

## ART FAIR APPLICATION FORM

Complete the information below. Mail with a check or money order for total of all applicable fees, 3 photos/slides and SASE if you wish materials returned. Make check payable to: Mount Horeb Area Chamber of Commerce (or MHACC).

Name: \_\_\_\_\_

Studio Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

SS# or Wisconsin Seller's Permit #: \_\_\_\_\_

Brief Description of Media: \_\_\_\_\_

Special Requests: \_\_\_\_\_

PLEASE CIRCLE **ONLY ONE** that best describes your work:

Clay/Ceramic | Leather | Photography | Fiber | Metal | Glass |  
Paper | Jewelry | Painting | Sculpture | Wood | Mixed Media |  
Floral | Other

YOUR BOOTH SET-UP (Check one that applies):

- I do not have a tent.  
 I have a standard size tent.  
 I have a tent but height is above average and/or I have an unusual layout that does not fit in the standard 10'x 10' space. Use separate paper to explain or sketch layout with dimensions. (These layouts may require the purchase of additional booth space.) **\*Note: Electricity is not supplied.**

PLEASE RESERVE \_\_\_ BOOTH(S) for **\$145/booth space**. My check for \$ \_\_\_\_\_ is enclosed (**be sure to include your \$25 jury fee**). If mailed after April 30, 2018 please include an additional \$25 late fee.

I hereby certify that these slides/photos represent my original work, and that the work is unique and made by me. I also agree to follow all fair rules as outlined in the prospectus. I understand that the Mount Horeb Area Chamber of Commerce will not be liable for loss or damage of artwork or display material or for any personal damage or injury incurred during the Festival.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Mail application and materials to: MHACC c/o Art Fair  
300 E. Main Street, Mount Horeb, WI 53572

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
DODGEVILLE, WI  
PERMIT NO. 133

Mount Horeb Area Chamber of Commerce  
300 E. Main Street  
Mount Horeb, WI 53572

47<sup>th</sup> Annual Mount Horeb

# ART FAIR 2018



Saturday, July 14, 9am-5pm

Sunday, July 15, 10am-4pm

[WWW.TROLLWAY.COM](http://WWW.TROLLWAY.COM)

## GENERAL INFORMATION

Extensive promotion is planned with festival goals being large crowds, high sales, and a high quality show enjoyed by artists and visitors alike. Artists are encouraged to send their own announcements.

Live entertainment will be scheduled throughout the festival. Food will be available. Real bathrooms will be available to artists, as well as an "Exhibitor Only" hospitality room. A free continental breakfast will be served to exhibiting artists during set-up on Saturday.

## HOURS

Saturday—9am-5pm, (Set-up 6am-9am)

Sunday—10am-4pm, (Set-up 8am-10am)

## LOCATION

Lawns or pavement in downtown, Mount Horeb, WI.

## POLICIES

- The 45<sup>th</sup> Mount Horeb Art Fair presents artists' **hand-made original work. NOT the work of mass production studios.**
- All work must be presented in a finished manner. **No work which has been made with commercial kits, molds, patterns or plans is allowed.**
- Work purchased from others **for resale, NOT permitted.**
- Artists are to exhibit both days and must not breakdown booths until the published end time of the fair daily.
- Refunds for booth fees will not be issued after May 30.
- The Art Fair Committee reserves the right to refuse exhibition of work not consistent with submitted photos or slides and these guidelines.

If these rules are not followed, you will be asked to leave. No refunds, no exceptions.

## MEDIA

All fine arts and fine crafts: painting, graphics, sculpture, photography, mixed media, paper arts, drawing, clay, glass, metal, fiber, leather, wood or nature's own.

## ELIGIBILITY

Participation is open to all artists and craftspeople, 18 years of age or older, who exhibit work of original concept, design, and execution.

## PHOTOS/SLIDES JURY

**All applicants must submit 3 photos or slides**, which represent the quality and nature of the work to be exhibited. Only the type of work shown in photos/slides can be exhibited. Artist's name must be clearly printed on each photo or slide. Deficiencies in your photos/slides will put your work at a disadvantage. Artists are strongly advised to have quality photos/slides. *Digital work samples will be accepted (send CD or email) but a print-out of your submitted images **MUST** accompany your application.* Work

samples will be returned **ONLY** when a suitably sized self-addressed and stamped envelope is included.

## NOTIFICATION

This year we expect up to 165 exhibitors. Applicants will be notified whether they have been accepted or declined by May 15, 2018. An "Information Packet" (including booth assignment and fair map) will be sent out shortly before the fair. Please add [adminassist@trollway.com](mailto:adminassist@trollway.com) to your accepted email addresses in order to receive these important notifications. **Space assignments will be final.** To properly balance the show, we cannot guarantee specific booth spaces. Absolutely no registrations on day of show. **Please, submit application no later than 4/30/18.**

## HOTEL ACCOMODATIONS

### **Deer Valley Lodge**

401 W. Industrial Dr., Barneveld, WI | 888-924-1601  
[www.deervalleylodgewi.com](http://www.deervalleylodgewi.com)

### **Gonstead Guest Cottage**

602 S. Second Street, Mount Horeb, WI | 608-437-4374  
[www.mthoreb.com/gonstead](http://www.mthoreb.com/gonstead)

### **GrandStay Hotel & Suites**

175 Lillehammer Ln. Mount Horeb, WI | 608-437-5200  
[www.grandstayahospitality.com](http://www.grandstayahospitality.com)

### **Holiday Inn Express & Suites**

515 W. Verona Avenue, Verona, WI | 608-497-4500  
[www.hiexpress.com/veronawi](http://www.hiexpress.com/veronawi)

### **Prevailing Winds Lodge**

2195 County Rd. Z, Blue Mounds, WI | 608-437-2195

### **Super 8-Verona**

131 Horizon Drive, Verona, WI | 608-848-7829  
[www.super8verona.com](http://www.super8verona.com)

### **Village Inn Motel**

701 Springdale Street, Mount Horeb, WI | 608-437-3350  
[www.littlebedder.com](http://www.littlebedder.com)

## AWARDS

Awards include Best of Show, Best Fine Artist, Best Crafter, Honorable Mentions and a Purchase Award. All exhibiting artists are eligible. Winners will be determined by 2pm on Saturday, July 14<sup>th</sup>, and will be given certificates and ribbons to display on their booths.

## FEES

- **Booth Fee:** A fee of **\$145 per booth** space is required.
- **Jury Fee:** A **\$25 non-refundable jury fee** is also required from **all applicants**. Acceptance into previous shows does not automatically insure your continued acceptance into future shows.
- Late entries are accepted for an additional \$25 late fee until full. **Late fee applies to new and returning vendors.**

- **Processing of checks does NOT signify acceptance.** Booth fees will be deposited upon receipt, but fee will be returned if the applicant is not selected.

## BOOTH SPACES

Booths are approximately 10' x 10' to 11' x 11' and may vary in shape slightly due to the layout of the lawns and placement of trees. Likewise, the ground or pavement may not be level. You will be required to purchase additional booth space if you do not confine your belongings to your contracted space. To properly balance the show, we cannot guarantee specific booth spaces. Electricity is not supplied.

## EXHIBITOR RESPONSIBILITIES

Keep your display area neat and clear of all debris at the end of the day. Provide own display materials, chairs and weather protection (sun and rain). It is suggested that art work be removed from booths at night. Artists must park away from the fair area since the fair is located along a major thoroughfare. Free parking will be reserved for artists.

## SALES

All proceeds go to artists. All artists are responsible by law to pay required city, state and federal taxes on sales.

## ARTIST SHOWCASE & SILENT AUCTION

**All exhibitors are invited to donate artwork to the Artist Showcase & Silent Auction** to raise money for the Wally Keller Memorial Art Scholarship Fund, sponsored by the Mount Horeb Area Chamber of Commerce to benefit young emerging talent. Your donation is appreciated.

## FOR ADDITIONAL INFO

Please call 1-88TROLLWAY or (608) 437-5914 or E-mail: [artfair@trollway.com](mailto:artfair@trollway.com). Website: [www.trollway.com](http://www.trollway.com).

If any of your products have been purchased from a wholesaler, you may not participate in this show. **ONLY** exhibitor hand-crafted art is permitted.

## CHECKLIST

- Thoroughly read and complete all information on the application.
- Include 3 slides/photos with name printed on back.
- Include self-addressed stamped envelope (required **ONLY** if you want your samples returned).
- Submit **signed and dated** application, including photo/slides and payment, postmarked by **April 30, 2018.**
- Include check payable to: Mount Horeb Area Chamber of Commerce (MHACC).
- Late application requires an additional **\$25 late fee.**