



CONGRATULATIONS!

**We are pleased to inform you that your work has been accepted for
the 2012 Spring Tempe Festival of the Arts, March 30 - April 1**

Important Dates To Remember:

- **OFFICIAL FESTIVAL REQUESTS Open:** *November 2*
- **Fees Due:** *Wednesday, November 30 at 5:00 p.m.*
- **Booth Location Notifications:** *January 10*
- **Cancellation Deadline:** *February 11 (Cancellation Fee \$20)*
- **Set Up:** Begins Thursday, March 29 at approximately 8:30 p.m., based on location and police street closure approvals

How to Accept or Decline Our Invitation:

1. Log in to your ZAPP™ account.
2. From the My ZAPApplication page, follow the instructions to accept or decline.
3. If you accept your invitation, immediately go to **OFFICIALLY REQUEST YOUR BOOTH SPACE AND LOCATION.**

How to Purchase Booth Space:

1. In your ZAPP™ account, go to the Checkout section where the booth space fees and other products are listed.
2. Select the type of booth space and other items you wish to purchase. We accept payments by check or credit card. No cash.
3. You can pay through ZAPP with a credit card. Or, you can pay the event directly with the enclosed form by check or credit card.
4. If you do not pay through ZAPP, please indicate on ZAPP that you will send your payment directly to the event (please select "payment by check" option regardless of whether you plan to pay event organizers with a check or a credit card). Then, you can send your check or credit card information directly to the Tempe Festival of the Arts, before deadline on Tuesday, November 30 (see attached form to pay event directly).
5. After making payment, your booth assignment will be posted on ZAPP™ according to the schedule posted above. Regardless of what is available for purchase on ZAPP, please state all of your preferences in your priority order on the Official Form (corner, electric, double booth, etc.) so that if there are changes we may be able to meet your needs.
6. You do not have to pay to send in your OFFICIAL FESTIVAL REQUEST FORM. You DO have to pay to receive a booth assignment.

**Your date/time stamp will be the date your
OFFICIAL FESTIVAL REQUEST FORM reaches the event office.**

Rules For On-Site Booth Space & Location Assignment:

Artist booth space/location assignments (Mapping) are done in the following order -

- We proceed on a “first in–first assigned” policy based on your date/time stamp, which will determine the order in which you are mapped.
- Location assignments are made in this order: date/time-stamping, corner requests, category, and then special preference requests. We make every attempt to avoid placing similar media adjacent or close together.

Tips On Getting The Space You Want:

- Return the OFFICIAL FESTIVAL REQUEST FORM as quickly as possible following your notification of acceptance.
- Payment must be received by November 30 at 5:00 p.m. If payment is not made by the deadline, we will begin accepting wait-listed applications and you risk the chance of losing your space.
- If the event is unable to place you in your requested areas, you will be placed as close to your request as your media category will allow. Corners are limited and will sell out first.

How to Choose Your Area Location:

SEE MAP ON WEBSITE. Please read the following descriptions of each area carefully, and choose a location based upon your needs:

1000 - between 3rd and 4th on Mill Avenue. *East and West facing, 10'x10' and 5x20's back to median*

1100 - between 4th and 5th on Mill Avenue. *East and West facing, 10'x10' and 5x20's back to back and back to median*

1200 - between 5th and 6th on Mill Avenue. *East and West facing, 10'x10' and 5x20's back to back and back to median*

1300 - between 6th and 7th on Mill Avenue. *East and West facing, 10'x10' and 5x20's back to back and back to median*

1400 - between 7th and University on Mill Avenue. *East and West facing, 10'x10' and 5x20's back to back and back to median*

5000 - between Mill and Ash on West 5th Street. *North and South Facing 10'x10' Booths Back to Back- No Electric*

5500 - between Mill and Forest on East 5th Street. *North and South Facing Booths 10'x10' Back to Back- No Electric*

6000 - 6th Street. *North and South Facing Booths 10'x10' space behind- Minimal Electric Available*

6200 - Maple between 5th & 7th Streets

7000 - 7th Street- *Limited 10'x10' booths in this area- north and south facing*

On-Site Security:

Festival security consists of overnight roaming and daytime crowd control. Additional security can be purchased by artists and vendors. For references, contact the event office.

Artist Parking:

Parking is extremely limited; however, some parking will be available for purchase on a first-come/first-served basis at on-site Registration for \$25 per space (large vehicles may require 2 spaces).

The City of Tempe will be **enforcing their NO URBAN CAMPING ordinance** Thursday, Friday, Saturday, and Sunday night in all public parking areas. Anyone sleeping overnight in a vehicle will be ticketed or towed at their own expense.

How to Choose your Booth/Space Preferences:

See attached “Official Festival Request Form” Instructions

Liability Insurance & Risk Management Requirements:

The Tempe Festival of the Arts does not insure individual artists' liabilities. You are required to cover your own insurance needs, or to be responsible for claims that arise as a result of injury or property damage related to your booth. One of the boxes at the bottom of the page on the Official Request Form must be initialed for you to be accepted to the show.

Canopies must be securely weighted with no less than 40 lbs per leg. Weights must be on the ground & have soft edges and are to be securely attached to the top corner of the canopy. Artists with canopies not meeting requirements will not be allowed to open unless the canopy is removed. Weight kits are available for rental.

What to expect weather-wise:

Tempe, Arizona is in a desert. Typically, weather is sunny with blue skies, however, freak weather patterns can happen so be prepared for:

- Heat - plan for extra water in your booth all 3 days; daytime temperatures can be 65 - 80 degrees
- Cold - temperatures can be as low as 45 degrees at night and in the mornings
- Wind - wind gusts can show up without warning. You are required to provide tent weights to protect against breakage of either your own art or your neighbors' property, and potential liability claims from patrons who are injured as a result of flying canopies.
- Rain - make sure you are prepared for rain without warning (some booths are in curb gutters, so please notice possible water accumulation areas in your booth while setting up and make plans accordingly)

Again, we are pleased that you will be a part of this great tradition—the Spring Tempe Festival of the Arts. Our goal is to make the Festival a quality event for exhibiting artisans and vendors, as well as for patrons who enjoy visiting year after year.

Sincerely,

Jeanette Miller

Artists' Relations Director

jeanette@tempefestivalofthearts.com or (602) 997-2601

Fax 480-777-0460

T E M P E

Festival of the Arts

Festival Site Map

Series Numbers & Activity Areas Map

