

alley art festival artist guidelines

By applying for a space to show with Alley Art Festival:

Artists are responsible for reviewing and following all guidelines & requests of event staff. Failure to do so may result in a no-sell status for the event, or future events.

Alley Art Festival reserves the right to refuse or revoke spaces for any reason. No shows will not be invited back.

SIGN IN/INFO BOOTH TIMES

All artists must sign in before selling at the event. **Sign in at the Info Booth located on Water Street Mall as you arrive. (NO EARLY BIRDS! DO NOT ARRIVE PRIOR TO 8:30 AM. MUST SIGN IN AND BE SETUP BY 11:30 AM!)**

SET UP: 8:30 AM - 11:30 AM - Artists must **arrive by 11 a.m.** (See email for designated setup time and area.)

No artists are allowed to arrive before their designated time. Group 1 artists arrive starting at 8:30 AM. Group 2 artists arrive starting at 9:30 AM. If booths are marked; stay within the marked areas. Save spots near outlets for artists needing power. Artists must be set up by 11:30 a.m. **You will NOT be allowed to set up before 8:30 AM or after 11 AM. NO EXCEPTIONS.**

- **Check in at the Info Booth or with event staff when you arrive!**
- No cars allowed on Water Street Mall (no exceptions). NO DRIVE UP UNLOADING. Bring a cart!
- 10 x 10 (or smaller) tents with WEIGHTS (40lbs per corner) are allowed. No equipment (tables, chairs, etc.) is provided.
- **Artists who have not arrived by 11 a.m. will forfeit their space. ←READ**
- Keep display and storage in your booth space at all times during setup. Rain proof storage is recommended.
- Bring wagons, carts, or hand trucks for quicker loading & unloading. Park in Lot Q or Lot B on Water Street/Benton Street..

BREAKDOWN: 5 PM - 6 PM

Artists must stay until 5 PM. No early breakdowns are allowed. Please plan accordingly. **Artists are to sign out at the Info Booth on Water Street Mall before leaving. Don't forget that 10% of artist sales goes back to the festival, and should be remitted when checking out.** Keep track of your sales!

- Clean up all garbage and debris from your space before you leave, including boxes and zip ties.
 - After breakdown, please check with remaining artists and provide assistance if needed.
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FESTIVAL HOURS: 12 - 5 PM

- Artists are to remain at their booths, or arrange a sub.
- No smoking/vaping on Water Street Mall, Mundy Park, or Downer Place in festival areas.
- Bathrooms are located nearest to Downer on the southeast corner of the mall across from City Hall..
- Food vendors are located along Downer Place near City Hall. Pack water/snacks as needed.
- Artists are to keep track of their sales.
- No offensive, grotesque, outrageously gruesome/scary, or objectionable images are allowed; this is at the discretion of event staff. This is a family-friendly, daytime event that is intended to be accessible to all.

EVENT CLOSES: 5 PM **Early break down is NOT permitted.**

The event is RAIN OR SHINE. Be prepared with tarps and rainproof bins. In rare cases where the event may close early due to weather, all artists will be notified by event staff. Shelter in place will be in vehicles if lightning is a risk.

CHECK OUT: 5 PM

- Check out with 10% of total sales at the Info Booth located on Water Street Mall near City Hall.
 - Payment can be made via cash, check, or Zelle.
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ELECTRICITY

Certain artists who have pre-arranged a need for power will be placed near outlets along Water Street Mall. If artists require electricity, check in at the Info Booth before setting up. Artists using electricity must provide their own extension cords and heavy duty tape for securing the cords. BEWARE OF TRIPPING AND/OR FIRE HAZARDS. Provide proof of insurance.

WIND ACKNOWLEDGMENT - Alley Art Festival assumes no responsibility for damage from artist displays.

Improperly secured displays could result in flying canopies, damaged artwork, property damage, and injury. Artists acknowledge the risk of displaying outdoors in a high-wind area and agree to take all necessary precautions to secure displays and artwork from the impact of strong winds.

- **All tents/canopies must have PROPER WEIGHTS (40lbs per corner) secured at all times. No dumbbells, bricks, concrete blocks, or gallon water jugs allowed.** Water Street Mall and Downer Place bridge can be high wind areas.