



ARTSQUEST[™]
imagine that

2020 CRAFTER/ARTISAN APPLICATION

Bethlehem, PA | SteelStacks.org



Handwerkplatz is a unique site dedicated to the visual arts and fine crafts at Musikfest. Musikfest is a 10-day festival featuring 500+ performances of all musical styles. The festival, presented by ArtsQuest, also features a variety of mouth-watering foods, children's activities, a closing night fireworks display and more. Each year, up to one million or more people visit the event to enjoy its wealth of music, food and fun.

Dates: July 31-August 9, 2020

Hours: July 31: 5-11 PM, August 1-9: noon-11 PM

Attendance: Record 1.23 million in 2019

Location: Bethlehem, Pennsylvania, 60 miles north of Philadelphia, 80 miles southwest of New York City and 70 miles east of Harrisburg.

Demographics: 150-200 mile radius | 73% of patrons have \$75,000+ household income 54% Male /46% Female | Average Age of 35
46 States and 26 Countries in attendance



Experience an authentic German Oktoberfest with a special Pennsylvania flair, featuring:

- A variety of Rock, German and Polka music
- Yuengling Oktoberfest Beer in our Yuengling Biergarten plus local and European beers of the season
- Fun and games including a barrel rolling competition, dachshund races, and more
- Great eats like wurst, kraut, paprikash, potato pancakes, turkey legs and strudel
- Art, handmade crafts and collectibles

Dates: October 2-4; 9-11

Hours: Fridays: 5-10 PM, Saturdays Noon-10 PM, Sundays Noon-6 PM

Attendance: Record 33,000 in 2019

Location: Bethlehem, Pennsylvania, 60 miles north of Philadelphia, 80 miles southwest of New York City and 70 miles east of Harrisburg.

Demographics: 60 mile radius; 25-54 skewed M/F split



Named one of the top holiday markets in the U.S. by *Travel + Leisure*, Christkindlmarkt Bethlehem showcases fine art and unique holiday gifts by more than 150 artisans from throughout the nation, live holiday music, ice carving and glassblowing demonstrations, and jolly, old St. Nicholas. The event, which serves as the anchor of Bethlehem's holiday events and attractions, offers a unique holiday and shopping experience that attracts people from throughout Eastern Pennsylvania and the Mid-Atlantic Region.

Dates: Fri. Nov. 20-Sun. Nov. 22; Fri. Nov. 27-Sun. Nov. 29; Thur. Dec 3-Sun. Dec 6; Thur. Dec. 10-Sun. Dec. 13; Thur. Dec 17-Sun. Dec. 20

Hours: Thursdays & Sundays 10 AM-6 PM, Fridays & Saturdays 10 AM-8 PM

Attendance: Record 94,980 in 2019

Location: Bethlehem, Pennsylvania, 60 miles north of Philadelphia, 80 miles southwest of New York City and 70 miles east of Harrisburg.

Demographics: 150 mile radius; 29-64 skewed heavily female

HOW TO APPLY

- Apply online at steelstacks.org/applications
- Complete and mail the application
- Four (4) images and one (1) booth shot must accompany all applications

QUESTIONS? CONTACT US!

Phone: 610-332-1300

Email: crafters@artsquest.org

More info and apply online at steelstacks.org/applications

JURY SELECTION PROCESS

APPLICATION PROCEDURE:

- The application must be accompanied by **at least** five digital images (at least four representing the complete price range of the work you wish to display and at least one of your booth setup).
- Each digital image file name must be clearly marked with your name and numbered 1-5 to correspond with the image description on the application.
- **Images are not accepted via e-mail or dropboxes. Images should be submitted on a CD or USB drive.**
- Photographs of your products are only accepted with paper applications. Electronic applications **MUST** have digital images submitted via the application site.
- Include a description of your work on the application where space is allocated or include on a separate piece of paper.
FAILURE TO LABEL IMAGES ACCORDING TO INSTRUCTIONS MAY RESULT IN DISQUALIFICATION.
- If you choose, you can send invoices of the raw materials used to make your work.
- We cannot notify each applicant when their application is received. If you wish to receive notification, please utilize a service that will provide you with a tracking number.
- Fully complete all sections of the application.
- Send completed application, images, and required payment to the address listed on page 4 of the application.

JURY PROCEDURE:

- **Musikfest & Oktoberfest 2020** – the jury procedure for these two events is a rolling process. Top quality artisans and artisans in good standing with ArtsQuest may be accepted quickly for Musikfest & Oktoberfest. First time applicants or artisans in competitive categories (i.e. food & jewelry) may not hear from us until the application deadline is past. Notifications will be sent out via email and deposit checks will be deposited within 5 business days of acceptance, if you are accepted. If you apply electronically, you will be responsible to pay the \$300 deposit within 5 business days of the acceptance notification. Failure to complete the deposit will terminate your acceptance and your space will not be guaranteed.
- **Christkindlmarkt 2020** – Christkindlmarkt will not be juried until approximately one (1) week following the application deadline. This allows for those applications postmarked on the final day to arrive and be processed in our office. Notifications will be sent out via email and deposit checks will be deposited within 5 business days of acceptance, if you are accepted. **If you apply electronically**, you will be responsible to pay the \$300 deposit within 5 business days of the acceptance notification. Failure to complete the deposit will terminate your acceptance and your space will not be guaranteed.
- During the application process, you will be notified of your acceptance status only. All applicants are accepted as a 10' x 10' space. Your final invoice will show your booth size. Specific booth space requests will be confirmed closer to the event and will be assigned as balances are paid in full!
- **JEWELRY & FOOD PRODUCTS:** Artisans wishing to be juried in the Jewelry or Food category must have their applications submitted no later than the application postmark deadline. Any applicants wishing to apply for either of those categories **MUST** apply by the first jury postmark deadline. This application process for food products is also limited to pre-packaged food exhibitors. Food exhibitors are allowed to sample their products but will not be permitted to sell open food. Additional health regulations and food safety regulations are required by the City of Bethlehem in order to sample and sell food products. Obtaining the permits and paying the associated fees is the responsibility of the Artisan.
- Please be honest about your products and your selection of your jury category. Remember, we look at your submitted jury photos. Applications found to be dishonest by selecting another category to avoid being juried in one of the more popular categories will be immediately disqualified from the jury process.

ARTSQUEST 2020 - CRAFTER/ARTISAN APPLICATION (PG 1)

CRAFTER/ARTISAN INFORMATION PLEASE PRINT OR TYPE CLEARLY

Exhibitor/Business Owner Name:.....

Business Name.....

Media Category *(In 10 words or less, please describe your art work)*.....

Address..... ☐ Check here if new information

City..... State..... ZIP

Phone *Business*..... *Mobile (for on site use only)*.....

Email.....

Website..... Social media handle.....

☐ Keep email private (ArtsQuest will not share any information with patrons requesting contact information, including website and email address)

I WISH TO BE JURIED IN THIS CATEGORY (SELECT ONLY ONE)

___Leather ___Metal ___Glass ___Photography ___Graphics ___Jewelry ___Pottery ___Textiles ___Wood ___Bath & Body

___Food (description required).....

___Mixed media (description required).....

CRAFTER/ARTISAN IMAGES ALL APPLICATIONS MUST BE SUBMITTED WITH IMAGES

IMAGES (Label as they correspond with your submitted CD or USB drive – if you have more than 5 images or require more space, please attach an additional sheet)

Image 1 (work): Dimensions/Medium or Materials/Price Point.....

Image 2 (work): Dimensions/Medium or Materials/Price Point.....

Image 3 (work): Dimensions/Medium or Materials/Price Point.....

Image 4 (work): Dimensions/Medium or Materials/Price Point.....

Image 5 (booth): Must Submit for Jury Selection Process.....

ARTSQUEST 2020 - CRAFTER/ARTISAN APPLICATION (PG. 2)

Terms of Participation (Page 1 of 2) - must be signed and returned with application.

1. Balances must be paid in full by the dates below:

- Musikfest – July 1, 2020
- Oktoberfest – September 1, 2020
- Christkindlmarkt – October 1, 2020

Late payments will be assessed a \$25 late fee each week following the due date that the balance is late and load-in information and space assignments will not be sent or made to any balances that are outstanding past the payment deadline.

2. Cancellation Policy: Artisans may cancel a show for any reason. A full refund of space fees and your deposit will be given when a cancellation is received within 14 days of acceptance. There will be no full refunds issued following the 14 day acceptance period. Refunds will be a percentage based on the following schedule and based on the OPENING DATE of the festival:

- 90 or more days – 75%
- 60-89 days – 50%
- 30 – 59 days – 25%
- Less than 30 days – 0%

Based on the refund, any balance due based on your invoice amount that remains on your account following a cancellation is your responsibility to pay to bring your account to \$0.00. Jury fees are non-refundable. Failure to pay will affect future consideration for shows and may result in legal action.

3. ArtsQuest agrees to provide 110v electrical power. Artisan agrees to provide any necessary extension cords, surge protectors, splitters as needed for operation. If additional power is required, an additional fee will be charged based on need.

4. Artisan agrees to have display active and open during operating hours of the festival. Artisans opening late and closing early may be refused acceptance in future years.

5. Artisan agrees to only sell products juried during the jury process and products that are selected by the jury. Non-juried items are prohibited and Artisans with products not selected by the jury will be given one request to remove the products immediately. Failure to remove non-juried products will result in immediate expulsion with no refunds for booth fees.

6. Artisan agrees to adhere to all ArtsQuest set-up and breakdown policies. Load-in information will be given to vendors 2 weeks prior to each show selected for and will only be provided to vendors with a \$0.00 balance. Artisans with a balance will not be permitted to set up. No Exceptions.

7. Artisan shall provide ArtsQuest with a certificate of commercial general liability insurance, naming ArtsQuest as an additional insured, with minimum coverage of \$1,000,000 per person, per incident. Artisan will provide Workman's Compensation Insurance where applicable to by statute.

8. Artisan shall be responsible for and hereby releases ArtsQuest, its trustees, officers, employees and agents from any liability for any loss due to vandalism, theft, accident, weather, or other casualty to any goods, supplies, equipment, belongings or other items of personal property which Artisan or its directors, officers, employees or agents cause to be brought to the festival site ("Personal Property"), including but not limited to the Exhibit area.

9. Artisan agrees to defend, indemnify and hold harmless ArtsQuest, its trustees, officers employees and agents from all actions, suits, losses, damages or claims of any kind, arising from circumstances at the festival site, including but not limited to the Exhibit, caused by any act or failure to act, whether negligent or non-negligent, of the Artisan, its directors, officers, employees or agents or caused by any Personal Property.

10. ArtsQuest will provide roving security during the set-up period, operating and non-operating hours during the festival and the take-down period, but the Exhibit area will not be under such observation at all times.

11. Artisan acknowledges that no representations have been made to Artisan with respect to the size of attendance at any festival nor have any representations been made with respect to anticipated distribution.

12. Space location and assignments are made at the discretion of ArtsQuest. Location requests are noted, but are not guaranteed and ArtsQuest reserves the right to change a space location at any time. Space locations and requests will not be considered until Artisan balance is paid in full.

13. For safety reasons, Artisan agrees to properly weight tents during outdoor events. Proper weighting is defined as 40 lbs. of weight per leg. Failure to comply will result in the Artisan being prohibited to vend and/or operate until the tent is properly weighted and the tent may not be erect until properly weighted.

14. Artisan agrees to provide a professional display that includes but is not limited to tables, chairs, lighting, extension cords, etc. All items must fit in the space allotted- no items can be in aisles.

15. Overnight parking is permitted for storage trailers only. RV's and other residential vehicles may not be parked on any portion of ArtsQuest property or any ArtsQuest owned/operated parking lots. Any vendor who requires trailer parking will be required to provide the trailer license plate number to the Operations Manager prior to arrival. Trailers can only be parked during the period in which the vendor is a participant.

16. Artisan agrees to collect 6% PA Sales Tax where applicable and pay it to the state. Additionally, all artisans must contact the PA Department of Revenue for a PA Tax Number and the City of Bethlehem for a Business Privilege License.

17. Artisan must comply with Artisan Conduct as outlined below:

- All displays and tables and any portion of your set up must fit within your allotted space. Displays, tables, décor, etc. that is in the aisles or protruding into a neighbor's booth will not be tolerated.
- Artisan should be prepared for the seasonal elements such as heat, humidity, wind, rain and/or dust as well as long event hours.
- Artisan shall not discriminate against any employee or customer because of age, race, religion, color, ethnicity, physical disability, or sexual orientation.
- Political signs and activity are prohibited.
- Hawking or calling out for patrons is prohibited.
- No pets or live animals are allowed on site with the exception of ADA approved service animals.
- No alcohol may be consumed by Artisans while on-site and during operating hours.
- Displays cannot contain open flames.
- Personal heaters are prohibited.

Page 1 initial _____

ARTSQUEST 2020 - CRAFTER/ARTISAN APPLICATION (PG. 3)

Terms of Participation (Page 2 of 2) - must be signed and returned with application.

18. ArtsQuest will provide each Artisan two (2) Artisan badges per 10' x 10' space. Lost badges can be replaced one time at a fee of \$25 per badge. Badges must be clearly worn to identify you to our guests as the Artisan.
19. If the event is cancelled upon rule, regulation, order or recommendation of any state, federal, or local government agency of ArtsQuest in response to any public health threat such as an outbreak of a highly communicable disease, Terms of Participation may be cancelled by ArtsQuest on written notice to participants without further liability on either party. In such event, any deposits and payments made to ArtsQuest shall be returned within 30 days of written notice.
20. Application of any of these terms may be waived only by written permission by an authorized representative of ArtsQuest.
21. Failure to comply with these terms or inappropriate behavior towards and ArtsQuest staff, Volunteer, or other Artisan, or patron will result in expulsion from the Event and ineligibility for future ArtsQuest events. ArtsQuest will not refund any booth fees or lost profits due to expulsion.
22. No dealers or sales representatives allowed.
23. The Artist or Craftsperson who designs the work and is a principal of the business **MUST** be present to show their work. If the craft or art is signed by an individual, they are the person required to be at the show. If the business is named after the artist, that individual must be at the show in person. If more than one person is listed as the Exhibitor on this contract, ArtsQuest reserves the right to require proof that both are creators of the work and both are significant principals in the business.
24. All work must be original and completely finished, unless being personalized by the Artist or Craftsperson on site, as part of the artwork.
25. All art and craft items displayed must be for sale.
26. All displays and craft items must be removed on the Sunday of the last participating session.
27. All exhibitors must be in compliance with all local and state taxes, health requirements, and fire code. This includes, but is not limited to any items within your space. Food products require additional permitting from the City of Bethlehem. Applications will be provided by ArtsQuest, but it is the responsibility of the exhibitor to complete and pay for the required permits.
28. All exhibitors are responsible for keeping their area clean during show hours, including cleaning up at the end of each show.
29. Exhibitors are not permitted to bring their pets to the show.
30. Exhibitors may not sublet space to anyone else.

The undersigned, by signing below, intends to be legally bound by the terms and processes stated above for all events accepted within this application

Signature of Artisan

Printed Name of Artisan

Date of Signature



ARTSQUEST 2020 - CRAFTER/ARTISAN APPLICATION (PG 4)

FESTIVAL SELECTION PLEASE CONSIDER MY APPLICATION FOR THE FOLLOWING (CHECK ALL THAT APPLY):

Musikfest (Postmark deadline: April 26th, 2020)

Northside Handwerkplatz

☐ \$850 per 10' x 10' (July 31-Aug. 9)

*operating hours - Fri., July 31: 5-11 PM, Sat., Aug. 1-Sun., Aug. 9: Noon-11 PM

Southside Glassblowing Area

☐ \$500 per 10' x 10' (July 31-Aug. 9)

Southside Visitors Center

☐ \$850 per 10' x 10' (July 31-Aug. 9)

Oktoberfest (Postmark deadline: April 26, 2020)

☐ \$500 per 10' x 10' for both weekends

☐ \$300 per 10' x 10' - Week 1 (Oct. 2-4)

☐ \$300 per 10' x 10' - Week 2 (Oct. 9-11)

*operating hours - Fridays: 5-10 PM, Saturdays: Noon-10 PM,
Sundays: Noon-6 PM

Christkindlmarkt (Postmark deadline - July 1: April 26th, 2020)

(check all that apply)

Tents 2 & 3

☐ \$350 per 10' x 10' - Session 1 (Fri., Nov. 20 - Sun., Nov. 22)

☐ \$430 per 10' x 10' - Session 2 (Fri., Nov. 27 - Sun., Nov. 29)

☐ \$430 per 10' x 10' - Session 3 (Thurs., Dec. 3 - Sun., Dec. 6)

☐ \$430 per 10' x 10' - Session 4 (Thurs., Dec. 10 - Sun., Dec. 13)

☐ \$430 per 10' x 10' - Session 5 (Thurs., Dec. 17 - Sun., Dec. 20)

*operating hours - Thursdays 10 AM-6 PM, Fridays 10 AM-8 PM, Saturdays 10 AM-8 PM, Sundays 10 AM-6 PM

Glassfront

☐ \$3,650 - 9' x 18' - full festival

Hut

☐ \$1,350 - 10' x 10' - full festival

Courtyard

☐ \$1,250 - 10' x 10' - full festival

Booth Size Requests (not guaranteed, check all that apply)

☐ Corner - \$50 upgrade per session

☐ 10' x 20' - cost: individual session Fee x 2

☐ Other requests - please specify:.....

CHECKLIST (Incomplete or incorrect application will not be juried) :

___ Application Fees – select all festivals that apply – checks will be deposited upon receipt. Application fees are non-refundable

___ \$25 for Musikfest

___ \$25 for Oktoberfest

___ \$25 for Christkindlmarkt

**Save up to \$15 on application fees by applying
online: steelstacks.org/applications**

___ Festival Deposits – select all festivals that apply (**must be separate checks by Festival**) – will not be deposited until after Jury selection.

___ \$300 for Musikfest

___ \$150 for Oktoberfest

___ \$300 for Christkindlmarkt

___ At least five digital images, each marked with name, dimensions, medium and numbered 1-5

___ Three (3) page completed application – partial applications will not be accepted and will not be included in the jury process

___ Page 1 – Artisan Information, Image Description

___ Page 2 & 3 – Terms of Participation

___ Page 4 – Festival Selection

***Please send completed applications to: ArtsQuest; Attn: Crafter Application; 25 W. Third St; Bethlehem, PA 18015**

Please make checks payable to ArtsQuest. A \$35 service fee for checks returned for any reason is the responsibility of the artist listed as the contact as well as any other applicable fees.

*Application fees and deposits are accepted only by check. When submitting a printed application, checks must be mailed in a minimum of two separate checks. To submit your application with credit card information, please use our on-line application at steelstacks.org/applications.

In the event that the event is cancelled upon rule, regulation, order or recommendation of any state, federal or local government agency or by ArtsQuest in response to any public health threat such as the outbreak of a highly communicable disease, this agreement may be cancelled by ArtsQuest on written notice to event participants without further liability on either party. In such event, any deposits made by ArtsQuest shall be returned within 30 days of such notice.

The undersigned does hereby agree to all terms and conditions stated in this application and does hereby release, forever discharge and hold harmless ArtsQuest of and from all actions, suits, damages or claims whatsoever arising from any loss or damage to any property of the undersigned while in the possession or supervision of the festival, its agents, representatives, employees or volunteers. I further certify that I will exhibit only my own original work in the medium in which I am registered.

Artisan Signature.....Date.....

Artisan Printed Name.....