

6/15/2011

Dear Women Artists,

The 19th Annual Women's Art Festival will be held Saturday, **December 10th, 2011** at the **Midtown YWCA**. Please read the following thoroughly and carefully as it should answer any questions you have about registering for and participating in the festival. If it doesn't, you can contact me at 612-250-5097 or NLSiegal@aol.com.

There are some changes from previous years, so please read the following carefully to make sure that you follow the registration procedures fully and are able to participate.

- All booths will be 10' x 10'.
- Two artists may share a booth space. If you wish to share, please send your registrations together in the same envelope. You may pay with one check or two, but all materials must be received at the same time. Each artist must designate one media category (see below), but the two don't have to be in the same category.
- In order to ensure a good variety of art genres, the number of artists in each category will be pre-determined based on past years' participants. Registrants will be slotted into each category on a first-come, first-served basis. In order to make this work, you must accurately select one category in which the majority of your work belongs from the list on the registration form. **At least 80% of the art in your booth must fit into this category.** If you have a small amount of another kind of work it should still reflect the basic feel of your main work and not be something totally unrelated. For example: a photographer who sells primarily photos and photo cards but has some pendants that are made from her photos would be allowed to sell this jewelry as it is still reflective of her main photography work. If you have questions about what category you belong in, talk to Naomi.
- If you are found selling products that do not fit the above guidelines, you will be asked to remove them and will not be offered space for the following year's show.
- All registrations will be processed and spaces assigned in the order received. Vendors who were registered for 2010 (the day of the big blizzard) were given a slight headstart to make up for last year.
- If you register and then need to drop out prior to November 1st, you will be offered a refund, minus a \$10 processing fee, only if your space can be filled. There will be **no refunds for any reason after Nov. 1.**
- Every vendor must have a MN state sales tax ID and must complete and submit an ST19 tax form, **even if you have sent one in a previous year.** If you do not have a tax number, go to www.taxes.state.mn.us or call 651-282-5225 to register for one.
- New vendors are asked to **submit 3 photos of your work.** Electronic photo submissions are preferred. **Returning vendors should also submit an electronic photo** to be included in the website gallery and considered for the publicity postcard and posters. All photos should be clearly labeled with your name as part of the file name and should be emailed to NLSiegal@aol.com at the same time that your registration is mailed.

You must provide all tables and display materials for your booth. Electricity will be available to a limited number of booths, if requested, but please note that the space is generally well lit. If you plan to use electricity, please bring extension cords and a multiple plug outlet strip. The Y does not have enough chairs for us to guarantee one for each booth. If you have one of your own, or need more than one, please bring your own.

I will produce a full-color post card and will make them available for you to distribute to your friends and customers. You may order as many postcards as you can use. Postcards can also be used to put up on bulletin

boards or hand out at other events. Please let me know on your registration form how many you can use. If you do not order them with your registration, I will most likely not have any to give you. **Please distribute all that you order, as they are expensive to produce.** Though I also buy ads and get the festival into as many calendar listings as possible, you are the best publicity, so make sure to spread the word. It was clear in past years that those **artists who send out postcards to their own mailing lists generally have higher sales.** Email flyers will also be sent out closer to the event to all who furnish an email address.

I will make every effort to have the postcards printed and available by August 1st. If you are participating in summer shows, before the full-color postcard is ready, I will make a simpler one available that you can print yourself for distribution at your early shows. It will be available for download on the website in the Info for Artists section.

The festival website is www.womensartfestival.com. I will be updating the gallery page to show this year's artist's works once I have received all of the entries. Any registered artist can submit 1 or 2 images for inclusion in the gallery. If you have electronic images of your work that you would be willing to show on the website or let me use in other publicity, please send files to NLSiegel@aol.com as soon as possible. Please make sure that your file is clearly labeled with your name so I can credit the work properly. There will also be a listing of all registered artists. On the registration form please use the check boxes to indicate what information of yours you would like me to include – you can choose any combination of your name, business name, links to either your email or web address (not both). Personal addresses and phone numbers will not be listed. **If you do not mark any, I will not list you.** All listings will be completed from the original registration forms and I will not be able to make changes once the listings are completed, so please consider carefully how you'd like to be listed.

There is also a festival [Facebook](#) page. (click this to join or follow the link from the website). On this page, artists can post their own photos, talk up the show, ask questions, etc. You can get your friends and fans to join this page to spread the excitement and invite people to the show. I ask that **each artist post only 3 different pictures, preferably at 3 different times**, in order to keep the page indicative of the variety of art in the show.

I will again need help from some of you to set up the space the night before, clean up after the event and help with publicizing the event. Please mark on your registration if you can help with any of these. If you help with set up on Friday night, there will be time for you to load your own stuff into your space, making set-up the next morning easier. If you have friends or family willing to volunteer to help with load-in, load-out or other tasks throughout the day, please let me know.

If you, or others you know, have questions about this event, you can contact me at (612-250-5097) or email (NLSiegel@aol.com). You may give my contact information to others who are interested. If you have musician friends who would be interested in performing, please have them contact me, as well.

I look forward to another successful and prosperous year of art and creativity and look forward to seeing your registration soon!

Creatively yours,

Naomi Siegal