



FINE ARTIST PROSPECTUS

September 11 & 12, 2010

Jury Selection Process

A panel of Jurists will select participants for the exhibition. Criteria for exhibitor selections include quality of workmanship, originality, artistic conception, overall visual impact and date of entry. All images are viewed anonymously. Description information from the Artist is made available to the Jurors. Selections by the Jury are final.

With less than 70 Booths available, competition for the Festival is expected to be very keen. As such, it is very important that images submitted clearly illustrate the quality of the work. Images provided by entrants are the only basis on which the Jury Panel can make a decision.

CD with Images - *It is very important that the CD be clearly marked with the applicant's name*

Four (4) images of art work and one (1) of the display are to be submitted. The four images must be representative of the body of work which will be exhibited. An image (or photo) of booth set-up is also required. If you do not have a photo of your actual booth set-up, please photograph a "mock booth" against plain walls, showing a grouping of your work and interaction (to reflect scale).

Exhibitor Information

The Festival Site is located outdoors in the Mary and Richard Carpenter Plaza Park on the front grassy area at the Thousand Oaks Civic Arts Plaza. Juror's decision will be final as to assigned artist location. Consideration will be given to those with special needs and/or requirements. Please make note of those special needs in written correspondence to the Festival and include with your application. **NOTE: There will be no rain or wind contingency plan for this event.**

- Artists are provided a 10' x 10' booth space (single) or 10' x 20' (double). The booth includes an 8' high white canopy. Artists must provide their own display racks. The booth fee is dependent upon postmark/receipt date of the entry (see application).
- Participants may, at their option, rent 6'x2' Tables at \$10 each and/or folding metal chairs at \$2 each.
- **Booth assignments are made at the discretion of the Festival. Please notify Festival in event of a Special Needs request for booth location.**
- Beginning on Friday afternoon, registration and set-up will occur. To assist with traffic, arrival times will be assigned to the artists. Booths not claimed by 5 PM Friday night may be forfeited.
- There will be **no** electricity access.
- Photo ID is required.
- Exhibitors will keep 100% of their profits.
- Exhibitors are responsible to collect any tax for sales and are responsible for establishing their own merchant accounts with Visa/MasterCard, American Express, et cetera.

Artist Relations Services

Regular exhibit hours will be Saturday and Sunday from 10am to 5pm. Early break down or closing on any day of the event is not permitted and may result in forfeit to participate in future Festivals. There will be food vendors represented at the Festival. Or you may bring your own refreshment. Alcohol is not permitted. All City owned buildings and grounds are smoke-free. Parking and laminated exhibitor identification badges will be provided. Overnight security on Friday and Saturday is provided during the Festival weekend. However, for added protection against overnight moisture, artists are strongly encouraged to bring tarps to cover artwork that might be harmed by heavy dew.

Festival Eligibility & Rules

- The Festival is open to fine artists residing in Ventura County or members of a Ventura County Art Organization/Association.
- Exhibition in previous Festivals does not guarantee acceptance.
- If two or more persons collaborate to produce original work, each person must be identified on the Application. Commercial agents, dealers, or manufacturers are not eligible to enter. NOTE: All Artists must be present or have representation on site during the entire Festival.
- Only limited edition, signed, and numbered reproductions of artworks are allowed. Artist must define "limited edition". Original art must occupy more than 50% of the applicant's booth space. In the case of photographers and printmakers, this means gallery quality framed or matted work. Artists must comply with all safety requirements, and vehicles must be parked only in designated areas.



7th Annual Thousand Oaks Arts Festival

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Festival Eligibility & Rules (continued)

- The City of Thousand Oaks requires a Business License which is included in the booth fee to insure compliance with all City regulations. The Thousand Oaks Arts Festival collects no commission on sales. Participating exhibitors will be responsible for collecting and paying current California sales tax on all sales made during the show. Appropriate records of transactions will be requested by State tax authorities and must be furnished upon request. Contact the California Board of Equalization for a Permit.

Check 1: Non-Refundable Application Fee – Pay by Separate Check Payable to ACCV

- 1.) Early Bird Recession Special — \$25 if Postmarked by May 15, 2010
- 2.) Regular Entry - \$35 if Postmarked by July 15, 2010
- 3.) Late Entry - \$45 if postmarked August 15, 2010 or later

Check 2: Booth Fee & Equipment Rental – Pay by Separate Check Payable to ACCV

- 1) All checks will be processed upon receipt. Application fee is non-refundable. Refunds for Booth Fee and/or Table/Chair Rental Deposit will be issued to applicants not accepted to exhibit.
- 2) Booth Fee is dependent upon entry date (see Application).
- 3) Table Rentals are offered at \$10 each (6' x 2'). Chair Rentals at \$2 each.
- 4) Booth and Table/Chair Rental Fees are non-refundable after August 20, 2010.

2010 Thousand Oaks Arts Festival Calendar

- May 15, 2010 – *Early Bird Recession Special* Postmark Deadline (Best Value)
- July 15, 2010 – Regular Entry Postmark Deadline
- August 1, 2010 – Artist Notification of Acceptance
- August 15, 2010 – Information Packets Mailed
- August 25, 2010 – Signed Contracts Due
- September 10, 2010 (Friday Afternoon) – Load-In and Set-Up
- September 11, 2010 (Saturday) – Show Hours 10:00 AM to 5:00 PM
- September 12, 2010 (Sunday) – Show Hours 10:00 AM to 5:00 PM

Checklist (Please check off as completed)

- Completed and signed "Call for Artists" **Application Form**.
- Check 1: Non-refundable **Application Fee** (Check Payable to ACCV)
- Check 2: A separate **Booth and Chair/Table Rental Deposit** (Check payable to ACCV)
- Four (4) images of representative art work on a CD labeled with artist's name
- One (1) Photograph of Booth Set-up with Artist Name on back or include booth image on CD (above)
- S.A.S.E. (self-addressed stamped envelope) with appropriate postage for return of CD's
- Copy of your photo I.D. - Either a valid driver license, passport, or other official document

Please mail completed Application Form, check and ALL materials to:

Thousand Oaks Art Festival
 Community & Cultural Services Department
 2100 Thousand Oaks Blvd.
 Thousand Oaks, CA 91362