



**Art & Craft  
show**  
OLD TOWN SAN DIEGO

**2017 Art & Craft Show Old Town San Diego**  
**Application & Information**  
Sep 30, 2017 - 10:00 AM to 7:00 PM  
Oct 1, 2017 - 10:00 AM to 6:00 PM

**Artist Name:** \_\_\_\_\_ **Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **Returning Artist: ( Y / N )**  
**Home Phone: ( )** \_\_\_\_\_ **Office: ( )** \_\_\_\_\_  
**Cell Phone: ( )** \_\_\_\_\_ **Fax: ( )** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **Web Site:** \_\_\_\_\_

**Artist Medium/Media:** \_\_\_\_\_ **Price Range:** \_\_\_\_\_

**Artist Median Type(s):**

\_\_\_\_ Ceramics      \_\_\_\_ Glass      \_\_\_\_ Collage      \_\_\_\_ Digital      \_\_\_\_ Mosaic  
\_\_\_\_ Painting      \_\_\_\_ Photography      \_\_\_\_ Printmaking      \_\_\_\_ Textiles      \_\_\_\_ Jewelry  
\_\_\_\_ Sculpture      \_\_\_\_ Metalwork      \_\_\_\_ Wood      \_\_\_\_ Other \_\_\_\_\_

**Art & Craft Show Old Town San Diego Fees:** (Enclose the following fees as required, No Commission Due.)  
*Booth Fees (check or credit card, NO American Express) will be deposited or charged after acceptance.*  
*Make checks payable to the Old Town San Diego Chamber of Commerce. Returned checks incur a \$35 fee.*

- **Processing Fees: (required)**
  - \$25 non-refundable application processing fee     \$45 late fee (if mailed after September 12, 2017)
- **Registration: (required)**
  - Early Bird Booth Fee (registration & received before August 1<sup>st</sup>)
    - \$275 for a 10' x 10' space       \$410 for a 10' x 15' space       \$480 for a 10' x 20' space
  - Standard Booth Fees: (registration & received after August 1st)
    - \$325 for a 10' x 10' space       \$485 for a 10' x 15' space       \$565 for a 10' x 20' space
  - Student Entrance Fee: (one 10' x 10' booth space shared by 3 students) (please provide proof of student status)
    - \$100 each - 3 students per shared booth
- **Add-Ons: (optional)**
  - \$75 Special Location Request (SLR) fee - *SLRs will be placed first, all other requests placed in order of receipt.*

Explanation of SLR:

  - Electrical Fees:     \$45 - 110 volts / 5 amps       \$70 - 110 volts / 15 amps       \$50 ea. additional 15 amps
  - Event Provided Rental Fees:    \_\_\_\_\_ \$120 for a 10' x 10' canopy rental      \_\_\_\_\_ \$2 per chair rental

**CREDIT CARD PAYMENT**

Visa  Mastercard # \_\_\_\_\_ AMT \$ \_\_\_\_\_ EXP. DATE \_\_\_\_\_  
Credit Card Address (if different from above) \_\_\_\_\_

3 digit # (security code) on back of credit card: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

*I have read and agree to abide by the Art & Craft Show Old Town San Diego rules and regulations. I understand that this application does not guarantee a space and agree to abide by the decision made by the Art & Craft Show Old Town San Diego jury. All participating artists, whether they fill out an application or apply through Zapp, will be selected by the same jury.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**ARTIST TERMS AND CONDITIONS**

- \* A Completed **Art & Craft Show Old Town San Diego** Application Form
  - \* Artist will pay selected fees above. **Initial:** \_\_\_\_\_
  - \* Artist will provide own booth rental set up (unless otherwise marked). **Initial:** \_\_\_\_\_
  - \* Artist is required to keep booth open for the entire event both days from 10:00 a.m. – 7:00 p.m. **Initial:** \_\_\_\_\_
- Artists who would like to be considered should submit the following materials unless applying through Zapp or are a returning artist.
- \* A current biography and resume
  - \* Up to 5 photographs + booth – these will not be returned

Please fax or mail the application form, payment and submissions by **September 12, 2017** to  
**Old Town San Diego Chamber of Commerce**  
c/o McFarlane Promotions, 656 Fifth Avenue, Suite B, San Diego, CA 92101  
Phone: 619.233.5008 / Fax: 619.233.0898 or Email: [artists@mcfarlanepromotions.com](mailto:artists@mcfarlanepromotions.com)

# **Art & Craft Show Old Town San Diego (A&CS OTSD)**

## **Rules, Regulations and General Information for Participation**

**The Art & Craft Show Old Town San Diego** is a two-day event taking place in the Historic Old Town San Diego. Visitors to this fabulous event will enjoy a self-guided walking tour down the quaint street of San Diego Avenue and will experience one-of-a-kind art from remarkable local, regional, and international artists. The Art & Craft Show Old Town is a free event, open to the public. Artists can expect 15,000+ attendees to visit the Art & Craft Show Old Town that offers live entertainment, children's art area, up and coming young artist, and delicious cuisine from the local restaurants. The Art & Craft Show Old Town is strictly a Juried Show. The majority of the work displayed must be original pieces. Prints demonstrated must be limited edition only and must represent a minority of the work displayed, with a majority being original pieces. **Please note that cards, t-shirts, posters, magnets, etc. are not allowed.** Literature and other noted information about the artist's work are permitted.

**Terms of Exhibition:** I have read and agree to all of the specified terms and conditions set forth in the A&CS OTSD Application. As a participant, I further release and indemnify the A&CS OTSD and all of its duly appointed representatives of liability and responsibility for any damage, injury, or loss sustained by exhibitors, guests or other participants before, during, and after the event or as a result of the display of my work, equipment, or materials. I understand that the A&CS OTSD management reserves the right to remove anything that does not meet the standards set forth in this application. I understand that there are no refunds or rain checks due to inclement weather. I agree to accept all decisions of the A&CS OTSD management. I agree to allow the A&CS OTSD management use of enclosed slides, photos, and other promotional materials, including photographs and videotapes taken at each A&CS OTSD for the purposes of promotion of the A&CS OTSD this year and future years. The undersigned agrees to indemnify and hold harmless, the Old Town San Diego Chamber of Commerce, its clients and affiliated organizations or entities, directors, officers, agents, employees, or any of the above from any and all liabilities, demands, claims, damages, or costs to property or persons as a result of participating in the **2017 Art & Craft Show Old Town San Diego.**

**Registration Information:** To register for the **Art & Craft Show Old Town San Diego**, you can register through Zapp or fill out the application and mail or fax with payment back to the **Old Town San Diego Chamber of Commerce.** An "Early Bird" discount will apply if application is **received by August 1, 2017.** The last day to register is **September 12, 2017 or until spaces are filled.** Artists may also register through Zapp.

**Sales Tax:** Vendors must have a valid California Sellers Permit (State Sales Tax License). Vendors are responsible for collecting and reporting any and all sales tax.

**Space Allocation and Rentals:** The Old Town San Diego Chamber of Commerce will assign artists to a designated area along the quaint street of San Diego Avenue located in the heart of Old Town San Diego. The A&CS OTSD does not accept responsibility for artists' work before, during, or after the event.

**Refund Policy:** Accepted exhibitors at the A&CS OTSD may withdraw from the event 60 days prior to the event date and receive a 50% refund on their fees. If withdrawal is made within 60 days of the event date, no refunds are available as all funds are committed to the production, promotion, and marketing of the A&CS OTSD. All refund requests must be made in writing. We will not process your payments until you are accepted to the event.

### **What You Do:**

- Pay all booth fees.
- Provide staff at your booth to answer any questions and to speak about the art and the exhibit AND keep booth open (required) for the entire **Art & Craft Show**, Saturday from 10:00 a.m. to 7:00 pm and Sunday, 10:00 a.m. to 6:00 p.m.

### **What We Do:**

- Distribute 3,000 cards and/or programs in the San Diego and nearby areas to promote the A&CS OTSD.
- Promote the **Art & Craft Show Old Town San Diego** through calendar listings, press releases, and media alerts.
- Promote the **Art & Craft Show Old Town San Diego** through web sponsors, radio sponsors, TV spots, and advertisements in San Diego and surrounding areas.
- List registered artists on the **Art & Craft Show Old Town San Diego** website.

We look forward to your participation in the **2017 Art & Craft Show Old Town San Diego.**

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**Old Town San Diego Chamber of Commerce**  
c/o McFarlane Promotions, 656 Fifth Avenue, Suite B, San Diego, CA 92101  
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