

7/11/2009

Dear Women Artists,

You are invited to participate in the 17<sup>th</sup> Annual Women's Art Festival which will be held Saturday, **December 12<sup>th</sup>, 2009** at the **Midtown YWCA**.

All booths will be 10' x 10'. The fee will be **\$75 before September 15th**. After that date, the fee will increase to \$85 and **no registrations will be accepted after November 1<sup>st</sup>**. No refunds will be available for cancellations after November 1<sup>st</sup>. 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](http://www.taxes.state.mn.us) or call 651-282-5225 to register for one. Take note that the sales tax rate in Minnesota increased to 6.875% on July 1.

All registrations will be processed and spaces assigned in the order received. The fee increase after 9/15 is intended to encourage you to **sign up early** as it helps my planning and marketing to finish registration early, and there is always the possibility that spaces will fill up before the final deadline. Electricity will be available to a limited number of booths, if requested, but please note that the space is generally well lit. One folding chair per booth space will be provided. If you want more, please bring your own. **You must provide all tables and display materials for your booth.**

There will again be **food and music** available. If you know musicians who would be interested in playing, please give them my information or let me know how to contact them.

I will produce a post card and a flyer and will make them available for you to distribute to your friends and customers. You may order as many postcards as you can use and you may have up to 10 printed flyers. 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 to all who furnish an email address.

**\*\*\*NEW\*\*\*:** I am in the process of creating a website for the Women's Art Festival. I would like to include many images of your art to show people the breadth and quality of products available. 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](mailto:NLSiegal@aol.com) as soon as possible. I would also like to include 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, email or web address and the category description of your work. If you do not mark any, I will not list you. I will let you know the address when the website is ready for viewing.

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. If you are willing to volunteer for some specific organizing and marketing tasks, please let me know and we can discuss how you can help.

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](mailto:NLSiegal@aol.com)) and have them contact me as soon as possible.

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

## 17th Annual WOMEN'S ARTS FESTIVAL

SATURDAY, DECEMBER 12, 2009

10:00 A.M. TO 5 P.M.

(Set up time begins at 8:00 a.m.)

MINNEAPOLIS SPORTS CENTER / MIDTOWN YWCA

2121 East Lake St.

Minneapolis, MN 55407

Questions? Contact: Naomi Siegal, 612-250-5097, NLSiegal@aol.com

### Requirements

#### To register:

1. Complete registration form, including a description of your work. Please send forms in hard copy along with your payment. If this is your first time participating, please send photos (hard copy or digital) or slides of your work (see registration form).
2. Please be sure to include your check made out to Naomi Siegal in the amount of \$75 before Sept. 15<sup>th</sup> or \$85 if mailing after Sept. 15<sup>th</sup>.
3. Please fill out and return the enclosed ST19 form with your registration. Vendors who do not complete this form will not be able to participate in the festival.
4. **FINAL DEADLINE: November 1, 2009. However, spaces may fill before that date. Get your forms in early to ensure a space.**

#### On the day of the festival:

5. Being a women's festival is one of our selling points. Please bring products made by local women and have women staffing your table. No Imports/distributors please.
6. **You will need to bring your own table and other display elements.** Please do not plan to attach anything to the walls. One folding chair per booth will be provided.
7. Electricity is available upon request to a limited number of spaces. You will need to provide your own extension cord and light fixtures. Bring a multiple plug outlet strip if you have one.
8. Since it is harmful to some people, please do not use candles/incense or other burning materials as part of your display.
9. Since we want the early risers and the latecomers to be able to see the work of all of the participating vendors, please have your display set up by 10:00 a.m. and do not start tearing down until 5 p.m. **Set-up begins at 8 am. We need to be out of the space by 6:30 pm.**
10. Have fun and be prosperous.