



LEAF| Lake Eden Arts Festival 2012 Juried Fair Prospectus

DATES & TIMES May 10-13 & October 18-21

LEAF festival stage events start Thursday at 6pm and end Sunday 6pm. **Booth set-up times:** Thurs. Noon-6pm OR Fri. 9am-3pm ONLY. *You are required to be fully set up by Friday at 4pm.*

Expected Attendance: 6500 people per day.

ELIGIBILITY This is a competitive, juried art & craft fair open to any artist or craftsperson. Interested artists must apply and be screened by the jury committee. Accepted artists must be present at the festival during booth operation hours. No retailers, agents, or representatives are allowed.

STANDARDS All work must be original designs handcrafted by the participating artist. **NO IMPORTS, FOOD, or SERVICES.** (Henna art is ONLY exception). All work exhibited or performed must correspond in quality and represent the work presented in the application. No commercial kits or assembled items. No commercially cast plaster or clay. Any commercially produced components must play a subordinate role, be listed on the application, and may not be sold separately.

No manufactured retail products may be sold.

REGULATIONS Artists who make more than one medium must submit images that represent each one. Joint applicants (business partners) must put both names on application and provide % of creative input for each. All applicants must comply with festival rules and regulations.

ASSISTANTS Anyone accompanying the primary artist over the age of 9 including a partner is considered an assistant. **An extra ticket is included in the booth fee.** Accepted exhibitors get **1 artist badge and 1 assistant ticket.** A second assistant ticket is offered for advance purchase at **\$88.** Parking for assistants is \$5/car.

DISPLAY SPACES Display spaces are 10'x10'. All canopies and booth displays must present a professional, high quality exhibit and fit inside this size space. Exhibitors may apply for a maximum of 2 spaces side by side (no extra canopies behind booth). Only land is provided. **No tables, chairs or electricity outlets are available.** Exhibiting at night (lanterns are recommended) is encouraged and will increase sales. 55 exhibitor display spaces are available. Locations are assigned by lottery and are final. Artists choose their own booth operation hours.

BOOTH LOCATION Booths on field around Lakeside stage require that vendors cart all display items to booth location from nearby loading area. Other area options are available based on need. No cars on Lakeside stage field ever.

EXHIBITOR BOOTH FEES

The **exhibitor fee of \$360** per festival, per 10x10 space includes one principal artist admission, **PLUS** one weekend assistant ticket. *Free tent camping, and 1 parking space included.* There is a non-refundable **entry fee of \$19** for one festival or the special rate of **\$30** for both festivals.

APPLICATION *Read carefully!*

To insure fairness, diversity, and quality, a Jury Committee will screen all applicants.

All applicants must submit **5 digital images**, via our website application system: 4 that best represent your current work, PLUS one of your booth display. These will be viewed by the jury and be judged based on **QUALITY, ORIGINALITY, FESTIVAL APPEAL, and BOOTH PRESENTATION.** *Please note that physical slides, photos or CD's will not be accepted.*

A qualified jury that changes annually will vote on applicants and acceptance will be based on highest scores and the number of spaces available.

File Format: Save all images as JPEG, TIFF or PNG

File Size: Each photo must be under 1 MB in size.

RGB Color space: Save images in an **RGB** color space, as the images will be shown on a monitor

Images & marketing statements submitted may be used in promotional materials.

ONLINE APPLICATION DEADLINE:

SPRING: Application DEADLINE January 30th, 2012

FALL: Application DEADLINE June 15th, 2012

WAITING LIST There is an automatic waiting list for each festival. Artists are placed on the waiting list in order of next highest jury score. In the event of a cancellation, the Vendor Director will contact artists directly.

ACCOMMODATIONS Tent camping is permitted in designated on-site areas. Most booths have space for a small 8x8 tent behind. **Free on-site parking in the Vendor Lot for one vehicle ONLY.** You are allowed to sleep in your vehicle, but no room for extra tents. Extra cars must park in satellite lots (\$5 parking fee/car) or reserve on-site car camping. 3 shower-houses are located in camp. Cabins and bunks are available for a fee and must be reserved **well in advance** by purchasing online or calling the office.

NOTIFICATION of Acceptance or Denial

Letters of acceptance or denial will be **emailed** 4 weeks after the deadline. Decisions will not be given out over the phone. Payment will be due within 2 weeks of notification. *LEAF reserves the right to deny any application without explanation.*

New! Awards & Artist Workshops in 2012

MORE ONLINE: www.theLEAF.org

Contact: (828) 686-8742 or vendors@theLEAF.org

LEAF, 377 Lake Eden Rd., Black Mountain, NC 28711

LEAF is a non-profit organization established to build community and enrich lives through the arts, locally and globally, through festivals, events, mentoring, and educational programs.