

# A Special Message for Artists

## **READ CAREFULLY, THERE'S BEEN REVISIONS!**

There is a selection process in choosing artists for this show! Show management makes every effort and continually strives towards offering a wide variety of carefully chosen artists ensuring the finest exhibit for our patrons. Artists work should be **ORIGINAL, HANDMADE** items with excellent workmanship and displays should be aesthetically pleasing to be considered for the show. All work must be **ORIGINAL, HANDCRAFTED, CREATED AND EXHIBITED** by the approved Artist/Exhibitor themselves. **BUY/SELL ITEMS, KITS, IMPORTS, AND MASS PRODUCED ITEMS ARE NOT PERMITTED: PERIOD!** *If you are seen selling such items you will be asked to remove those items immediately, resulting in a bare table at your booth. In addition, Artists who attempt to sell these types of items will not be permitted back to future shows.* Please note that acceptance into one show does not guarantee acceptance into all shows.

**NO EXCEPTION:** No matter how many shows you have done with us, you **MUST RESUBMIT PHOTOS** (regular photos, or printed on computer paper is fine. No emails, no CD's, etc. will be accepted) with your application each year (photos cannot be returned.) We will not keep asking for information lacking in your application packet. If it's not submitted all together, you may lose your preferred space as your application will not be processed unless and until the packet is completed in its entirety. **We DO NOT hold spaces. In addition, your pictures must show EVERYTHING YOU WILL BE SELLING!** (Example: Do not submit pictures of only glasswork charms, bowls, plates, etc. and then at the show it is observed you have a multitude of other metal necklaces, charms, etc. at your table. *(Putting a charm/pendant on a rope, chain, cord, etc. or adhering a charm to a metal bookmark or putting a clasp on a string of store bought beads does NOT QUALIFY as original handmade jewelry.)*)

Photos must be sent with your application. Photos can be color prints (no larger than 4x6) or photos printed on regular 8x11 paper. **There are several REQUIRED photos:**

- 1) A few close up photos of your artwork: (If different pieces)
  - 2) A few photos of **YOU CREATING** your artwork: (various stages of the process) Example: Pouring soap into the molds, removing it, cutting it, making the labels, etc... Pouring gold into a mold to create a piece of jewelry, you actually sewing the items to be sold, etc.)
  - 3) A photo of your booth or table display is **REQUIRED**. The purpose of this is that we need to see how YOUR set up will look in our show. **YOUR DISPLAY IS JUST AS IMPORTANT AS YOUR WORK!**
- IMPORTANT REMINDER! ONLY BLACK TABLE COVERS: MUST BE TO THE FLOOR ON ALL 4 (FOUR) SIDES.** No one should be able to see under your table in any direction. If you have any different color than black, or a variety of colors, or it is obvious you are using sheets or unhemmed material you will be asked to stop setting up to obtain the proper table cloths or if it is not caught while you are setting up, you will not be asked to return to the next show. No exceptions.

Feedbacks from art show visitors indicate they are "looking for shows that provide original handcrafted items displayed attractively and inviting to the public." Patrons also noted they did not like attending shows where artists "have the same items and displays year after year" and a numerous complaint heard way too often was "too much jewelry."

Your ultimate goal is to create a mini gallery. Your display adds value to your work and draws the customer in to your space. Each year, make it **UNIQUE**, make it **CLASSY** and make it **MATCH YOUR PERSONALITY** as an artist.

Remember, they're not just buying your work; they're buying a piece of you!

- Show Management, SWFP Community Center, City of Pembroke Pines, Fall Arts & Crafts Show

THE CITY OF PEMBROKE PINES - ARTIST EXHIBIT SPACE AGREEMENT

12th Annual Fall Arts & Crafts Show

September 22rd & 23th, 2018

Artist/Exhibitor Name

E-mail \*REQUIRED PLEASE PRINT CLEARLY

Street Address or P.O. Box

City

State

ZIP

( )

( )

is any contact information new?

Home Phone

Cell Phone

Please note which: \_\_\_\_\_

CATEGORY OF WORK: CHECK ONLY ONE (1)

( ) Paintings, specify: \_\_\_\_\_ [ ] Sculpture, specify: \_\_\_\_\_ [ ] Glass [ ] Wood [ ] Photography

[ ] Original Handcrafted Jewelry\* [ ] Pottery/Ceramics [ ] Fabric Crafts, specify: \_\_\_\_\_

[ ] Mixed Media, specify: \_\_\_\_\_ [ ] other: \_\_\_\_\_

\* Only a very limited amount of jewelry will be allowed in this show

BOOTH SIZES INFORMATION

Please indicate booth size choices: 11' x 16' SPACE and 2, 8ft. tables: \_\_\_\_\_ @ \$125.00 = \_\_\_\_\_

11' x 11' SPACE and 2, 8ft. tables: \_\_\_\_\_ @ \$100.00 = \_\_\_\_\_

8 'Table only: \_\_\_\_\_ @ \$60.00 = \_\_\_\_\_

Additional Tables ONLY available for those with rented "spaces": \_\_\_\_\_ @ \$10.00 = \_\_\_\_\_

Preferred space # \_\_\_\_\_

TOTAL ENCLOSED: \_\_\_\_\_

As with all shows, we do our best to accommodate your request, but spaces are first come, first serve. See rules/regulations

Before you send your application, make sure you include & complete the following items to avoid delay:

- Completed and Signed Agreement
Entry fee made payable to: Carl Shechter SW Focal Point Community Center Campus (or SWFP for short. Check or money order only; we no longer accept cash & do not have PayPal Or CC machine)
4 (at least) photos of your work (2 close up of your work and at least 2 showing YOU creating your work. You may need to submit multiple photos if selling a variety of the same creations. We need a few pictures of you in the process. Example: melting wax, poring soap into molds, cutting the bars, and packaging). We need photos of all the different items you plan on selling!
1 photo of your space/booth/display (all photos cannot be returned)
BLACK show cloth covers are required (see attached Exhibitor Rules & Regulations)

Spaces are assigned on a first come-first served basis. NO CANCELLATIONS, REFUNDS OR CREDITS.

Please promptly return this completed, signed Agreement with your check payable to:

Southwest Focal Point Community Center (SWFP)

301 NW 103rd Avenue

Pembroke Pines, FL 33026

Attn: Valerie Toth

By signing below you are agreeing to ALL policies, rules & regulations in this application packet. Neither the City of Pembroke Pines, its representatives, officials, agents, nor employees shall be responsible for any injury, loss, or damage, from any cause whatsoever that may be suffered by Exhibitor or to Exhibitor's employees, agents, licensees, guests or property. Exhibitor agrees to hold harmless and indemnify Agency for any damage, loss, or injury, whatsoever, arising out or in any way connected with the acts, omissions, or negligence of Exhibitor or Exhibitor's employees or agents. As required by law, all vendors will collect all applicable sales tax (es) and remit those tax receipts to the Florida Department of Taxation.

Please make sure you read all rules and regulations carefully before signing.

VENDOR'S SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

You will receive a confirmation notice via e-mail when your remittance is received.

Food is available for purchase on site at the Emilio's Café located inside the Center.

For additional information call (954) 450-6888

## EXHIBITOR RULES AND REGULATIONS

IN CONSIDERATION of the mutual promises and covenants in this agreement, and other good and valuable consideration, the receipt and adequacy of which are acknowledged, the above-named individual/business ("Artist" or "Exhibitor") and the City of Pembroke Pines ("Agency") agree as follows:

1. The Agency does hereby grant unto the Exhibitor the privilege of entry upon or into the City of Pembroke Pines Fall Arts & Craft Show and Sale at the **Southwest Focal Point Community Center, 301 NW 103<sup>rd</sup> Avenue, Pembroke Pines, FL 33026**, said facility to be entered upon or into for the purpose of an Arts and Crafts Show and Sale and no other purpose whatsoever, for the period outlined by the operation schedule applicable to this show & sale. This Agreement may not be assigned, subleased, licensed, or otherwise transferred by the Exhibitor without the express written permission of the Agency.
2. Exhibitors of all types of Arts & Crafts are welcome to exhibit at our show. **All work must be original, handcrafted, created and exhibited by the approved Artist/Exhibitor themselves. Buy/Sell items, Kits, imports, and mass produced items are not permitted! No exceptions.**
3. Exhibit spaces (also referred to as "Booths") are **approximately** 11 feet wide x 11 feet deep or 11 feet wide x 16 feet deep.
4. Agency shall provide one Booth, two (2) 8 foot tables and two (2) chairs to the Exhibitor, Booth rental prices are \$100.00 for an approximate 11x11 space and \$125.00 for an approximate 11x16 space for the two (2) day show; the prices shown include any applicable tax. An 8 foot table only is \$60.00. Access to electrical outlets is not guaranteed.
5. Exhibitors wishing to utilize Exhibit Space in the show should send a check in the amount of \$100.00 (11'x11") or \$125.00 (11'x16') or \$60.00 (only an 8 foot table) with the contract. Booths will be reserved upon receipt of a completed and executed Rental Agreement/Contract. Payment in full to the City must be accompanied by the executed Agreement for the Show. Payment shall be made by check, cashier's check, or money order. **NO CASH ACCEPTED. All checks and money orders should be made payable to SWFP Community Center.**
6. Advance reservations are necessary to reserve Exhibit Space. A completed Agreement and full payment must be received by the Agency as soon as possible to guarantee your space. We do not reserve spaces, or hold a request until payment received.
7. Exhibit Space will be assigned by the Agency at its sole discretion on the following basis: First-come, first-served basis. Agency may change Exhibit Space assignments for the benefit of the Show.
8. Exhibitors shall not unload any merchandise or materials from their vehicle or place any merchandise or materials in an Exhibit Space until they have checked in at the Check-In Desk, completed the necessary paperwork, paid any balance due for booth/space rental costs and received the proper exhibitor identification.
9. **Exhibitors will set up their merchandise display(s) only within the hours scheduled for this purpose.** Exhibitors will park at the entrance of the Southwest Focal Point Community Center only for loading and unloading merchandise as directed by Agency staff or representative(s). Upon completion of loading or unloading, vehicles must be removed immediately from the entrance/loading area to pre-designated Exhibitors' parking areas. **Artist/Exhibitor Set-Up Hours – 3:00pm to 7:00pm on Friday, 7:00am on Saturday, and 9:00am on Sunday.**
10. Exhibitor badges will be issued to all registered Artists/Exhibitors at the time of Check-In. For security purposes, **we require these badges must be worn at all times during set-up times and show hours.**
11. **Tables.** As provided in Paragraph 4, Exhibitor shall be provided two (2) 8 tables and two (2) chairs for each Exhibit Space. Additional tables will be available on a first come first serve basis. Exhibitors should secure extra tables at lease signing as there will be **no tables rented on set-up or show days.** Agency has eight foot tables and a limited amount of six foot tables. Cost per additional tables is \$10.00. (The \$10.00 rate for another table is only applicable to those who rented an approximate 11x11 or 11x16 "space. Those who rented a table for \$60.00 will not be able to obtain a second table for \$10.00) Exhibitors are responsible for any damage to Agency's tables or chairs in their care or assigned to their Exhibit Space. Exhibitors will be responsible for any unreturned tables. If Exhibitors do not pay for tables when payment is due, the Agency cannot guarantee that tables will be available. **Exhibitors are permitted to bring their own tables as long as they fit into their allotted space. Those who rent only an 8 foot table will NOT be permitted to bring their own tables, as your space is only the rented table itself. Exhibitors must provide BLACK cloth show covers (to the floor) for dressing tables in their spaces. Sheets, blankets or plastic coverings etc., are not acceptable covering materials.**
12. **Damage to the facility.** Any damage to your Booth Space is your responsibility as Artist/Exhibitor and by signing this Agreement; you agree to pay any necessary repairs. If you feel there is any pre-existing damage upon your arrival, it is your responsibility to make it known to staff **BEFORE** you set-up your Booth. Under no circumstances will Artists/Exhibitors be allowed to hang any merchandise from the walls. Nails, tape and other fixatives are expressly forbidden. Use of existing holes, nails or screws is also forbidden, Exhibitors with any goods hanging will be asked to remove them and may also be charged for any resulting damages. **It is the Artist's/Exhibitor's responsibility to discard or take with them all trash, empty boxes, paper, etc. when clearing your booth,** in order for your name to remain on invitation mailing list.
13. **Fire codes.** ALL AISLES, EXIT SIGNS, FIRE EXTINGUISHERS and other fire equipment must be kept clear of obstructions at all times. Exhibitor merchandise, display tables and chairs must be within the confines of your space no matter how difficult it may be. Exhibitor agrees to maintain the area in a clean and orderly fashion at all times. Vendors may be asked to remove any electrical cords or lighting that is deemed unsafe. **All lights and electrical items must be turned off at the close of the show each night.**

14. Rollover/Cancellation/Refunds. **NO CANCELLATIONS, REFUNDS OR CREDITS.** Exhibitors are expected to and agree to honor their commitment to the City of Pembroke Pines. If Artist/Exhibitor defaults in payment, Artist/Exhibitor is liable to Agency for collection costs, including reasonable attorney's fees.
15. Opening & Closing hours. As an Artist/Exhibitor in a Fall Arts & Crafts Show and Sale, you agree to be present at and have your display open to the public during the advertised Show hours. Exceptions to the rule will be in the case of inclement weather or by prior arrangement with Show management. Exhibitor may not close or leave the Exhibit Space. **Show hours are Saturday 9:00am to 4:00pm and Sunday 10:00am to 4:00pm** unless otherwise noted. Violation of this rule may result in Exhibitor losing the invitation to exhibit at this and future Shows. **Exhibitor is expected to be present during Show hours on all days. Exhibitor shall not start packing merchandise for removal until the Show and Sale closes at 4:00pm on Sunday. It is the Artist's/Exhibitor's responsibility to have someone attend to the rented booth/space at all times during set-up, show hours and dismantling.**
16. No security is provided by the City of Pembroke Pines during set-up, show hours and closed hours. However, neither the City of Pembroke Pines nor the Southwest Focal Point Community Center accepts responsibility at any time for any missing or damaged merchandise under the care and custody of, or which is the property of the Exhibitor. The center will be closed by staff and re-opened by staff, preventing anyone from having access to the merchandise.
17. In the event that the Southwest Focal Point Community Center is totally or partially destroyed by elements, act(s) of God, or any cause so as to require extensive reconstruction of the exhibition hall resulting in the show cancellation, the Agency shall not be liable to the Exhibitor for any loss or damage whatsoever caused by such cancellation.
18. Neither the City of Pembroke Pines, its representatives, officials, agents, nor employees shall be responsible for any injury, loss, or damage, from any cause whatsoever that may be suffered by Exhibitor or to Exhibitor's employees, agents, licensees, guests or property. Exhibitor agrees to hold harmless and indemnify Agency for any damage, loss, or injury, whatsoever, arising out or in any way connected with the acts, omissions, or negligence of Exhibitor or Exhibitor's employees or agents.
19. Pets or any other animals are not permitted inside any buildings or on any part of the facilities at the Show. If you travel with your pet, it must be kept in your climate-controlled vehicle away from public contact.
20. Food will be available for purchase at show.
21. Confirmation of Exhibit Spaces and other pertinent information will be sent to Exhibitor prior to the event for which you have pre-registered and paid in full.
22. Exhibitors may be moved to another booth location/exhibit space at any time for the betterment of the show as management deems necessary.
23. The management of the City of Pembroke Pines Fall Arts & Crafts Show has the right to refuse booth space to any Artist/Exhibitor, for any reason whatsoever.
24. Abusive behavior toward fellow exhibitors, customers, Pembroke Pines Fall Arts & Crafts Show staff or facility staff will not be tolerated for any reason. If you choose to act in an unprofessional manner, you will be asked to leave without a refund. **NO EXCEPTIONS!**
25. All work must be original, handcrafted, created and exhibited by the approved Artist/Exhibitor themselves. Kits, imports, and mass produced items are not permitted. All work must be clearly labeled with price.
26. No soliciting. Exhibitor is prohibited from distributing literature, souvenirs, or other items from outside the boundaries of the Exhibit Space, unless Exhibitor has obtained approval from the Agency.
27. Agency reserves the right to accept or reject applications for Exhibit Space and to cancel any previously accepted Exhibit Space Agreements, at anytime, in its sole discretion, for any reason or no reason at all, without any liability therefore to the Exhibitor or any third party.
28. The Agency reserves the right to update, change or amend this exhibitor policy at any time.
29. This Agreement is not valid until said Agreement is fully executed by an authorized representative for Agency.

# Handy Tips to keep in mind while selling at Art Festivals:

- Keep a positive state of mind. Ultimately you want to sell your artwork, but if selling is the only goal of your show, you will be setting yourself up for disappointment. What if none of your pieces sell? You are headed for a huge crash. Check your expectations for the show. Make your goal meeting tons of people and getting your name out there. Because let's face it, sometimes you need to get your work in front of someone several times before they are ever ready to purchase...AND you never know when a person might come back later to purchase that one painting that has been haunting them. Or they might just tell all of their friends about your work which could result in sales for you.
- If a customer enters your booth area or has been looking for a minute, greet them with your own personal statement. Keep in mind a greeting to a customer goes a long way. A smile and eye contact is just a method of letting the customer know that you recognize their presence and you are open to assist them if needed. Try and read your customer...vary your statements such as "Hello", "Welcome to my gallery" or "Let me know if you have any questions". Some customers want interaction from the artist and some want their space.
- We have had complaints from artists who don't do well in their sales and they wonder why. It could be your subject matter is just not appealing to the customers, but more often than not, it's because the artist sat behind the table doing something else (playing on the phone, or reading) and did not acknowledge or make an effort to interact with the customers walking by. If you don't appear pleasant, friendly and communicative, the customer will not feel welcome coming to your table!
- Some customers are hesitant to crossing over the "hidden line" on the edge of booth space. They tend to look at art on the walls from a distance or print racks at the edge of the booth area. If you make the customer feel at ease and comfortable to cross that outside line into your booth, then you are doing something right.
- Put yourself out there! It's very simple - you create additional value to your artwork when you interact with a perspective customer. Interaction with potential buyers can literally create additional value to your artwork. People love to hear the story behind a piece they may be interested in. And often pieces that aren't noticed very much become invaluable when all of the sudden they hold deep meaning. Explain to them what makes your art work unique; why literally there's nowhere else they will be able to find a piece like this ever again. Tell them how you came about conceiving and producing your artwork. Tell them the story, people are interested, and when they buy the piece they now own additional information about the piece to share with their friends. Once your patron takes you seriously and is 'sold' on your talent as an artist and self-confidence, your work will begin to sell itself.
- What sells? For photography, what sells in the smaller shows are mostly the matted prints or small framed prints if you offer them. You should have some larger pieces of framed art on display in your booth space to attract people to your booth area. It is a good idea to have items of different price points. In some shows, where many of the visitors may be younger, art items that sell the most may be in the \$20.00 to \$40.00 range. On a slow sale day, it is nice to sell even a low cost item under \$20.00 every once in a while to keep your spirits up.
- For jewelry, pieces need to be unique and reasonably priced to appeal to the majority. Of course, there are customers who definitely look and buy the real silver & gold pieces, don't get me wrong. But, for the most part, the average person is looking for lower price point items. I can tell you from my experience with my gal pals when we go to art shows (and trust me, we go to A LOT! Any reason to have a girl's day... LOL) we prefer reasonably priced, well-made unique jewelry. My friend will buy all three, necklace, ring/bracelet & earrings as a set, I don't care for changing my earrings often, so sometimes I only buy one piece. Also with jewelry, you will find it can increase your sales if you are able to customize pieces on the spot. (Perhaps a necklace needs to be made longer, a bracelet smaller, etc.) This could mean swapping out one color pendant for another, selling a pendant without a chain, resizing a piece, or swapping ear wires.
- Keep your cash on you and not store it in a cash box or hiding place unless it is just change.

- When displaying art on your display booth walls, your back wall is viewed the most and your most impressive or best-selling items should be on display in this location.
- In showing art, a good idea to keep in mind is that you are setting up a little gallery at the art show as if you were at an indoor retail gallery. Presentation is always important in the art world. The placement of your art and related display areas is also very important. Careful consideration should be given on where you place your tables, shelves, print racks, walls and other items. Many people will walk down the row of booths and you need to give them a reason to stop and look for a few seconds to determine if they want to stay longer.
- At smaller shows such as ours here, the artists push the rented space size and set up displays 1'-3' out in front of their assigned approximate 11' x 11' (or 11x16) booth area. The problem with this is that the customers need to move 2'-4' further away from the general traffic path when viewing your next door neighbor's booth. This makes it harder for them to see their art and more likely to just pass on to the next booth. If your booths are right next to each other, Please keep within your assigned approximate 11' x11' (or 11x16) area. If the booths are spread out, you may be able to stick out a little and not disturb the next tents traffic flow.
- Things I noticed at the 2017 Show: Many artists did not have prices attached to their work. For example, all crafters who had holiday wreaths made... I looked and never saw a price. I saw a business cards attached to one vendors wreaths, but no price on the backside. From me as a customer's POV, I don't like to ask how much something is. In my mind, if I have to ask, it's probably more than I'd want to pay. Just something to consider.
- Ultimately, have fun and be yourself. Talk yourself up and in the end, people are more likely to buy artwork from an artist they like. So don't be afraid to put yourself out there and enjoy yourself!!

I hope you find these few tips useful and informative. We look forward to seeing returning artists as well as new artists at the 2018 show and we hope that YOU will assist US in advertising for YOU! Many additional advertising venues have been explored and utilized since I have been here at the SWFP since 2015 to do my best to improve the popularity of our shows here. I have also asked the vendors at the Flea Markets, the dealers at the Antique shows and now you, the artist, to do **YOUR** part in advertising in increasing the customer base. **I have cardstock postcards made.** If you would like a stack (advise roughly how many via my email [vtoth@ppines.com](mailto:vtoth@ppines.com), along with your name & mailing address) and I will be more than happy to mail them to you to pass out from now to our show... perhaps at other shows you are participating in as well as your friends and family. I will also be emailing you the advertisement in JPG format as we get closer to the event, so **YOU** can post on **your Facebook page**. Join art groups on Facebook to post the flyer to... it's another way to help advertise for **YOUR SHOW**. I encourage you all to place a Craig's list ad, as it is free as well.

Thank you, See you soon!  
Valerie Toth

Don't forget to join our **Facebook page "SW Focal Point Community Center"** under **Groups**  
<http://www.ppines.com/artcraftapplication>  
<http://www.ppines.com/artcraftflyer>