

# 35<sup>th</sup> ANNUAL



Sponsored by the  
WISCONSIN VALLEY  
ASSOCIATION  
(WVAA)

MARATHON PARK  
WAUSAU, WISCONSIN  
INSIDE the Historic Exhibition Building  
& East Gate Hall

SATURDAY  
September 11, 2010 ART  
&  
SUNDAY  
September 12, 2010  
9:00 AM - 5:00 PM

Dear Artist/Crafter,

The Wisconsin Valley Art Association is pleased to invite you to participate in the 35th annual **"ART IN THE PARK"**

**ELIGIBILITY:** Open to artists and crafters who do **original, quality artwork** or **originally designed and/or handcrafted work**. The screening committee reserves the right to reject any work deemed inappropriate for the show or an application without all requested information, including photos & appropriate fees. In order to maintain a balanced show, specific categories are limited. **NO IMPORTS/ NO MASS PRODUCTION PRODUCTS/ NO BUY and RESALE ITEMS.**

**SCREENING:** All potential exhibitors must submit **4 photos: 2 photos of their work, 1 photo of their display, and 1 photo of themselves in the process of designing or creating the product for sale**. Additional photos of your work may be submitted to improve your application. **A separate \$25.00 check** is required with application for the **non-refundable screening fee**.

**BOOTH FEES:** **Exhibition Building & East Gate Hall** (formally Youth Building):  
**Single Booth:** Approx. 10'x10' or 12' wide x 8' deep = **\$190** (Postmarked By Jan. 2, 2010)  
OR **\$210** (Jan. 3, 2010 or later)  
**Double Booth:** Approx. 20' wide x10' or 24' wide x 8' = **\$375** (By Jan 2, 2010)  
OR **\$400** (Jan 3, 2010 or later)  
**Half Booth:** Approx. 10' wide x 5' or 12' wide x 4' = **\$100** (Postmarked By Jan. 2, 2010)  
OR **\$110** (Jan.3, 2010 or later)

(Half Booths are designed for those with small-sized products, starting exhibitors, etc.)

**Double & Half Booths:** We have a limited number of double and half booths in both buildings.

**Applications that are not accepted will have the booth fees refunded.**

**BOOTHS:** Please include the booth size you will need on your application. If you have a display set up that requires a specific booth size, a corner booth, OR is more than 8 feet tall, please note this on your application. This will determine your booth site, but not your acceptance. **All booths are inside the buildings.** Booths in the East Gate Hall Building are either 10' x10' OR 8' x12'. Most booths in the Exhibition Building are 10' x10', with some exceptions. We also have a limited number of irregularly shaped booths and 1.5 booths.\*\*\* Please note any booth limitations or interests on your application.\*\*\*

If you are a returning vendor, and would like to return to your same booth OR would prefer a different area or another booth, **please note this on your application.**

**ELECTRICITY:** Fee is **\$10.00**. Electricity service is available for most booths in both buildings. Electricity must be **ordered if needed**, by marking on application & pre-paying the fee. This is important for booth assignments, as **there are some booths without safe electrical access.**

**DEADLINE:** **Applications will be received until March 30, 2010** or until booths are filled, whichever is first. Postdated or NSF checks will result in forfeiture of your booth space.

\*\*\*\*\*PLEASE READ CAREFULLY\*\*\*\*\*

\*\*\*\*\*Information on both sides of invitation and application .\*\*\*\*\*

\*\*\*\*\*PLEASE READ CAREFULLY\*\*\*\*\*

- SHOW HOURS:** 9:00 AM to 5:00 PM both days, Saturday, Sept. 11 and Sunday, Sept. 12, 2010. Your booth must be staffed at 8:00 AM both days for exhibitor shopping. All accepted 2010 exhibitors must be exhibiting only in “Art in the Park”, and will be disqualified and immediately asked to leave if found to be exhibiting in another show in Marathon Park at the time of “Art in the Park”. Closing your booth before 5:00 PM Saturday or Sunday is prohibited and will automatically exclude you from future shows.
- SETUP:** Exhibitors may set up on **Friday, Sept. 10, 2010** between **Noon and 8:00 PM**, and/or **Saturday morning, Sept. 11** between **6:30 AM and 8:00 AM**. **We highly recommend setting up on Friday afternoon/evening.** The **ONLY** exception for exhibitor set-up or parking before Friday at **NOON** are **WVAA members who are also doing volunteer work for the show.** **WVAA members:** Please note on application if interested in volunteering and early set up. There are many volunteer opportunities before AND during the show.
- DISPLAY:** Exhibitors must provide their own display equipment, tables, and chairs. All tables must be skirted to the floor. Due to safety issues and liability, any display or table exceeding allotted floor space will be adjusted or will be removed. If you cannot comply, you will be asked to leave. **Exhibitors are prohibited from attaching anything to the building with screws, nails, etc.** Exhibits must be neat and professional in appearance.
- NOTIFICATION:** Exhibitors will be **notified by May 8, 2010.** Those not accepted for Art in the Park will have their check for their booth fee returned along with their photos. Accepted exhibitors will have their photos returned at the event. If exhibitors would like their photos returned earlier, please submit a self addressed stamped envelope for photo return with your application. The screening fee is non-refundable, and therefore, requires a separate check from the booth fees.
- WVAA Members:** **As a benefit of membership, all WVAA members are waived the screening fee. However, WVAA Members must submit all other information with their application, including photographs of their work and display, in order that work may be equally screened and evaluated. WVAA Single Membership is \$25.00/year, \$30.00 for family**
- CANCELLATION:** If an emergency forces you to cancel, please notify us as soon as possible. With cancellation **notices before July 17, 2010, AND if we are able to fill your booth** from the pending list of exhibitors, the committee will consider a full refund of your booth fee. Cancellations after the July 17<sup>th</sup> deadline date may receive a partial refund, only if we are able to fill your booth.
- QUESTIONS?** Lee Ann Schulz at (715) 581-1484 or email at: [cheaphillwvaa@msn.com](mailto:cheaphillwvaa@msn.com)  
Audrey Wilde at (715) 675-1094 - Art in the Park Show Chairperson
- Sincerely,
- Lee Ann Schulz,  
WVAA -”Art in the Park” Exhibitor Chairperson
- Please return completed application to:**
- WVAA’s Art in the Park  
% Lee Ann Schulz  
221 North 152 Ave  
Marathon, WI 54448**

September 11 & 12, 2010

ART IN THE PARK

Wausau, Wisconsin

**This Form MUST BE COMPLETED in FULL on BOTH SIDES - PLEASE READ CAREFULLY & PRINT**

**If sharing a booth, each exhibitor must submit their own application and screening fees.- NO EXCEPTIONS**

Exhibitor's Name \_\_\_\_\_ Phone \_\_\_\_\_

Business Name \_\_\_\_\_ Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

**The following information about vehicles and trailers, is being asked for by the Park Department and MUST be filled in or the application will be returned to you.** This may make your application late for the deadline.

VEHICLE License # \_\_\_\_\_ TRAILER License # \_\_\_\_\_ LENGTH \_\_\_\_\_

\*\*\*\*\* The Screening Committee will decide Building & Booth Location of ALL Exhibitors \*\*\*\*\*

Consideration will be given to returning exhibitors requests for a specific booth or same booth as previous year.

SCREENING FEE: \$25.00 \_\_\_\_\_ (Non-refundable)

ELECTRICITY: \$10.00 \_\_\_\_\_

BOOTH FEE: \$190.00 \_\_\_\_\_ (By Jan. 2, 2010) \$210.00 \_\_\_\_\_ (Jan. 3, 2010 or later)

DOUBLE BOOTH FEE: \$375.00 \_\_\_\_\_ (By Jan. 2, 2010) \$400.00 \_\_\_\_\_ (Jan. 3, 2010 or later)

HALF BOOTH FEE \$100.00 \_\_\_\_\_ (By Jan 2, 2010) \$110.00 \_\_\_\_\_ (Jan. 3, 2010 or later)

TOTAL ENCLOSED: \$ \_\_\_\_\_ (2 separate checks: 1 for screening fee & 1 for the remainder of fees.)

Booth Number or location Requested: \_\_\_\_\_

Booth size (if specific size/height needed for display set-up): \_\_\_\_\_

ART OR CRAFT MEDIA: All types of work displayed for sale must be listed: \_\_\_\_\_

Price range of your products (please include prices for prints/originals for artwork): \_\_\_\_\_

**These items must be produced by you, not manufactured by others and sold to you. No RESALE items.**

**No KITS. No IMPORTS.** Inappropriate items will be required to be removed from the booth OR the exhibitor will be asked to close the booth and leave the show without refund.

**ALL** potential exhibitors must submit **4 photos total**: 2 photos of their work, 1 photo of their display, and 1 photo of the exhibitor as the crafter/artist of the product(s) for sale. Photos will be viewed by the screening committee and returned.

**APPLICATION DEADLINE** (mailing post date): **Jan. 2, 2010** for early rates OR **March 30** for 2010 rates.

**NOTIFICATION:** Exhibitors will be notified by May 8, 2010 as accepted, pending or not accepted.

Those not accepted will have their booth fees returned.

\*\*\*Make **CHECKS PAYABLE TO WVAA: Separate checks please for screening fee and booth fees.**\*\*\*

**Mail the following:**

- This Form COMPLETED in FULL on BOTH SIDES.
- PHOTOS: (2) of items for sale, (1) of display, & (1) of you in the process of creating your items for sale.
- NON-REFUNDABLE \$25.00 SCREENING FEE
- Check for **BOOTH/ELECTRICITY FEE:** Post-dated or NSF checks will not be accepted.

To: Art in the Park % Lee Ann Schulz 221 N. 152 Ave. Marathon, WI 54448

THE WVAA IS NOT RESPONSIBLE FOR THEFT OR DAMAGE TO PROPERTY OR PERSONAL INJURY.

I, the undersigned, understand and accept all rules and regulations of WVAA's Art in the Park as stated herein.

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

# SELLERS PERMIT FORM

## ART IN THE PARK

Wisconsin law (sec. 73.03 (38), Wis. Stats.) requires that each operator of a swap meet, fleas market, craft fair, or similar event must report to the Wisconsin Department of Revenue the name and address, Social Security number and the Wisconsin Seller's permit (if available) of each vendor selling merchandise at the event.

THIS FORM MUST BE COMPLETED AND RETURNED WITH YOUR APPLICATION

1. Name of operator or Sponsoring Organization: Wisconsin Valley Art Association
2. Name of Event: Art in the Park
3. Date of the Event: Saturday, September 11, 2010 & Sunday, September 12, 2010
4. Location of the Event: Marathon Park, Wausau, WI—Exhibition Building & East Gate Hall
5. Vendor/Seller's Name: \_\_\_\_\_
6. Business Name: \_\_\_\_\_
7. Address: \_\_\_\_\_
8. City/State/Zip Code: \_\_\_\_\_
9. Social Security Number: \_\_\_\_\_
10. Wisconsin Seller's Permit Number: \_\_\_\_\_

Indicate below the type of activity you intend to engage in at this event.

\_\_\_\_\_ Sell original art: \_\_\_\_\_

\_\_\_\_\_ Sell handmade craft items: \_\_\_\_\_

\_\_\_\_\_ Other: (explain): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

(Please complete both sides.)

Dear applicant,

“**Art in the Park**” is located in **Marathon Park in Wausau, Wisconsin** and is an integral part of **Wausau’s “Artrageous Weekend”**, which also includes the “**Festival of Arts**” in downtown Wausau and the “**Birds in Art**” at Leigh Yawkey Woodson Art Museum. **Wausau’s “Artrageous Weekend”** is an established event that is held annually on the **first weekend after Labor Day** and was voted as the **2009 Number One Art and Craft Fair or Festival in the Nation** by a reader poll in *American Style* magazine.

**Being one of the three events that make up the “Artrageous Weekend” provides numerous benefits for the show and exhibitors.**

\*We share the cost of the **shuttle system** provided for customers to travel between the three events.

\*We all benefit from the **broader advertising** afforded by a group effort and shared expenses.

- Having a multi-faceted event draws a larger crowd... and **more customers**.
- It is estimated that **30,000 plus people** attend “Art in the Park” over the two-day event.

The WAAA’s “Art in the Park” is an established event. This is the **35th Annual** show. We offer a number of features and services that are standard, and some extra features that are not commonly found with other shows. We hope this information will help you to consider our show and submit your application.

**The Event:**

**“Art in the Park”**

**Saturday, September 11 & Sunday, September 12, 2010**

**Show Hours are 9:00 AM to 5:00 PM on both days.**

***Historical Exhibition Building & East Gate Hall***

**Set up** begins Friday at noon and ends at 8:00 pm.

Doors are opened for exhibitors Saturday at 6:30 AM and Sunday at 7:00 AM.

**\*All booths are inside buildings and the show is not dependant on the weather.**

**\*Security is provided for both Friday & Saturday nights.**

**\*Parking for exhibitors is close to the buildings for easy unloading, restocking & loading.**

**\*Food vendors are located centrally, outside East Gate Hall.**

**Volunteers can relieve you for lunch breaks** and bathroom breaks. If you prefer not to leave your booth for lunch, volunteers can pick up and deliver lunch from the food court.

**The Exhibitor/Volunteer Picnic** is following the show on Saturday evening. One ticket is provided for each booth and for volunteers. Tickets may be purchased for your assistant(s)/family for a nominal price.

**Booths:** We are now offering a variety of booth sizes. We have limited numbers of half booths, double booths and 1.5 booths in both buildings. Please see the application for specifics on booth sizes and fee scale.

**Categories:** To provide a well-balanced show, we limit the number of exhibitors for each category of work. We strive to make booth placements beneficial for all exhibitors, and also provide a variety for the customers.

**Jewelry, pottery, and woodworking** generally **fill early**, but each category varies from year to year. In order to have the best chance at being screened into the show, it is highly recommended that you submit your application with your best photos. You may submit more than the minimum of 2 photos of your work, which also may improve your chances of being screened into the show. All photos will be returned to you.

**Why do we screen applicants?**

**The mission of the WVAA** is Art Education for the Community. In order to filter inappropriate applicants and protect the caliber of the show, it is necessary to screen the applicants. The screening process is an attempt to insure that “Art in the Park” **remains a quality Fine Arts & Crafts Show** and continues to offer affordable fine art and hand crafted items, individually created and/or from original designs. **Absolutely No Buy/Sell Items, No Imports, No Mass Production Items!**

Also, by screening for original, high-quality art and craftwork, and presenting this to the public through “Art in Park”, we continue to educate and expose the public to the work of artisans. “Art in the Park” supports the art community by offering a venue for you, the artist, to display and sell your work.

**Electrical fees:**

The WVAA is charged for the electrical service used at the show. We pass this cost along to the exhibitors and vendors who use the service. There are a number of booths that do not have safe electrical access, and therefore, cannot have this service.

In order to do **appropriate booth assignments, this information must be included on your application.** If you do not request and pay for electrical service in advance, you may be assigned to a booth that does not have access to electricity.

**Display:** Exhibitors must provide their own display equipment, tables, table skirting, and chairs.

**Food:** Will be available for purchase at the Food Court area outside, between the buildings and at the Big Kitchen. There are picnic tables in the shade, to encourage customers to sit and eat. Proceeds from food sales benefit non-profit organizations. Coffee and donuts are available each morning from one of the vendors for exhibitors and volunteers for a nominal price.

Questions?

Please feel free to contact:

Lee Ann Schulz at 715-581-1484 or email at [cheaphillwvaa@msn.com](mailto:cheaphillwvaa@msn.com)

Audrey Wilde at 715-675-1094

OR check out our web site: [www.wivalleyart.org](http://www.wivalleyart.org)

**Looking forward to receiving your application!**

**The Wisconsin Valley Art Association (WVAA)** is a non-profit, completely volunteer organization dedicated to the understanding, enjoyment, and practice of the visual arts and promoting opportunities for art education. Proceeds from “**Art in the Park**”, are reinvested in the community by donations to area high schools for art education or art scholarships. The WVAA funds the UW-Marathon Campus WVAA Art Scholarship, a number of adult art grants, and the annual Memorial Art Show. The association also makes annual donations to the Marathon County Library in the form of art/craft books and videos, sponsors and decorates a tree for the annual Festival of Trees (Hospice Fundraiser), and sponsors the area Wisconsin Regional Art Program (WRAP).

Support the WVAA and you support the local and state wide art community!