



# 2012 International Festival Fine Arts, Fine Crafts & Markets Application Spotlighting Argentina!

APRIL 21-22 & 28-29  
Saturdays & Sundays - 11am to 8pm  
Downtown Houston, Texas

## Why Sell At International Festival?

### iFest Delivers Buyers

- Hundreds of thousands of people attend iFest each year
- Ethnically diverse audience
- Multi-million dollar multi-media advertising and publicity campaign
- Strong buyer power: 49% of iFest attendees have incomes of \$50,000+
- Arts-oriented patrons attracted by cultural programs and visual arts exhibits

### Markets with Personality

- Many targeted markets help you attract interested buyers
- Markets strategically placed to generate traffic

### iFest Attractions

- Celebration of international arts and culture
- City blocks of entertainment and interactive fun for all ages
- A variety of musical artists from zydeco to blues, rock and world beat
- Fabulous international cuisine and local favorites

### EARLY BIRD DEADLINE MARCH 1, 2012

- After March 1, 2012 a \$25 per weekend fee will be added

### APPLICATION CHECKLIST

- **Application fee of \$25** (acceptance pending by Director of Artists/Markets)
- Signed & completed application
- Four .jpg photo images or photos of artwork or products
- One .jpg photo image or photo of booth display
- Send all images to [markets@ifest.org](mailto:markets@ifest.org)

### CONTACT

Annabelle Ruch, Director of Markets

Cell 832-771-7661 – [markets@ifest.org](mailto:markets@ifest.org)



# Fine Arts & Fine Crafts

The Houston International Festival Fine Arts Avenue is a city-block gallery exclusively reserved for the display and sale of the crème de la crème works of artists from across the globe. The Fine Arts Avenue is a show within a show located at the heart of iFest providing maximum exposure to the city's art buying crowd.

## SERVICES FOR FINE ART EXHIBITORS

- Breakfast on festival mornings
- Booth sitting/artist relief provided
- Signage for each Artist
- Juried event with recognition and prizes

## INFO FOR FINE ARTS EXHIBITORS

- Types of media: painting, graphics, pastels, photography, wood, fiber, clay, metal, glass, leather, paper, works of mixed media, 2-D and 3-D and any combination of these materials.
- **Artist must be present to sell his/her own work.** (Or apply to iFest Markets. See below)
- Exhibits must be original, one-of-a-kind, handmade work of the entrant. Or, if the work is an edition, one of a series, or in multiples, each item must be signed and numbered in a limited edition by the artist. Ceramic works must be handmade by the artist.
- White tents are mandatory.
- **Events Hours:** Saturdays & Sundays - Noon to 8pm
- All exhibitors must stay open until 8pm on Saturday and Sunday.
- Set up on Friday from 7pm to 10pm. Saturday and Sunday from 8am to 10am. (On Saturday and Sunday at 10am all Artist vehicles must be removed from the site.)
- Tent and display may remain up Friday and Saturday nights. Tear down begins at the close of the Festival on Sunday. Vehicles enter the site once crowds are cleared.
- Electricity is provided at no additional cost.
- Each exhibit space is 10'x10' or 10'x20' as chosen by applicant and availability. Spaces are assigned on a first come/first served basis.
- The Festival does not provide tents, tables, chairs or any kind of set-up equipment
- Outside professional tent company installation must be pre-approved with Director of Artist/Markets.
- Tents must be white, of professional quality and weighted properly on all four corners.
- **Early Bird deadline is March 1, 2010.** After this date a \$25 per weekend fee will be added.
- REFUNDS: 50% refund until Feb. 15th, 2012 after which no refund is available.
- Texas Sales Tax Info Line: 1-800-252-5555. The tax rate of 8.25%



# iFest Markets (Buy/Sell)

The high quality iFest Markets are unsurpassed in selection, quality and authenticity. Each market area is designed to offer the vendor a rich and beautiful market venue from which to sell products and to attract a large crowd.

## EXHIBITOR DETAILS

- **Events Hours:** Saturdays & Sundays - 11am to 8pm
- White tents are mandatory
- All exhibitors must stay open until 8pm on Saturday and Sunday.
- Set up on Friday from 7pm to 10pm. Saturday and Sunday from 9am to 11am. (On Saturday and Sunday at 10am all Artist & Vendor vehicles must be removed from the site.)
- Tent and display may remain up Friday and Saturday nights. Tear down begins at the close of the Festival on Sunday. Vehicles enter the site once crowds are cleared.
- Electricity is provided at no additional cost.
- Concrete/sidewalk surfaces and some grassy areas.
- Each exhibit space is 10'x10' or 10'x20' as chosen by applicant and availability. Spaces are assigned on a first come/first served basis.
- The Festival does not provide tents, tables, chairs or any kind of set-up equipment
- Outside professional tent company installation must be pre-approved with Director of Artist/ Markets.
- Tents must be white, of professional quality and weighted properly on all four corners.
- **Early Bird deadline is March 1, 2010.** After this date a \$25 per weekend fee will be added.
- Sale of reproductions of copyrighted designer items is strictly prohibited!
- No amplified music is allowed without written permission from Markets Director.
- REFUNDS: 50% refund until Feb. 15th, 2012 after which no refund is available.
- Texas Sales Tax Info Line: 1-800-252-5555 and the tax rate of 8.25%

# FINE ARTS, FINE CRAFTS & MARKETS

Application & Release

Name \_\_\_\_\_

Name of Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Billing Address (if different from mailing address) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ 2nd Phone \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

## DESCRIPTION OF ALL EXHIBITED ITEMS

## EXHIBITION PERIOD REQUESTED

APRIL 21 & 22 (1st Weekend)     APRIL 28-29 (2nd Weekend)     BOTH WEEKENDS

**AMOUNTS TO REMIT WITH APPLICATION** (this will be charged to your credit card)    **\$ 25.00**

**Fine Arts & Fine Crafts will be notified by Feb. 15, 2011 regarding acceptance.**

**Markets (Buy/Sell) will be notified within 10 business days regarding acceptance.**

Please indicate which size booth you are applying for.    \_\_\_ 10X10 - \$450    \_\_\_ 10X20 - \$850

Please indicate the type of booth     Fine Arts     Fine Crafts     Markets Buy/Sell

After March 1, 2012 a \$25 per weekend late fee will be charged.

**Booths are assigned on a first come/first served basis.**

AMEX    MC    VISA    DISCOVER

---

Credit Card #

Exp. Date

---

Signature

RELEASE: Applicant's signature on this application releases and forever discharges the Houston Festival Foundation, Inc., the Houston International Festival, The City of Houston and Harris County, all sponsoring organizations and their elected officials, directors, employees, agents and volunteers from any responsibility, personal liability, or claims of loss or damage arising out of or in conjunction with participation in the Houston International Festival.

The Houston International Festival is not responsible for any injury sustained by exhibitors, patrons or guests. Applicant stores and exhibits applicant's artworks at applicant's risk. ARTISTIC CONTROL: By signing this application, applicant agrees that images submitted for review are representative of work to be exhibited and recognizes that the Houston International Festival retains the right, at its sole discretion, to advise applicant of any work that does not meet the standards of the Festival.

Applicant further agrees to immediately remove any such work from applicant's exhibit. Failure to do so may result in applicant's removal from the Houston International Festival and may result in applicant being prohibited from future participation. Director of Markets has discretionary right to change placement of artist/vendor. Signature of this application means agreement to comply and acknowledge all regulations stated on the application and its pamphlet.

---

Signature

Date

---

Sales Tax ID or SS#

I grant permission to use images for Festival publicity (initial above)