

ARTIST MARKET
APPLICATION



MAYFAIR
FESTIVAL OF THE ARTS
AT CEDAR CREST COLLEGE



May 25-27, 2018 ✨ Cedar Crest College, Allentown, PA

About the Festival

- Average Attendance: 20,000
- Indoor and outdoor artist booths to choose from
- Discounts at area hotels
- Overnight RV parking \$40/night
- Free artist parking at Festival
- 24-hour security; building locked when closed
- Outdoor Artists on macadam or grass
- Significant advertising in both traditional and digital media outlets.

Artist Requirements

- Artist must be 18 years of age or older
- Items must be artist's original concept and execution
- No kits, commercial molds, manufactured goods, or imports
- Artist not displaying his/her own craft will be asked to leave festival – no refunds will be given
- Mayfair reserves the right to determine the eligibility of all work submitted and will attempt to keep any one art form from becoming too abundant
- Artists must collect and pay 6% PA sales tax to the state. Call PA Dept of Revenue: 717-787-1064

Booth Setup

Thursday, May 24:
12 noon – 5 p.m.

Friday, May 25
9 am to 12 noon

Restocking

Saturday, May 26
9 am – 11 am

Sunday, May 27
9 am – 11 am

Booth Display

- All booths are 10 feet by 10 feet. Artists may purchase booth spaces next to one another to create a larger display area. Artists must bring a 50-foot, 120-volt/20 amp extension cord rated 12/3 AWG (American Wire Gage), 3-conductor (3-prong plug), water resistant for heavy duty outdoor use. Power use limited to 3 amps at 120 volts. Up to 20 amps at 120 volts available for \$60 added fee.
- INDOORS: no popup tent structure may be used; pro-panels acceptable.
- OUTDOORS: artist must supply a white, waterproof tent/canopy with walls, able to withstand a 40 mph wind with 60 mph gusts. (Popup tents NOT recommended – if used, you MUST find a way to make sure they are securely anchored! You may rent a professionally-installed tent from our tent vendor.)

HOURS OF OPERATION	ARTIST MARKET	FESTIVAL GROUNDS
Fri, May 25	12 pm – 8 pm	12 pm – 10 pm
Sat, May 26	12 pm – 8 pm	12 pm – 10 pm
Sun, May 27	12 pm – 8 pm	12 pm – 10 pm

CONTACT US: 610-740-3762 / Mayfair@cedarcrest.edu

Visit our website at www.cedarcrest.edu/mayfair to download your application.

Application Procedures and Fees

Submit completed application form, If paying by check, please include payment with your application as well as photos of your work and booth.

- BY CHECK: Application fee and booth fee must be submitted as one check along with your application form. In the event that you are not selected to be in the show, your booth fee will be refunded to you within 30 days of notification. The application fee is non-refundable. Make checks payable to Cedar Crest College. There will be a \$30 returned check fee for any checks returned for non-sufficient funds.
- BY CREDIT CARD: Please make your credit card payments online by visiting www.cedarcrest.edu/mayfair and click on the "Pay Now" button. Payment total should match what is indicated on your application form.
- All applications will be considered void if not fully complete and accompanied by payment within 30 days.
- NO REFUNDS: Once payments are submitted there will be no refunds granted unless your application is not selected to be included in the festival.
- Artists must submit photos of their work and a photo of their booth or provide their URL link.
- Categories will be filled on a first-come basis.
- If a category is filled, jury-selected artists will be put on a wait list.
- Photos of artwork may be used for marketing.

Applicants after February 14 may not have the ability to be present on the Artist Map that will be printed for patrons.

POSTMARKED	10 x 10	10 x 20	10 x 30
Early bird rate: by Nov 15	\$300	\$475	\$650
By January 1	\$350	\$575	\$800
By February 14	\$400	\$675	\$950
After February 14	\$475	\$825	\$1175

Artist Application

Please indicate location choice. Booths are the same price regardless of location.

___ Indoor Artist Market

___ Outdoor Artist Market

Contact Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Prices -&- description of items on your CD or URL

1. _____

2. _____

3. _____

4. _____

5. BOOTH IMAGE

I/we understand that if juried into the show I/we will be required to sign a hold harmless agreement and will not be able to participate in the show until the form is returned to Mayfair at Cedar Crest College. Furthermore, I allow Mayfair at Cedar Crest College to use images of myself or my art to promote this event.

Signature _____ Date _____

Fees Due

Application Fee \$ ___35.00___

Booth Fee \$ _____

Extra Electric \$60 \$ _____

RV Parking \$40/night \$ _____

TOTAL \$ _____

**Payments can be made online by visiting www.cedarcrest/mayfair

MAIL APPLICATION TO:

Cedar Crest College
Attn: Lauren Condon
100 College Drive
Allentown, PA 18104

EMAIL APPLICATION TO:

mayfair@cedarcrest.edu

QUESTIONS:

mayfair@cedarcrest.edu
Lauren Condon @ 610-740-3762