



2018

ARTIST/CRAFTER APPLICATION
Bethlehem, PA | SteelStacks.org



ARTSQUEST™
imagine that



Dear Artists,

Thank you for considering ArtsQuest as one or more of your shows during the 2018 season. We are looking forward to another great season this year!

This application is a single application which allows you to apply for all three ArtsQuest festivals that have an artisan component to them – Musikfest, Oktoberfest, and Christkindlmarkt.

Please be sure to complete the information on the application fully and make sure you are submitting a complete application. Due to the number of applicants that we receive for our festivals, we are unable to contact you if your application is incomplete, so, to assist you, at the end of the application we have provided a convenient checklist!

To kick off this year's application, let's start by answering some frequently asked questions:

1. **What is a juried show?** A juried show is a show in which all applicants must have their work reviewed by an independent jury panel to insure that their work meets the show's requirements.
2. **What are the criteria for selection?** Selection is based, but not limited to, originality of work; quality of work; number of applicants in each category; booth display; event history; and past history at ArtsQuest events.
3. **Is the decision of the jury final?** Yes, the decision of the jury is final.
4. **How can I submit my application?** Applications can be submitted either via hard copy by printing the application in its entirety or by completing the on-line application. The application is available online at: steelstacks.org/crafters.
5. **Do I need a booth photo?** Yes, booth shots are required.
6. **I'm a new artist – what if I don't have a booth photo?** We recommend that new artists set up a similar space in your yard or garage and take a picture on how you plan on displaying your items.
7. **I've been at your show for years, do I still need to apply?** Yes, all artisans must complete an application regardless of the number of years you have been exhibiting with the show. If you are a returning artisan and you have added new products or have a new line of products, we strongly encourage you to submit new photos and descriptions of these products.
8. **Why do you have limits on certain categories?** Certain categories, specifically jewelry and food products, have limits on the number of spaces we allocate during the show so we can keep a balance of products and also not saturate one market with a certain product type.
9. **Do I need to resubmit my images?** ArtsQuest files images for up to three years, so if you submitted images in 2015 or prior, you will need to submit new images. If you submitted images and wish to submit new images of new products, we welcome those new images!

This application and the information in the section entitled Jury Selection and Terms of Participation provide a great level of detail that will answer any additional questions you may have. Please take a moment to full read the application as there are some changes to this year's information from previous years.

As always, should you have any questions, please do not hesitate to contact our office at 610-332-1300 or by emailing crafters@artquest.org.

Best Wishes,

Emily Kocis
Operations Manager



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: August 3-12, 2018
Hours: August 3: 5-11 PM | Aug. 4-12: noon-11 PM
Attendance: Record 1.2 Million in 2017
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
 47 States and 8 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: Oct. 5-7 & 12-14
Hours: Fridays Oct. 5 & 12: 5-10 PM
 Saturdays Oct. 6 & 13: Noon - 10 PM
 Sundays Oct. 7 & 14: Noon - 6 PM
Location: Bethlehem, Pennsylvania, 60 miles north of Philadelphia, 80 miles west 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 100 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: November 16-18 & 23-24, November 29-December 2, 2018
 December 6-9, 13-16 & 20-23, 2018
Hours: Thursday & Sunday 11 AM - 6 PM
 Friday & Saturday 11 AM - 8 PM
Attendance: 70,000 estimated annually
Location: Bethlehem, Pennsylvania, 60 miles north of Philadelphia, 80 miles west of New York City and 70 miles east of Harrisburg.
Demographics: 150 mile radius; 29-64 skewed heavily female

JURY SELECTION PROCESS & TERMS OF PARTICIPATION

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.**
- Files can be submitted in jpeg format with the following criteria:
 - A resolution of at least 300 dpi.
 - At least 1950 pixels in any direction
 - All files must be numbered to correspond with the description in the application.
 - Color images – **NO BLACK AND WHITE IMAGES.**
 - Submitted on a CD or USB drive.
- If you choose, you can send invoices of the raw materials used to make your work.
- If you have added new products or designed something new, we recommend submitting new photos or the work. The jury is looking for new items to keep our shows fresh.
- 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.

JURY PROCEDURE:

- **Musikfest & Oktoberfest 2018** – 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. Marginal artists or artisans in competitive categories (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 2018** – 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 be 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. Booth space requests will be awarded 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.

BOOTH SPACES:

- Double booths and corner booths are limited.
- Booth assignments are made at the discretion of the jury and the ArtsQuest Operations Manager.
- Specific booth requests are not guaranteed.
- ArtsQuest reserves the right to change a booth location at any time and booth assignment changes, if necessary, will be made via email directly to the Artisan's contact information on-file.

HOW CAN I PAY MY INVOICE?

Balances can be paid by credit card through our on-line credit card processing site; by business check or personal check or ACH Wire transfer. Personal checks will not be accepted as payment within 30 days of the 1st day of the event and credit cards will not be accepted over the phone.

TERMS OF PARTICIPATION

(This page must be signed and returned with your application)

1. Balances must be paid in full by the dates below:
 - Musikfest – July 1, 2018
 - Oktoberfest – September 1, 2018
 - Christkindlmarkt – November 1, 2018Late 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. ArtsQuest agrees to provide 110v electrical power. Artisan agrees to provide any necessary extension cords, surge protectors, splitters as needed for operation.
 3. Artisan agrees to have display active and open during operating hours of the festival. Artisans opening late and closing early will be noted and will be documented in your file for future festivals.
 4. 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.
 5. 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.
 6. 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.
 7. 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 Christkindlmarkt site ("Personal Property"), including but not limited to the Exhibit area.
 8. 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 Christkindlmarkt 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.
 9. 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. Artisan may choose to hire, at its sole expense, third-party security for the Exhibit area. If Artisan elects to hire third-party security, it shall file with the City of Bethlehem Police Department, such information as may be required and notify ArtsQuest in writing of its name and contact information. The presence or absence of any security described in this paragraph 8 shall not relieve Artisan of its obligations under paragraphs 6 and 7 above.
 10. 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.
 11. 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.
 12. Artisan agrees to provide a professional display that includes but is not limited to tables, chairs, lighting, extension cords, etc.
 13. 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.
 14. 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.
 15. Artisan must comply with artisan conduct as outlined below:
 - 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 may contain any open flames.
 - Personal heaters are prohibited.
 16. ArtsQuest will provide each Artisan two (2) Artisan badges per 10' x 10' space rented. 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.
 17. 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.
 18. Application of any of these terms may be waived only by written permission by an authorized representative of ArtsQuest.
 19. 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.
- 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
- Please send me a copy of the terms of participation electronically for my records.

ARTSQUEST 2018 - CRAFTER/ARTISAN APPLICATION (pg 1)

Crafter/Artisan Information

PLEASE PRINT OR TYPE

Business Name (how business will appear on marketing material).....

Artisan Name.....

Media Category (In 10 words or less, please describe your artwork).....

ADDRESS.....

CITY..... STATE..... ZIP

PHONE:Business..... Mobile (for on site use only).....

EMAIL.....

WEBSITE.....

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 Mixed Media (description required).....

Jewelry Pottery Textiles Wood Food (description required).....

Crafter/Artisan Images

My images are on file from 2016 or 2017

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.....

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

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

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

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

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I wish to have my images filed for future shows. Only digital images will be filed. (Images will only be filed if this box is checked)

REFERENCES:

LIST FOUR MAJOR OUTDOOR EVENTS AT WHICH YOU HAVE APPEARED (Do not include ArtsQuest events)

EVENT	DATE	LOCATION	CONTACT	PHONE NUMBER
Ex. Pumpkin Festival	2001-2012	Circleville, OH	Ned Hardin	614-432-0005

Have you participated in this event before? Yes No If yes, what years?.....

ARTSQUEST 2018 - CRAFTER/ARTISAN APPLICATION (pg 2)

Festival Selection

Please consider my application for the following:

Musikfest (Postmark deadline: April 20th, 2018)

\$800.00 per 10' x 10' (Aug. 3 - 12)

*operating hours - Fri., Aug. 3: 5-11PM

Sat., Aug. 4-Sun., Aug. 12: Noon-11PM

Oktoberfest (Postmark deadline: June 30th)

(check all session in which to be juried)

\$400 per 10' x 10' for both weekends

\$225 per 10' x 10' - Week 1 (Oct. 5 - 7)

\$225 per 10' x 10' - Week 2 (Oct. 12 - 14)

*operating hours - Fridays: 5-10PM

Saturdays: Noon-10PM

Sundays: Noon-6PM

Christkindlmarkt (Postmark deadline - July 1: April 20th, 2018)

(check all session in which to be juried)

\$320 per 10' x 10' - Session 1 (Fri., Nov. 16 - Sun., Nov. 18)

\$400 per 10' x 10' - Session 2 (Fri., Nov. 23 - Sun., Nov. 25)

\$400 per 10' x 10' - Session 3 (Thurs., Nov. 29 - Sun., Dec. 2)

\$400 per 10' x 10' - Session 4 (Thurs., Dec. 6 - Sun., Dec. 9)

\$400 per 10' x 10' - Session 5 (Thurs., Dec. 13 - Sun., Dec. 16)

\$320 per 10' x 10' - Session 6 (Thurs., Dec. 20 - Sun., Dec. 23)

*operating hours - Thursdays & Sundays: 11AM-6PM

Fridays & Saturdays: 11AM-8PM

Booth Size Requests

(check all that apply)

\$50 per session Corner Upgrade

10' x 20' (Cost - Individual Session Fee x 2)

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

___ Application Fees – select all festivals that apply – checks will be deposited upon receipt

___ \$20 for Musikfest

___ \$20 for Oktoberfest

___ \$20 for Christkindlmarkt

___ Festival Deposits – select all festivals that apply (**must be separate checks by Festival**) – will not be deposited until after Jury selection. **DO NOT SEND ANY PAYMENT IN FULL AT THIS TIME.**

___ \$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, References

___ Page 2 – Festival Selection

___ Page 3 – Signed agreement of participation terms and jury process

***Please send completed applications to: ArtsQuest; 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.

*Application fees and deposits are accepted only by check and 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/crafters.

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.....