



Mark Arts Spring Art Fair May 10, 2019

Event Summary

The Spring Art Fair is an opportunity for Mark Arts to showcase the mediums that we teach in our school and the amazing artwork that students (2017 – present) and faculty create. We welcome any Mark Arts students, faculty and other community artists to participate. We have invited food trucks to set up at the event to encourage their loyal diners and surrounding businesses to visit our Art Fair. This year the Art Fair will be located in the Great Hall for one centralized shopping experience.

Event Contacts

Application and Price Labels Contact: Hayley Hager, Hayley@MarkArtsKS.com

Education Department Contact: Lauren Baldwin, Lauren@MarkArtsKS.com

Artist Amenities

Centralized checkout for customers

Monetary award for best booth, as voted by visitors

Drinking water delivered to your booth

Booth selection open for Mark Arts students and faculty:

- **April 8 to April 15:** Great Hall booth space selection period reserved for student and faculty. Turn in Artist Registration, Marketing Pledge and Inventory form to the front desk to pick out your booth space on our diagram. Booth space selection opens to all on April 16. Artists who do not pick out their space will be assigned a space. For artists sharing booths, the forms and inventory for all artists should be turned in together to pick their booth space. Artists without their registration form, Marketing Pledge and inventory will not be allowed to pick a booth space until their information is complete.

Booth selection open for community artists:

- **April 16 to April 24:** Great Hall booth space selection open to community artists. Turn in Artist Registration, Marketing Pledge and Inventory form to the front desk by April 24 to pick out your booth space on our diagram. Artists who do not pick out their space will be assigned a space. Community artists should send images of their work to Lauren@markartskks.com after reading this document to make sure their work qualifies.

Event Dates

- Wednesday, April 24: All paperwork and inventory lists must be submitted.
- Wednesday, May 1: Price Label pick-up begins.
- Optional Artist Meeting to discuss Marketing: Artists will be contacted about this meeting once their information has been submitted.
- Friday, May 10, 8:00 a.m.: Booth setup begins. No extra labels will be printed on this date.
- Friday, May 10, 10 a.m. – 7 p.m.: Mark Arts Spring Art Fair.

Application Process

Each artist must complete and turn in the **Artist Registration, Marketing Pledge and Inventory** forms by **Wednesday, April 24** to the front desk at Mark Arts, 1307 N. Rock Road. Incomplete registration forms or those submitted without an inventory will not be considered for inclusion. Applications must be received **no later than 5 p.m. on Wednesday, April 24**. Please note that each booth must have at least one artist present throughout the published hours of the Fair. All payments must be from the

inventory list given to Mark Arts at the time of submission. All payments must come through the centralized checkout desk. Do not apply if this is not a possibility.

Commission and Application Fee

Unlike other art sales, a booth fee will not be charged to participating artists. Mark Arts students and faculty members will receive 80 percent of their gross sales. Community artists (not students from 2017 – present) will receive 70 percent of their gross sales.

People's Choice Best Booth Cash Award

Visitors may vote for their favorite booth during the sale from 10 a.m. to 6 p.m. At 6 p.m. the votes will be counted and the award will be presented. In the event of a tie, the cash award will be split evenly between the tied booths. The winner will receive a \$100 *Best Booth* cash prize.

What Qualifies?

All art in the following mediums is eligible: ceramics, digital art, drawing, fiber, glass, jewelry, metals, mixed media, painting, photography, pottery, printmaking, and wood. Sculptural work from molds that have been created and/or altered by the artist are eligible. Work must be made primarily by the hands of applying artist. All articles offered for sale must be handcrafted or upcycled by the artist and must be of a creative nature. No kits, commercially manufactured or bulk-processed articles are permissible. No forms of mass production are permitted. Reproductions are allowed to the extent they are clearly marked as such and displayed only in a bin or portfolio, not on display panels. Reproductions should constitute only a minority of the artist's works available for purchase.

Participating artists are expected to represent their work personally in their booth while the show is open. Artists agree that all work displayed must be original and designed, executed and signed by the participating artist(s). Artists are encouraged to display work reflecting a range of price points. Whenever two or more artists collaborate on a single work, the names of all the contributing artists must appear on that work. Such collaborative pieces will be deemed single entries. Any unregistered artist sharing a booth will result in the removal of that booth from the show. All artwork displayed in the booth must be available for sale.

Marketing

Mark Arts will distribute information through all of its mailing and marketing resources. Artists are asked to do as many of these tasks below to ensure that we reach as many potential attendees as possible:

ALL PARTICIPATING ARTISTS ARE EXPECTED TO HELP PROMOTE THE EVENT.

- Tell friends and family to save the date for the Spring Art Fair at Mark Arts.
- Send a personal invite to your email contacts and Facebook friends.
- Click "Like" or "Join" on our Facebook page.
- Click "Like" or "Join" the Spring Art Fair Event Page on Facebook and "Share" the event with your Facebook friends leading up to May 10. Add pictures of your art that will be for sale on the Event Page.
- Share images of your current work or works in progress on your website or Facebook page with information about the Art Fair prior to May 10.
- Tweet or blog about the event.
- Distribute flyers or postcards at local businesses/ employee lounges. Pick up copies of the flyer at the front desk at Mark Arts.

Event Setup

Setup will begin at 8:00 a.m. on Friday, May 10. Check in with Mark Arts staff if you do not remember your selected tent space. Please prepare to be set up and ready for customers by 9:45 a.m.

Booth Space

Each artist who applies to participate by **April 24** will be guaranteed a 8-foot wide and 8-foot deep booth space in the Mark Arts Great Hall. Mark arts students and faculty can begin selecting booth spaces on April 1, provided all necessary documents are completed (Artist Registration, Marketing Pledge and Inventory Form.) Booth selection will open to the public and community artists on April 16. All artists, whether indoors or outside, must bring their own tables and any other needs for displaying. Up to three artists may share a booth as long as all three artists turn in the required forms by April 24. **Chairs will be provided by Mark Arts. No tables or easels should be taken from the Mark Arts studios.**

Outdoor spaces on the Great Hall Terrace are also available for those who desire an outdoor space. Please note that no pets are allowed inside the facility except for service dogs. Artists exhibiting outside are responsible for their own display tent, which should be designed for outdoor use. The tent does not need to have sides; it can be a canopy or easy up. White tents are preferable but non-branded solid colored tents are acceptable. Display tents must fit within the designated 8 ft. x 8 ft. space. Artists are responsible for any leveling devices for table displays, as well as appropriate rain covers and tie-downs. Tents must be of sound construction and must in no way obstruct or endanger the neighboring booth areas and/or artists. Artists should use appropriate tie-downs, sandbags or other weights made for outdoor tent use, not cinderblocks or bricks.

Checkout and Labels

Mark Arts will have a central location for checking out. Credit cards, cash and checks will be accepted. Sales tax is added at the register. Sales labels will be created from the inventory sheets turned in, with a firm deadline of April 24. These bar codes will be used by customers to buy the artwork. Labels will be ready for pick-up on Wednesday, May 1. Artists should inspect their labels for errors upon receiving them. These labels will have the artist's last name and price listed. Artists are welcome to create a card, tag or label with more specific information or artistic design and place this bar code label on the back. **Each item must have a bar code label.** Labels from the 2018 Art Fair or Studio Sale can be used, but no labels from previous sales or fairs. **No labels will be printed on the day of the fair.** If a special discount is given, the artist must clearly mark what the discount is on a piece of paper for the customer to bring to check out.

Selling Work and Packaging

Artists will be responsible for wrapping, packaging and protection of sold items. When a customer wants to buy something, the artist should send the customer to the checkout table with the price label(s). Artists can package sold pieces while customers visit the checkout. Customers will then return to the booth with a receipt to show their purchase. Artists may also just send the customer to the checkout stand with the piece if they desire.

Booth Staffing

Booths must be staffed by at least one participating artist throughout the Spring Art Fair hours. Any artist who leaves before the Art Fair closes without the express consent of Mark Arts will not be invited to return the following year. Mark Arts staff and volunteers will bring water to artists during the fair, but artists are encouraged to give each other breaks for the food trucks and restrooms.

Weather Policy

Artists should understand that the Art Fair will continue rain or shine unless the event is canceled by Mark Arts. The Art Fair may be moved entirely inside if the weather necessitates.

Thank you for your interest. We hope you will participate in our Mark Arts Spring Art Fair!

Mark Arts Spring Art Fair | May 10, 2019

Artist Registration Form: Due April 24

(Please see above about booth selection dates for Mark Arts artists vs. community artists.)

Artist Name _____ Phone Number _____

Email Address _____

Please check one:

- I am a Mark Arts student I am a Mark Arts instructor I am a community artist

As an artist at the 2019 Mark Arts Spring Art Fair, I assume complete responsibility for personal injury; injury to other artists and/or guests or other artists' property; or damage to Mark Arts property that may occur during the event or while on the premises of the event. I hereby agree to release and hold harmless the Mark Arts sponsors, promoters and all other persons associated with the event from any liability for personal injury or property damage. I also grant permission for any and all of the foregoing to use any photographs, videotapes, motion pictures, recordings or any other record of this event for any marketing purposes.

I also understand that my booth selection is dependent on how soon I turn in my completed documents and that Mark Arts will not hold any booth spaces for any participants.

Your signature below indicates that you have read and understand the rules and regulations stated herein. Your signature acknowledges that you agree with these terms and are authorized to sign on behalf of the business you are representing.

Marketing Pledge Form: Due April 24

Please check off as many ways as possible you can assist with getting the word out about the event:

- I will tell friends and family to save the date for shopping from local artists.
- I will send a personal invite to my email contacts and Facebook friends.
- I will click "Like" or "Join" on [our Facebook page](#) and the [Spring Art Fair Event Page](#) to "Share" the event with my Facebook friends leading up to May 10. If accessing this document on your computer or phone, click on the two links above to like and share the event.
- I will share images of my current work or works in progress on my website or Facebook page with information about the Art Fair **PRIOR** to May 10.
- I will tweet or blog about the event.
- I will distribute flyers or postcards at local businesses/ employee lounges. Contact the office for extra copies to distribute in the weeks **PRIOR** to the Art Fair.

ART FAIR BOOTH MAP 2019

Great Hall Booth selection open for Mark Arts students and faculty:

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Note: This diagram is a representation of 8-foot by 8-foot booth spaces but is not to exact scale. If more spots are left when registration closes, your booth may be adjusted to even out the space of the Great Hall.

