

The Festival celebrates the region's rich agricultural heritage while providing funds for numerous Southland organizations, scholarships and schools--\$150,000 raised in 2017! This 35th annual event attracts over 55,000 visitors from all over Southern California. Event patrons find arts and crafts booths, specialty pre-packaged food booths, live entertainment, children's amusements, food, wine and beer making up the berry delicious celebration. The Festival spans the spacious 15 acres of Strawberry Meadows at College Park. Publicity is widespread covering all of California as well as many national publications.

APPLICATION DEADLINE February 1, 2018. **We will continue to accept applications received after this date** for space or waiting list consideration.

LOCATION Strawberry Meadows of College Park, 3250 South Rose Avenue, Oxnard.

ELIGIBILITY Open to creators of handcrafted, small batch products made in the USA by the artist or craftsperson selling their works. With pre-arranged permission a representative may sell at events. Creativity and originality are important. No application including buy and sell, imports or kits will be considered—do not apply if your products are buy and sell, imported or from kits. No application including guns as toys will be considered.

BOOTHS Spaces are 10'x12' and 10'x24'. Overnight security Friday night through Monday morning. No electricity. 200 spaces.

NEW for 2018: Artisan spaces are located on Strawberry Meadow's grass soccer fields, Green Gate adjacent (2nd highest trafficked Festival entrance and proximate to stages and food court). Additionally, there are up to 20 spaces on the cobblestone area by the very busy Strawberryland for Kids available for youth oriented art/crafts. The latter are offered at an incentivized rate for 2018 only and must be approved by the Festival for this area.

SPECIFICS FOR GRASS AREA: A) Only dollies or wagons with soft wheels may be used to load/unload on grass—no motorized vehicles, B) no stakes may be used—plan to bring weights, C) all weight bearing display panels, tables, racks, cases and/or tent legs must be set on a weight distribution system such as a 6" x 6" piece of carpet or wood under each point of contact with the grass to eliminate damage.

FEES \$15.00 application fee. \$375.00 per space on soccer field / \$275.00 per space on cobblestone at Strawberryland for Kids. No commission.

STATUS NOTIFICATION Results will be sent March 5, 2018. If your work is accepted or placed on the waiting list, your materials will be held until after the show. If your work is not accepted, we will return your materials immediately. Applications will be accepted after the deadline for space or waiting list consideration with status notification available within 4 weeks.


CANCELLATION POLICY Space fee refunds are given through March 11, 2018. From March 12—April 8, 2018 a Pacific Fine Arts Festival credit slip minus a \$50.00 handling fee per space cancellation is given. The PFAF credit may be used towards any future PFAF Festival entry fee. Space fee forfeited if the cancellation comes on April 9 or later.

Artist/Craftsperson Name _____ Medium _____
 Business Name _____ CA Seller Permit # _____
 Address _____ City/State _____ Zip _____
 Telephone _____ Cell phone _____
 Email _____ Website _____
 Veh. Lic. Plate # & State _____ Business page name on Facebook _____

Send as much correspondence as possible by email: Yes No

Describe your booth layout and how your work is displayed. Be descriptive and thorough.

For how long, where (i.e. festivals, galleries) and in what cities have you been showing your work?

Price range of work \$ _____ Amount expected from show \$ _____
 Previous California Strawberry Festival exhibitor? Yes No Most recent year participated _____
 Number of free event postcards for your sales table or customer mailings _____
 Wristbands secure entrance onto event site. How many people will be working in your booth DAILY? _____
 Space size requested: ON GRASS 10x12/\$375.00 10x24/\$750.00 ON COBBLESTONE 10x12/\$275.00 10x24/\$550.00
 Special request. Space requests are taken into consideration but cannot be guaranteed. _____
 Method of payment
 \$15.00 application fee check # _____ or MC/VISA Space fee check # _____ or MC/VISA  Total charged \$ _____
 MC/Visa # _____ Exp. date (as of April 2018) _____ Security code _____
 Name as it appears on card _____ Signature / _____ /

CHECK LIST Return application and everything on the check list by email to pfa@pacificfinearts.com or by USPS to Pacific Fine Arts Festivals, PO Box 280, Pine Grove, CA 95665. Questions: pfa@pacificfinearts.com or 209/267-4394.

1. With your application include A) 4 images, or more as needed, of your various art/craft pieces, B) 1 image of your entirely stocked display, C) 1 image, or more if necessary, of you working in your studio with supplies, tools, and work in various degrees of completion. This studio shot is meant to prove that you create your work—please be sure that the images show thorough evidence to satisfy the selection committee of this requirement. All images: No CDs accepted for this requirement. Printed or digital images should be good quality and taken within the last 2 years. If mailing photographs, print your name/business name on back of each. Your images are how the selection committee chooses the event's participants—quality and clarity are important. Submitted images should be representative of all products you wish to display for sale at the event.
2. Include a separate page with your Artist Statement/Biography. Be sure that your name/business name is included on this page.
3. Include a separate page with descriptions representing all work you intend to bring including the following information—what is your medium, what is your subject matter, what tools do you use to create your art or craft. Be sure that your name/business name is included on this page.
4. Proof of insurance: Upon acceptance into the event a copy of your business' liability insurance policy limits page indicating General Liability coverage limits of \$1,000,000 each occurrence/\$2,000,000 aggregate will be required and prior to participation. Pacific Fine Arts Festivals will need to be named as Additional Insured. More information may be found on this application's Policies page or on our website's "For Participants" tab/"Artists & Crafters" page.
5. Space fee check/money order made out to PFAF or Pacific Fine Arts Festivals OR Visa/Mastercard payment information listed above. A second, separate check is required for each extra space request. Note: \$15.00 fee for NSF checks.
6. \$15.00 non-refundable application fee. Paid by separate check to PFAF or Pacific Fine Arts Festivals. This may also be paid by Visa/Mastercard.
7. If using USPS, include a self-addressed envelope large enough/with adequate postage to return your images or they cannot be sent back. Your images will be returned within 4 weeks after the last event to which you have been accepted has taken place.
8. A self-addressed, stamped postcard if you would like acknowledgement of your application's receipt. On the postcard in the memo area please note the shows for which you've applied.
9. REFERRAL PROGRAM If you are referring an artisan or are a referred artisan to Pacific Fine Arts Festivals see the "referral program" paragraph found on this application's Policies page to earn your \$50.00 credit slip.
10. **READ AND SIGN THE BACK OF THIS PAGE.**

Pacific Fine Arts Festivals' Policies

Application and participation constitutes agreement and acceptance of these policies as well as specific instructions governing the Pacific Fine Arts Festivals events.

REQUIREMENTS

ELIGIBILITY Applications are open to creators of handcrafted, small batch products made in the USA by the artist or craftsman selling their works. With pre-arranged permission a representative may sell at events. Creativity and originality are important. No application including buy and sell, imports or kits will be considered—do not apply if your products are buy and sell, imported or from kits. No application including guns as toys will be considered. Depictions of weapons and certain types of nudity or printed words are carefully considered. We appreciate artists' freedom of expression; as these are family events, we are held responsible to each hosting entity and community to present what they consider family-friendly images. No booth sharing will be considered outside of a married/significant-other partnership.

REFERRAL PROGRAM We're always interested in bringing new, quality products to our events. Share our event information with your quality artisan friends and you both will receive a \$50.00 credit upon participation! Both you and your referral need to download the Referral Certificate from our website (pacificfinearts.com, "For Participants" tab then "Artists & Crafters" or "Specialty Food Vendors" link) and submit it with your individual applications. After your referral's participation in an event we will send to each of you a \$50.00 credit slip good towards any future Pacific Fine Arts Festivals' space fee. Word-of-mouth referrals are golden and we appreciate your sharing your enthusiasm for our events!

FOR COMMISSION EVENTS Commissions are due postmarked to the office (PO Box 280, Pine Grove, CA 95665) by the Wednesday immediately following the event. A 10% commission on gross, pre-tax sales is paid on all work sold as a direct result of this opportunity for public exposure including sales finalized subsequent to the Festival. Please put the event's weekend sales commissions in the mail by the Wednesday following the show and any subsequent sales commissions as soon as possible.

INSURANCE Required upon acceptance into an event A) a copy of your business' liability insurance policy limits page indicating General Liability coverage limits of \$1,000,000 each occurrence/\$2,000,000 aggregate B) Pacific Fine Arts Festivals must be named as Additional Insured with the following language: "Pacific Fine Arts Festivals, its agents, employees, servants and volunteers are named Additional Insured." Information you may need for the additional insured process: Pacific Fine Arts Festivals PO Box 280 Pine Grove, CA 95665 pfa@pacificfinearts.com.

Resources: There are low-cost event or yearly policies available through rlicorp.com (approx. \$300 for the year including the required additional insured) and actinsurance.com (\$39.00 fee per event includes listing PFAF as additional insured/yearly beginning at \$265.00 depending on gross sales reported).

FIRE EXTINGUISHERS Each participant with a 10x10 tent event space must have a 2A:10BC rated fire extinguisher in his/her booth. Fire Departments are very particular in requiring that if the extinguisher is NEW it must be stamped with the CURRENT year on the label or on the bottom of the unit AND the indicator must be all the way to the top of the green. If you've an older unit then it must have been serviced within the last 12 months and have a current State Fire Marshall tag attached and the indicator must be all the way to the top of the green. We know, this all may seem unnecessary but we assure you that it is a big deal to the Fire Marshall and the events can be negatively affected if participants do not bring their extinguishers meeting these regulations.

APPLICATION PHOTOS/EVENT VIDEO & PHOTOGRAPHY Event participants agree to allow the images included with their application or video/photographs taken at event/s to be used for publicity and advertising.

ARTIST SPACE CANCELLATIONS Please refer to the heading "Cancellation Policy" or "Dates to Remember" area on application for Artist Space Cancellation policies.

CANCELLATION OF FESTIVAL If weather, major disaster, or other circumstances beyond the control of the Host of the Event (as referred to below as "Client"), the City in which the event is held (City) or Pacific Fine Arts Festivals cause the cancellation of the Festival, participation fees will not be returned. The Client, City or Pacific Fine Arts Festivals cannot be held liable by exhibitors for the failure of the event to take place.

EXPECTATIONS

CONDUCT/DISPLAY APPEARANCE Arrive on time, promptly remove vehicle to the designated parking areas as stated in event's Instruction Letter, be ready for each morning by stated time, never break down or return vehicles for loading before the stated time and complete all show days scheduled. No non-service pets. Service pets must wear vest and have proper ID/paperwork available. No children under 7, music that interferes with neighbors, alcohol, drugs or smoking allowed in or around booth. Clothing should be tasteful. Your display area should be neat, free of storage boxes or clutter, with tablecloths floor length on all sides. No displaying of "SALE" or "DISCOUNTED" type signage. Offensive/abusive behavior is not tolerated. An ignored request by staff to refrain may result in expulsion from the event. This is a professional environment—please strive to reflect that in booth appearance and personal behavior at all times.

WEATHER Be at the Festival no matter what weather is predicted. In case of rain, follow directions given by our representative on the spot. We expect to be working with professionals; arrive at the event prepared with heavy, see-through plastic and clamps to cover your work in case of rain, and at set-up always install heavy weights on your tent/display in case of wind.

PRODUCTS FOR SALE Pacific Fine Arts Festivals and/or designated agents reserve the right to restrict/remove products offered for sale based on quality and integrity as decided by Pacific Fine Arts Festivals.

THEFT Although rare, theft does sometimes occur. Pacific Fine Arts Festivals, the Host of the Event (referred to below as "Client"), or the City in which the event is held cannot be held liable by exhibitors for any theft that may occur at the event.

SOCIAL MEDIA Participate in event marketing and directly target YOUR customers. For each event we create several posts on Facebook, Instagram, Pinterest and Twitter that are easily customizable and shareable. We encourage you to take advantage of this OR if you create your own content promoting an event you'll be doing with us be sure to tag us too @PacificFineArts. LIKE and FOLLOW us to get the latest news!

ATTITUDE Our goal is to run a show that is fun as well as profitable for us all. As important as the search for art talent is we do not lose sight of the need for artists who are cooperative and easy for us and other participants to work with. No amount of talent or ability to sell will compensate for this.

Release & Hold Harmless Agreement

This agreement is entered into by and between Pacific Fine Arts Festivals (Producer), the host of the event (Client), the City in which the event is held (City) and the artist or craftsman filling out, signing, and returning the application (Artist).

The Artist hereby indemnifies and holds the Producer, its agents, employees and servants, the Client, its agents, employees and servants, the City, its agents, employees and servants harmless from any and all claims, including costs and attorney's fees resulting there from, arising out of said Artist's participation in any and all events which have been organized by or through Producer, Client, or City. For the purposes of this agreement, the term "participation" shall include, but not be limited to, the delivery and safety/security of equipment, merchandise, structures and arts or crafts to their designated location, the set up and display of any such structure and art or crafts, and the dismantling and removal of all such items from the area provided by or through the Producer or its agents, employees and servants, the Client or its agents, employees and servants or the City or its agents, employees and servants.

The Artist hereby expressly assumes any risk of harm or theft to the Artist, works of art or craft, guests or guests' property arising out of their participation and the participation of other artists or agents in any given festival organized by Producer, Client, or City including any risk resulting from the particular location of the space designated for them by the Producer. The Artist agrees to hold harmless the Producer, Client, City from any and all liability for damages to persons and damages or theft of property from any source. If weather, other acts of Nature, or other reasons beyond the control of the City, Client or Pacific Fine Arts Festivals causes the event's cancellation, Artist entry fees will not be returned and neither the City, Client nor Pacific Fine Arts Festivals will be held liable to Artists for failure of the event to take place.

This agreement shall be effective immediately upon execution and shall continue in effect for each and every festival that the Artist participates in that is organized by Producer during the current year.

- THE WORK DESCRIBED IN THIS APPLICATION FOR SELLING AT THE EVENT/S IS HANDCRAFTED IN THE USA BY ME.
- I AGREE TO ABIDE BY THE POLICIES, RELEASE & HOLD HARMLESS SET FORTH BY PACIFIC FINE ARTS FESTIVALS AND THE RULES GOVERNING EACH EVENT.

Signed: _____ / _____ / Date: _____

PLEASE READ & SIGN THIS PAGE

