



ARTIST INFORMATION

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CURRENT SHOW DATE: Sunday, November 13, 2011

LOCATION: The Shores of Turtle Creek
7908 Winn Road
Spring Grove, IL 60081
<http://www.shoresofturtlecreek.com>

TIME: 10:00 AM - 4:00 PM

FEE PER ARTIST: See Artist Directions

CHECKS PAYABLE TO: Amy Guanci

WEBSITE: <http://www.affairofthearts.org>

COMMITTEE

CONTACTS:	Amy Guanci 8316 William Lane Spring Grove, IL 60081 815-675-1087 aguanci@gmail.com	Gabi Sparacio 4807 S. Ridgeway Ringwood, IL 60072 815-728-0048 burnex@aol.com	Linda Oeffling 2411 Elk Drive Spring Grove, IL 60081 815-675-2911 linda@rowanberrystudio.com
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SET-UP Day of Show: 7:30 AM - 9:45 AM Please be complete and ready 20 minutes prior to the 10:00 opening. If there is a possibility of set-up the night before, we will contact you.

TAKE-DOWN: Artists are required to display until 4:00 PM. Please do not take down early.

ART SELECTION: Artists must be juried into the show by submitting artwork to the *Affair of the Arts* Committee. Our goal is to create a show that will be successful for each artist, and care is taken to avoid overlapping artistic styles, so that competition is minimized as much as possible.

BOOTH ARRANGMENT: Artists will be assigned a space by the *Affair of the Arts* Committee, depending upon choice of space as listed in the Artist Directions.

ADVERTISING: Artist fees are mainly directed to advertising. Postcards are mailed out prior to the show. Artists are invited to submit a mailing list to add to our database, which will be used and added to each year. Flyers and mailings are also created and available for download through the website, or by contacting the committee. We encourage all artists to advertise as much as possible for everyone's benefit. The committee makes every effort to advertise in local newspapers and bulletins. We can always use your help if you have connections or can volunteer to write articles or news items for submission.

MAILING LIST: Postcard Mailings: We encourage all artists to add to the database. Information must be submitted in Excel format with the following table headings: Last Name, First Name, Address, City, State & Zip. **Email List:** If you would like email notices sent to customers, please submit email addresses to linda@rowanberrystudio.com. **Lists must be submitted 6 weeks prior to show date.**

SALES & TAXES: All artists are responsible for handling their own sales and tax requirements. On our advertising, we will encourage cash sales, noting that checks with ID and credit cards may be accepted by artists on an individual basis.

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RAFFLE: All artists are asked to donate one of their hand-created art items valued at approx. \$20.00. Raffle ticket information completed by show attendees is then compiled and added to the database for future advertising. Vendors are not eligible for prizes - this is intended for customers only. Winners need not be present.

WEBSITE & PROGRAM: Information on the application form will be utilized on <http://www.AffairoftheArts.org>. There will also be a simple program printed for the day of the show, including all artists and their contact information.

COMMUNICATION & COURTESY: Let us know if you have any special requests as soon as possible, and please understand if they cannot be accommodated -- we will do our best! Please be courteous to your neighbors, and accommodating when sharing space. Let's work together to create a pleasant atmosphere!

FOOD & BEVERAGES: The Shores of Turtle Creek will be selling beverages, including pop and water, and there will also be a Cash Bar available.

SNACK TO SHARE: We would like to encourage people to linger in this beautiful setting, and so we ask that **all Artists contribute** a store-bought snack to be placed in the Concession area. Due to Health Dept. requirements, home-made goods are not allowed at this facility.

SUGGESTIONS & REMINDERS:

We depend upon your help in advertising. Please print or get flyers from Amy, email your contacts, and get the word out! Our success, and the possibility of continuing the show at this beautiful location depends upon it!

Advertise yourself at your booth - a simple picture frame or bent acrylic display works well to display a one-page artist biography, artist's statement, or brief description of your style of work.

Remember calculators, receipt books, wrapping, bags, etc. to take care of your customers.

Requesting "electricity" means that you have access to an outlet -- remember to bring your own lighting, extension cords, power strips, etc. **NOTE: We suggest that you bring adequate lighting for your booth. We have found that during the day, the Lower Level needs extra lighting, and when it gets dark outside, the upper level is quite dark. Be prepared!**

Thank you for your interest in Affair of the Arts.