



P R E S E N T S

# FALL FESTIVAL ON PONCE

OCTOBER 14-15, 2017  
SATURDAY HOURS: 10 AM – 6 PM  
SUNDAY HOURS: 11 AM – 6 PM

## FESTIVAL EXHIBITOR INFORMATION AND REGISTRATION

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**Location:**

Olmsted Linear Park  
(Ponce de Leon Ave. NE between Moreland Ave./ Briarcliff Rd. and Oakdale Rd. NE)

**Website:**

[www.festivalonponce.com](http://www.festivalonponce.com)

**Send application to:**

Fall Festival on Ponce  
P.O. Box 422571 Atlanta, GA 30342

**IMPORTANT DATES & DEADLINES:**

Application deadline: Aug. 18, 2017  
Jury dates: Aug. 21-23, 2017  
Notification of acceptance: Aug. 24, 2017  
Accept invitation & purchase deadline: Sept. 15, 2017  
Wait List notifications: Sept. 18, 2017

**APPLICATION AND BOOTH FEES:**

Application fee: \$35  
Standard booth fee: \$275  
Double booth fee: \$550  
Corner upgrade: \$75  
Electricity: \$75  
*(limited availability on double booths and all upgrades)*

# Fall Festival on Ponce

October 14-15, 2017

The Fall Festival on Ponce is a two day outdoor local arts and crafts event held on October 14-15, 2017 at the Olmsted Parks along Ponce de Leon Ave., a main thoroughfare in metro Atlanta. This event was such a success in 2010 that we decided to split it in two (one festival in spring, one festival in fall)! The festival supports the historic Olmsted Parks restoration. This celebration of community and tradition is located in the center of the historic affluent North Druid Hills neighborhood in Atlanta. Lots of trees, huge open green space and tons of visibility make this an irresistible event for artists.

2017 Artist's Market Exhibitors

## Rules & Regulations

1. The Festival provides only the ground space for exhibits. Each Exhibitor must provide and prepare his/her own displays. We require Exhibitors to use white top tents of EZ UP quality or higher. All tents must be weighted (40 lbs. per tent leg min.). Set up will be on pavement or on grass.
2. Two weeks prior to the Festival, Exhibitors will be notified of their site location and detailed set up information. Plan to set up your booth on Friday, October 13, 2017. Last minute set up is Saturday, October 14, 2017 from 7 – 9 a.m.
3. After unloading Exhibitor vehicles must be moved to designated parking. Vehicles will not be permitted to remain in the exhibition space during the Festival, nor may they enter the Festival grounds until approved by the Festival Committee.
4. Exhibitors shall be responsible for obtaining any required licenses, permits or approvals under state laws applicable to his/her activity at the Festival and for paying any taxes, sales taxes, fees or other charges that may be applicable to any Exhibitor's activity at the Festival.
5. The Festival is a rain or shine event. Cancellations prior to the due date must be made in written form and submitted by mail or email received by AFFPS by 5:00 pm on September 15, 2017. By mail: send to P.O. Box 422571, Atlanta GA 30342. By email: to [info@affps.com](mailto:info@affps.com). No refunds will be given for cancellations after the 30 day deadline date or no-shows.
6. The Festival reserves the right to cancel an Exhibitor's contract. The Festival may require the Exhibitor to leave the Festival at any time if the Exhibitor is in violation of any rules and/or regulations stated herein.
7. Neither AFFPS nor its agents or representatives will be responsible for any injury, damage, or loss that may occur to the Exhibitor, the Exhibitor's agents or representatives or his/her property from any cause whatsoever. Exhibitors should obtain, at their own expense, insurance against any loss, damage, or injury they may require.
8. All Artist Market merchandise must be original, handmade and created by the Exhibitor. Reproductions must be clearly identified as such. Original art must occupy at least 50% of the artist's space. Browse bins may occupy only minimal space and must be aesthetically pleasing and not obstruct patron flow. All artwork on display must be for sale.
9. Artists may only show work in categories approved by the Jury.
10. Artists must be present with their work for the duration of the Festival. No commercial agents, dealers or salespeople may operate an artist's booth.
11. The Artist Market Jury will award Exhibitor applications based on originality of the art and quality of the booth display. Judging will be done on Saturday for all awards.

## AWARDS

The Artist Market Jury will award Exhibitor applications based on technical ability, originality of the art and quality of the booth display. Judging and awards will be held on Saturday for Best of Show, Fine Arts; Best of Show, Crafts; 2nd Place; 3rd Place; Honorable Mention (two) and Best Booth.

## AMENITIES

- Snacks and water will be provided for artists on Saturday and Sunday.
- Booth Sitters are available during event hours upon request.
- Designated Festival Hotline available during event hours regarding assistance, emergencies, questions, concerns, etc.
- Friday load-in
- 24 Hour on site Security

## ADVERTISING & PROMOTION

- AFFPS is among the top award winning art festival organizations in the southeast.
- Voted Best Festivals by local media
- Holder of the only Guinness World Record by any arts festival organization in the U.S.
- AFFPS employs professional marketing strategies including:
  - PR and online media platforms
  - Print and online media ads
  - Radio and TV
  - Billboards, banners, posters and yard signs
  - Extensive business partner collaboration
  - Social media
  - Dedicated interactive website
  - Direct mail
  - 300+ online calendar entries

## PARKING

On street parking is available in the surrounding neighborhood. Paid parking options will also be available for festival goers and artists.

## LOAD IN/LOAD OUT

Artists will be able to unload near their booth during set-up and tear down. Artists can load-in only during the designated times and must check-in with a photo ID. The lane of traffic that runs along the park is only wide enough for one vehicle. Therefore, we depend upon artists' cooperation to keep traffic moving at a pace that will allow everyone equal time to set-up. We ask that upon arrival at your booth location you unpack then move your vehicle before you start set-up. Artists will be responsible for hand carting to their booth space from the street. Artist must hand cart in additional merchandise after the designated load in time.

## WAIT LIST

A wait list will be maintained. Selected wait listed artists may be contacted when the Wait List is released through one day prior to the event date.

## NO SHOW POLICY

Artists who have not checked-in and/or called the Festival Emergency Number (number will be available in confirmation materials) by Saturday at 8:00 a.m. will be considered a "no-show." No Show artists are not eligible for refunds. Assigned space(s) will be forfeited to a wait-list artist.

## RAIN OR SHINE

There will be no "rain date" and fees will not be refunded in the case of inclement weather. The event will take place rain or shine.

## SALES TAX

Artists are responsible for collecting and reporting Sales Tax. A Sales Tax reporting documents is provided to participating artists at check-in at the event. The current Sales Tax rate for this event is 8% (Georgia 4%, Fulton County 3%, City of Atlanta 1%).

## HOW THE FEES ARE USED

All AFFPS Festivals support the Georgia Foundation for Public Spaces, a not-for-profit organization dedicated to building a stronger arts community. The GFPS provides scholarships for artists to help them with their artistic career

Mail application to:

Fall Festival on Ponce

c/o AFFPS

P.O. Box 422571, Atlanta, GA 30342

**Application deadline: August 18, 2017**

Presented by The Atlanta Foundation for Public Spaces

[www.affps.com](http://www.affps.com)

Festival Director: Randall D. Fox



**2017 FALL FESTIVAL ON PONCE**  
FESTIVAL EXHIBITOR'S CONTRACT – REGISTRATION FORM: Page 1  
Deadline for Entry: August 18, 2017– Entry Fee: \$35

Office use only Date received: _____
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**ARTIST INFORMATION**

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: Home: \_\_\_\_\_ Business: \_\_\_\_\_ Cell: \_\_\_\_\_  
Website: \_\_\_\_\_ Email: \_\_\_\_\_

NOTE: Email is the method we will use to notify you. If you do not have an email address, please include a self-addressed, stamped envelope with your application and fee.

**ART/CRAFT INFORMATION**

**Category:**

- 2D Mixed Media: Includes more than one type of physical material such as collage, papermaking, encaustic, pen and ink, paint, pencil, watercolor, or photography. Finished art suitable for wall mounting.
- 3D Mixed Media: Includes more than one type of physical material such as mosaic, papier mache, clay, fiber, glass, metal, wood or any other 3-dimensional objects.
- Ceramics: Original shaped and fired clay including earthenware, porcelain and raku.
- Digital Art: Two-dimensional works from which the original image is manipulated by the artist using a computer using programs such as Drawing, Illustrator, Paint or other software applications.
- Drawing & Printmaking: Original drawings made with pen, pencil, charcoal, pastels or chalk. Printmaking process may include pulled plates, linoleum prints, etching, engraving, silkscreen or lithography. All prints must be signed and numbered by the artist. Photocopies are not permitted.
- Fiber: Works created from fibers including basketry, batik, weaving, papermaking, knitting and quilting. Embellishment of manufactured materials is not permitted.
- Glass: An object made of glass including blown, fused, stained, cast and molded. Embellishment of manufactured materials is not permitted.
- Handcraft: Handmade items made by the artist from manufactured, recycled, or repurposed materials transforming the combined materials into a unique product in a cohesive collection. Complete description of items required.
- Jewelry: All Jewelry crafted from metal, glass, stone, clay, or other materials. Commercial molds or casts are not permitted. At least 50% of the organic materials in the finished product used must be produced by the artist.
- Metal: Functional and non-sculptural works incorporating metal.
- Painting: The use of oils, acrylics, watercolors, and tempera suitable for hanging.
- Photography: Prints, transparencies or digital images made from the artist's original negative or taken with a digital camera that have been processed by the artist.
- Sculpture: Three-dimensional work done in any individual medium.
- Wood & Furniture: Original works in wood that are built, turned, carved or tooled. Embellished manufactured wood items are not permitted.

**PROHIBITED ITEMS**

T-shirts and commercial clothing, posters, manufactured toys, commercially manufactured or reproduced items (resale), jewelry made from more than 50% manufactured components or any item that employs the use of commercially available molds or patterns.

*Page 1 of 2: Please complete and return both pages of the application.*

**Photos:** Include 4 photos of your work (3 of your art, 1 of your outdoor booth display). Photos must be printed. CDs or other electronic images will not be accepted. These will not be returned. Include the artist's name, description and prices of artwork in the photo.

Describe your work: \_\_\_\_\_

\_\_\_\_\_

List the products you will have for sale and their prices points (include on separate paper if necessary):

\_\_\_\_\_

\_\_\_\_\_

*NOTE: If your items are not listed here, you may not have them at your booth during the Festival. All items must be approved by the Artist's Market Committee. Please initial your acceptance of these conditions here: \_\_\_\_\_*

**Questions:** Please answer so that we may accommodate you to the best of our ability

Special request: (sunny area, near bathroom, etc.) \_\_\_\_\_

Will you be bringing a large truck or trailer that requires special handling? \_\_\_\_\_

Special needs: (medical condition or special assistance) \_\_\_\_\_

How did you hear about us? (Friend, Zapp, website) \_\_\_\_\_

Are you a past Participant? (Have you participated in an AFFPS event before?) \_\_\_\_\_ When? \_\_\_\_\_

Are you bringing a partner or helper? Please provide their names for us to make them a name badge.

\_\_\_\_\_

What other Festivals have you done? (List Arts & Crafts Festivals or events and the year) \_\_\_\_\_

\_\_\_\_\_

**Submit Application to:**

Fall Festival on Ponce  
c/o AFFPS  
P.O. Box 422571, Atlanta, GA 30342

**Application Deadlines:** Entry must be received by August 18, 2017. All application fees are non-refundable.

**Checklist:**

- \_\_\_ Application, completed and signed
- \_\_\_ Check made out to "Fall Festival on Ponce" for application fee (\$35 by August 18, 2017)
- \_\_\_ 3 Printed photos of your artwork, 1 printed photo of your booth

**2017 Fall Festival on Ponce Legal Agreement:**

By applying online or signing a written application, you agree to indemnify, hold harmless, and defend the Atlanta Foundation for Public Spaces and the Georgia Foundation for Public Spaces dba Fall Festival on Ponce and all of its officers, employees, servants and agents, against any and all liability claims, cost of whatever kind and nature, for injury to or death of any person or persons and for loss and damage to any property (State, County or other) occurring in connection with or in any way related to or arising out of the occupancy, use of premises or providing of services and equipment at the Festival.

\_\_\_\_\_  
Signed by Artist

\_\_\_\_\_  
Printed name

\_\_\_\_\_  
Date

**Page 2 of 2: Please complete and return both pages of the application.**