



## 2010 SIERRA MADRE WISTARIA FESTIVAL ARTS & CRAFTS FAIRE

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### EXHIBITOR INFORMATION

The Sierra Madre Chamber of Commerce invites you to apply to participate in the Wistaria Festival's Arts & Crafts Faire to be held on March 14, 2010. Each year thousands of people visit our village for this heavily publicized Festival, which includes a tour of the 116-year old Wistaria Vine. During the Festival, downtown streets will be turned into an arts and crafts faire, with more than 200 artisans and food vendors displaying original works--clothing, jewelry, paintings, garden art, textiles, and other gift items. Along with our Sierra Madre boutiques and shops, other attractions during the Wistaria Festival include a children's play area, live musical acts performing at multiple outdoor venues, and special food offerings and al fresco dining by local restaurants and non-profit organizations.

#### APPLICATION AND REGISTRATION

To apply, all of the following items must be submitted on or before **December 31, 2009**:

##### New Vendors Only

- Three to five photographs of your work (two to four showing samples of your work, one showing your display). Photographs must be recent and clearly show detail of your work. Photographs that are too dark or light cannot be considered.

##### All Vendors (New & Returning)

- A check, credit card or money order for \$225.00 (payable to the **Sierra Madre Chamber of Commerce**). The booth fee is \$175.00, administration fee (non-refundable) is \$25.00, and the non-refundable public safety fee is \$25.00. This is the total amount for your booth space before December 31, 2009. A non-refundable processing fee of \$45 will apply for applications submitted after December 31, 2009. There will be NO exceptions. A check, credit card, or money order for \$245.00 (payable to the **Sierra Madre Chamber of Commerce**) will be due **after** December 31, 2009.
- A check or money order made out to the **City of Sierra Madre** in the amount of \$30.00 for the Temporary Business License fee must also be included. Failure to include this may result in the delay of the processing of your application.
- The signed and completed Temporary Business License application as required by the City of Sierra Madre.
- Photocopies of pictures of your work for our records. These will be placed in your file for future reference. Please include at least three pictures; two showing samples of your work and one showing booth set-up.
- Three self-addressed stamped envelopes: One for future applications, one for your booth assignment and one for return of your photographs (if required to send pictures). Please ensure appropriate size and postage for your photographs. Photos will be returned ONLY if envelope is included.
- The completed and signed application form. Incomplete applications may delay the processing of your application.

Completed applications must be received by **December 31, 2009**. Applications received after this date will be automatically placed on a waiting list and may not be listed in event publicity.

#### SELECTION PROCESS

**All work must be original creations of the exhibitor.** The selection criteria include creativity, design and quality of work. Commercially made items, kits, or manufactured items will not be considered. All applications will be juried. Approximately 175 exhibitors will be selected to participate in the Wistaria Festival. Submission of an application does not mean acceptance into the festival. Show officials reserve the right to decline any application that is not deemed suitable for this event.

Booth assignments will be mailed at the beginning of February.

**SPECIAL REQUESTS**

Although the Committee cannot guarantee accommodation of a special request, every effort will be made to honor requests for booth location and special request. Returning vendors who have paid for Speedy Renewal of their festival fees will have their 2009 booth space held for them unless other arrangements are requested.

**No changes** can be made once your booth has been assigned.

**CHECK-IN**

Check-in time will be from 6:30 am to 8:30 am on Sunday, March 14, 2010. The Festival hours are 9 am – 5 pm. No vendor or other traffic will be allowed in the exhibit area after 9:00 am or before 5:00 pm.

**TERMS of Booth Set-Up\***

The Wistaria Festival is held outdoors on a wide, paved boulevard. A slight slope is an inherent condition of the boulevard. All booths are 10' x 10' squares, will share one common wall with another booth and will abut the curb. Booths must be accessible to customers on three sides. No booth may be constructed which creates a visually solid wall on the sidewalk side of the booth. Displays that do not obstruct a clear view of a Sierra Madre storefront are acceptable. Please prepare your booth set up accordingly.

There will be no refunds or credits given for cancellation or reduction of show hours due to inclement weather, other acts of God or situations beyond the control of the Chamber of Commerce. Refunds on booth fees will not be given after March 1, 2010. Refund of city license fees must be arranged through the City of Sierra Madre.

Non-compliance with these rules and procedures are grounds for removal from the Wistaria Festival and can put the exhibitor at risk of being banned from future events.

Canopies are not required but recommended.

There is a chance that your booth will be located by one of the festivals music venues. If this will be a problem, please contact the Chamber staff or write this under Special Requests on the application form so that we may try to arrange to move your booth to another location. However, no guarantees will be given as to whether we will be able to fill your request. We will do our best to accommodate special requests.

\*Terms subject to change without notice

All correspondence should be addressed to:

**2010 Wistaria Festival  
Arts & Crafts Faire  
37 Auburn Ave. Suite 1  
Sierra Madre, CA 91024  
(626) 355-5111**

**SAMPLE BOOTH SET-UP**

