

6/1/2010

Dear Women Artists,

The 18th Annual Women's Art Festival will be held Saturday, **December 11th, 2010** 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.

All booths will be 10' x 10'. The fee will be **\$80 before September 15th**. After that date, the fee will increase to \$85 and **no registrations will be accepted after November 1st or when all spaces are full**. Last year's festival filled up by early October, so get your applications in early to ensure your space. No refunds will be available for cancellations after November 1st. Booths can be shared by 2 artists. Each vendor must complete and return the enclosed ST19 tax form with your MN tax ID number. If you do not have a tax number, go to www.taxes.state.mn.us or call 651-282-5225 to register for one.

All registrations will be processed and spaces assigned in the order received. *****The exception to this is anyone selling jewelry.** The one consistent feedback I received last year was that there are too many people selling jewelry. So this year, the jewelry applications will be collected until the Sept. 15th early registration date and then a group of accepted vendors will be selected at that time and will be notified of selection as soon as possible. Selection will be based on creating a balanced variety of media, styles, and price points. Prior history with the event will be taken into consideration. It would be helpful if you could send me a digital image of your work, even if you have exhibited before, to make the selection process easier. If your main media is other than jewelry, but you plan to sell some jewelry in your mix, you **MUST** enter under the jewelry category. Please be fair to all and take this into consideration when planning your products.

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.

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. Please let me know if you need that by emailing me at NLSiegal@aol.com.

The festival website is www.womensartfestival.com. I will be updating the gallery page to show this year's artist's works. 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 NLSiegal@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 indicate what information of yours you would like me to include – you can choose any combination of your name, business name, links to your email or web address and the category description of your work. If you do not mark any, I will not list you.

There is also a festival [Facebook](#) page. (click here to join or follow the link from the 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 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 come help with set up on Friday night, there will likely be time for you to load your own stuff into your space, making set-up the next morning easier.

Many artists have learned about this event by word of mouth. If you know someone who would like to participate, pass on this information to them. You can also give out my number (612-250-5097) or email (NLSiegal@aol.com) and have them contact me as soon as possible. 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