



# MUSIKFEST.®

**August 3-12, 2012**

## **ARTIST/CRAFTSPERSON APPLICATION**

**Bethlehem, PA | [www.musikfest.org](http://www.musikfest.org)**

Application deadline: April 1, 2012

ArtsQuest  
25 W. Third St., Suite 300  
Bethlehem, PA 18015  
[www.artsquest.org](http://www.artsquest.org)  
610-332-1300



Handwerkplatz is a unique site dedicated to the visual arts and fine crafts during Musikfest. Musikfest is a 10 day festival showcasing more than 300 performers on 14 indoor and outdoor stages throughout Bethlehem, PA. The festival, presented by ArtsQuest, also features a variety of mouth-watering foods, children's activities, a closing night fireworks display and more. Each year, more than one million people visit the event to enjoy it's wealth of music, food and fun.

Dates: August 3-12, 2012

Hours: August 3: 5-11 PM; Aug. 4-12: noon-11 PM

Attendance: Approximately 865,000 in 2011

Location: Bethlehem, Pennsylvania, 60 miles north of Philadelphia, 80 miles southwest of New York City and 70 miles east of Harrisburg.

Demographics: 150-200 mile radius

75% of patrons have an above-average household income

61% of patrons are female

18% are Hispanic

23% are between the ages of 16 - 24

75% of patrons 25 years and older have attended and/or graduated from college

## REGULATIONS:

- **AN APPLICATION IS A COMMITMENT TO SHOW.**
- **ARTISTS/CRAFTSPEOPLE SHOULD BE PREPARED FOR THE ELEMENTS SUCH AS HEAT, HUMIDITY, RAIN AND COLD, AS WELL AS THE LONG HOURS OF THE SHOW.** Artists/craftspeople must be present at all times and display their work for the complete duration of the event for which they have been accepted. They must be completely set up by 10 AM each day and may not close until 15 minutes prior to the event's listed closing time. Evening load out will be held following published closing to allow for safe crowd management.
- All artists/craftspeople are required to supply their own professional display that includes tables, chairs, lighting, extension cords and canopy (preferably white) if necessary for display. Please bring enough extension cords to reach electrical panels, 300-500 watt maximum per location.
- Each accepted artist/craftsperson receives ***one parking pass/space per booth***. **OVERNIGHT PARKING IS NOT PERMITTED. No parking is permitted on the site except for loading/unloading prior to and after festival hours.**
- All artists/craftspeople are required to collect 6% Pennsylvania sales tax where applicable and pay it to the state. No commission is retained on works sold.
- All artists/craftspeople must contact the Pennsylvania Department of Revenue at 610-861-2000 for a Pennsylvania Tax Number.
- All artists/craftspeople must contact the City of Bethlehem Tax Revenue Department, 610-865-7022, for a Business Privilege License.
- **Failure to comply with the rules and/or displays of inappropriate behavior will result in expulsion from the show and ineligibility for admission to any future ArtsQuest shows. Any artist expelled from the show shall have no right to recover the entry fee or any lost profits or damages from ArtsQuest.**

## CRITERIA FOR SELECTION:

- Artists/craftspeople are selected by an independent jury panel. Selection is based on originality and quality of work and number of applicants in each category, as well as booth display. **THE DECISION OF THE JURY PANEL IS FINAL.**
- **ARTISTS/CRAFTSPEOPLE MAY EXHIBIT ONLY THEIR OWN WORK.** Commercially produced merchandise and/or imports and/or kits are not eligible for exhibit or sale. All items must be sold in completed form and not as components of kits meant to be assembled.
- Only work and displays represented by submitted slides can be exhibited. ArtsQuest reserves the right to reject any goods or displays deemed not acceptable during the event or not representative of slides submitted. Jewelry booths are limited to 15% of capacity.

## PAYMENT POLICY:

- Checks are made payable to: **ArtsQuest**. There will be a \$20 service fee for any checks returned to ArtsQuest for any reason.
- Each application must be accompanied by a \$20 **nonrefundable** application fee (check only). Payment for booth space must be included separately (check or credit card).
- If you are selected to participate in the event, you will be invoiced as follows:
  - Artists/craftspeople will be invoiced for the remainder of their entire balance. The remainder of the balance shown on the invoice must be paid by 2 weeks prior to the start of the event. Within 15 days of the start of the event, only credit card, postal money order, certified bank checks or cash will be accepted as forms of payment. A deposit in the amount of \$150 is due with your application.

## **CANCELLATION POLICY:**

Full refunds will not be given after an application has been accepted. Partial refunds will be given based on the number of days before the start of the event that we received your notification. Any cancellation request must be in writing.

CANCELLATION DATE	REFUND
150 days or more	80%
120-149 days notice	60%
90-119 days notice	40%
89-60 days notice	20%
30-59 days notice	10%
Less than 30 days notice	0

## **ENTRY PROCEDURE:**

Each application must be accompanied by five images (four representing the complete price range of the work you wish to display and one of your booth setup). Images may be submitted in **digital** format. Each image file name must be clearly marked with your name and numbered 1-5 to correspond with the image description on the application.

If needed, include a description of your work on the application or a separate piece of paper. If you wish to have materials returned, please send a self-addressed, stamped envelope with the appropriate postage to cover the return of the images. **FAILURE TO LABEL IMAGES ACCORDING TO INSTRUCTIONS MAY RESULT IN DISQUALIFICATION. PHOTOGRAPHS REPRESENTING YOUR WORK ARE NOT ACCEPTABLE FOR THE JURY SELECTION PROCESS.**

### **DIGITAL IMAGES:**

Files can be submitted in jpeg format. We request that files have a resolution of at least 300 DPI or be taken on the highest quality setting your camera allows. Each photo should be 1920 x 1920 pixels. All files must be numbered to correspond with the application. Images should be in color and submitted on CD.

### **INVOICE REQUEST:**

If you have not participated in an ArtsQuest event in the past, or if you wish to add a new product to your booth, we require that you submit a copy of your latest invoice from your major material supplier at the time you send your application to the jury committee.

### **IMAGE FILING:**

If you have participated at an ArtsQuest event for three consecutive years, you have the option of having your images filed. Images will be saved/scanned into our database then returned to you. As long as your product line and booth setup remain identical from year to year, you do not have to resubmit images for the jurying process. If you wish to bring a different product to the event, you are required to submit new images and descriptions. You must still submit a hardcopy application each year. If you wish to have images filed, please check the box on the application form.

You will be notified in writing that your images have been filed; please do not assume that they have until you receive official notification.

## **BOOTH INFORMATION:**

DOUBLE BOOTHS ARE LIMITED. ALL BOOTH ASSIGNMENTS ARE MADE AT THE DISCRETION OF THE SHOW COMMITTEE. Corner and double space requests are not guaranteed. Exhibitors will be notified when they get their specific space assignment as to whether or not they have received their requested booth size. Applicants who do not receive their requested space will have their additional fee returned to them.

# Handwerkplatz 2012 application

PLEASE PRINT OR TYPE

LAST NAME.....FIRST.....

TRADE NAME (if applicable).....

ADDRESS.....

CITY..... STATE..... ZIP .....

PHONE (home)..... (business).....

EMAIL.....(cell phone for on-site contact).....

WEBSITE.....

We respect your privacy and will not sell or trade your contact information. If you do not want your contact information to be given to patrons, please check the box below.

Keep e-mail/phone private

Would you like to be next to another artist/craftsperson's booth.....? Artist/Craftsperson.....

Do you wish to demonstrate at the festival (must be within your booth area)? .....

Have you participated in this event in the past?..... What year(s)?.....

PA Tax Number.....

DATES:

Full Festival (August 3-12)      \_\_\_Single Booth \$650      \_\_\_Double Booth \$1,300

Session I (August 3-7)      \_\_\_Single Booth \$350      \_\_\_Double Booth \$700

Session II (August 8-12)      \_\_\_Single Booth \$350      \_\_\_Double Booth \$700

I would like to be juried under: \_\_\_Crafts    \_\_\_Fine Arts

CATEGORY: (for program and website listings)

\_\_\_Candles    \_\_\_Clay    \_\_\_Fiber    \_\_\_Glass    \_\_\_Jewelry    \_\_\_Leather    \_\_\_Metal

\_\_\_Mixed Media    \_\_\_Painting    \_\_\_Paper    \_\_\_Photography    \_\_\_Sculpture    \_\_\_Wood    \_\_\_Other

SLIDES:  Images on file

Slide 1 (work): Dimensions/Medium or Materials/Price Point.....

Slide 2 (work): Dimensions/Medium or Materials/Price Point.....

Slide 3 (work): Dimensions/Medium or Materials/Price Point.....

Slide 4 (work): Dimensions/Medium or Materials/Price Point.....

Slide 5 (booth): (Must Submit for Jury Selection Process).....

I wish to have my images filed for future shows. (See IMAGE FILING section under ENTRY PROCEDURE.)

Continued ➡

**LIST FOUR MAJOR OUTDOOR EVENTS AT WHICH YOU HAVE APPEARED:**

EVENT	DATE	LOCATION	CONTACT	PHONE NUMBER
Ex. Pumpkin Festival	2001-2009	Circleville, OH	Ned Hardin	614-432-0005

**PAYMENT INFORMATION:**

Check                       Credit Card

Credit Card Information:

Circle one:      MasterCard      Visa      Discover      American Express

Cardholder Name.....

Account Number.....

Expiration Date.....CVV# (3- or 4-digit security code on back of card).....

Cardholder Signature.....

In the event that the event is cancelled upon rule, regulation, order or recommendation of any state, federal or local government agency or by ArtsQuest in response to any public health threat such as the outbreak of a highly communicable disease, this agreement may be cancelled by ArtsQuest on written notice to event participants without further liability on either party. In such event, any deposits made by ArtsQuest shall be returned within 30 days of such notice.

The undersigned does hereby agree to all terms and conditions stated in this application and does hereby release, forever discharge and hold harmless ArtsQuest of and from all actions, suits, damages or claims whatsoever arising from any loss or damage to any property of the undersigned while in the possession or supervision of the festival, its agents, representatives, employees or volunteers. I further certify that I will exhibit only my own original work in the medium in which I am registered.

Signature.....Date.....

***Make check(s) payable and send to:***  
***ArtsQuest***  
***25 W. Third St.***  
***Bethlehem, PA 18015-1238***  
***Attn: Josh Hannon***

**CHECKLIST:**

- \$20 application fee (nonrefundable check)*
- Payment for booth space (check or credit card)*
- Self-addressed, stamped envelope with appropriate postage to return images*
- Five images, each marked with name, dimensions, medium and numbered 1-5*
- Completed and signed application*

***For additional information, contact Josh Hannon at 610-332-1300 ext. 398, email [jhannon@artsquest.org](mailto:jhannon@artsquest.org) or visit [www.artsquest.org](http://www.artsquest.org).***