. Applications will be dated upon receipt and preferences for booth spaces will be given on a first-come, first-served basis.
3. All entries will be subjected to a jury process. There is a non-refundable \$35 jury fee for each artist. The results of this process will be made public by May 20th by posting to our website. All results are final. Artists will receive notification by email, so please include your email information on the application for prompt notification. Others will be notified by mail. Each booth will have access on two sides. The final information on your booth space will be sent by July 15th. The organizing committee will be solely responsible for both the arrangement and assignment of booths. Committee booth placement decision is final.
4. Checks for booth fees sent in with the completed forms will be held until the jury selections have been made. If artists are not selected, the checks will be returned.
5. Space refunds will be made as follows: Until the close of business April 1, 2011 you may have your check returned by contacting the Chamber of Commerce in writing, by FAX (831.438.6544) or by e-mail info@scottsvalleychamber.com. **After the jury process, no refunds will be made for any reason.**
6. Only one artist will be juried per booth. We have found that artists sell better at the show if they have their own booth. The only exception will be for artists who have previously shared a booth in our festival – which is few.
7. The Festival will be held on the grass at Skypark. If you wish to review the site, Skypark is located at the end of King's Village Road in Scotts Valley, California. If you would like further directions, please call us.
8. Exhibit spaces are 12' x 12'. This should allow for a tent as well as easels or other displays of artwork. **All tables, art, etc., must be within the 12' x 12' space by show opening, and remain within the space throughout the festival to avoid a \$50 per foot fine and/or dismissal from the event.** For safety reasons, the walkway lanes between the booths must remain clear. If a larger space is desired, please reserve a double space at \$480.00. The committee will layout the booths as four corner quads, so that each booth has a corner for display. Tents and/or display set-ups are not provided by the Festival and are the responsibility of the artist. **White tents are required.**
9. **Due to Scotts Valley Parks & Recreation Department regulations, artists are not able to drive to their booths for set up or take down. Be aware that all set-up and take down will require a hand truck or other method. There will be volunteers and motorized carts for additional assistance for set up or take down of booths based on a first come, first served basis; please plan your time accordingly. We are one of the few shows that offer volunteers so please be patient & courteous.**
10. All belongings are to be off the field by 9:00 pm, August 14th.
11. Over night security will be provided for both Friday and Saturday nights. Art may be left at your own discretion. **Artists are ultimately responsible for booth and contents.**
12. The committee has an established advertising budget for this event. We will reach residents of Santa Cruz, Santa Clara, Monterey Counties, and the Greater Bay Area. We also tailor advertising to reach the considerable tourist population. Event postcards will be available for your distribution.
13. Because of the presence of contracted event music, and in consideration of your neighbors, we require artists do not bring personal music or audio presentations.
14. Because of its altitude and location, Scotts Valley has a moderate climate with a possibility of cool morning fog and/or high humidity in the night hours. The most common day in August would be described as dry and sunny with temperatures reaching to the high 80's. The festival will be held rain or shine.