



37th Annual Art in the Park
Marathon Park
Historic Exhibition Building and East Gate Hall
Wausau, WI

Saturday, Sept. 8, 2012 – 9 am to 5 pm

Sunday, Sept. 9, 2012 – 9 am to 4 pm

Exhibitor Information

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 and appropriate fees.
- In order to maintain a balanced show, only a limited number of exhibitors are accepted in each category
- NO IMPORTS, NO MASS PRODUCED, NO BUY AND SELL AND NO RESALE ITEMS ARE PERMITTED.
- All accepted 2012 exhibitors must be exhibiting Only in “Art in the Park”. If you are found be exhibiting in another show located in Marathon Park on this same weekend, you will be disqualified and immediately asked to leave.

Screening:

- Acceptance into Art in the Park is based on scores determined by our screening committee. In order to adequately screen all of our potential exhibitors, **all potential exhibitors must submit 6 photos** (slides and digital images are not accepted): 4 of your work, 1 photo of your display, and 1 photo of themselves in the process of designing or creating the products.
- **Photos are required of all potential exhibitors**, even those exhibitors of the past years events. Photos are a very important part of the application. The screening committee bases acceptance/rejection purely on the photos submitted.
- **Screening Fee- A non-refundable screening fee of \$25.00 must be included as a separate check.**
- **All new exhibitors and exhibitors that change/add media must include the screening fee.**
- **Screening fee is waived for 2011 exhibitors (same media) and members of the WVAA.**

Electricity:

- Electricity fee is available in most booth locations at a **separate \$10.00 fee**. Electricity needs must be indicated on the application. Booth assignment can be affected by access to electricity.

Booth Spaces/Fees:

- All booths are located inside within the Exhibition Building or the East Gate Hall.

Half Booth: approx. 10' wide x 5' deep or 12' wide or 4' deep
(limited number available)

- **\$100** (postmarked by January 14, 2012)
- **\$110** (postmarked January 15 to April 7, 2012)
- **\$135** (postmarked after April 7, 2012)

Single Booth: approx. 10' wide x 10' deep or 12' wide x 8' deep

- **\$190** early application (postmarked by January 14, 2012)
- **\$210** regular application (postmarked January 15 to April 7, 2012)
- **\$235** late application (postmarked after April 7, 2012)

Double Booth: approx. 20' wide x 10' deep or 24' wide x 8' deep
(limited number available)

- **\$375** (postmarked by January 14, 2012)
- **\$400** (postmarked January 15 to April 7, 2012)
- **\$425** (postmarked after April 7, 2012)

- **All checks will be deposited at time of receipt.**
- Please include the booth size you will need on our application. Also, indicate if you have any specific set-up requirements (specific size, corner location, more than 8 feet tall, etc).
- If you are a returning exhibitor and would like your same booth assignment or would prefer a different booth or location, please note this on the application. All attempts to meet booth space request will be made, but no space is guaranteed.

Application Deadline (determined by mailing postmark date):

- January 14, 2012 – early booth fee
- April 7, 2012 – full rate fee
- Applications will be accepted until the show is full.
- Postdated or NSF checks will result in forfeiture of your booth space.

Notification:

- All applications received prior to the April 7, 2012 deadline, will be notified of status (accepted, placed on wait list, or not accepted) by May 20, 2012.
- Those received after April 7, 2012, will be notified within 21 days of receipt.

Photos:

- Exhibitor accepted into Art in the Park 2012, will have their photos returned in their exhibitors packet on Friday/Saturday of the show. If you wish your photos returned earlier, please provide as self-addressed stamped envelope.
- Those not accepted for Art in the Park will have their photos returned in addition to their booth fee and electric fee (if applicable). The screening fee is non-refundable.

Set-up:

- Exhibitors may set-up on Friday, Sept. 8, 2012 between the hours of noon and 8:00 pm and/or Saturday, Sept 9, 2012 between 6:30 am to 8:00 am
- WVAA members, who volunteer to work on the Art in the Park weekend, may set-up Friday Sept 8th from 8:00 am until 12 noon. (If you are interested in early set-up and volunteer opportunities, please indicate this on your application – many volunteer opportunities are available both before and during the show)

Show Hours:

- Show hours are from 9 am to 5 pm on Saturday and 9 am to 4 pm on Sunday. Although, Art in the Park does not open until 9 am, it is recommended that all booth spaces be staffed by 8 am.

Display:

- Exhibitors must provide their own display equipment, tables, chairs, etc. All tables must be skirted to the floor.
- Due to safety and liability issues, all displays, tables, etc must not exceed the allotted floor space. Non-compliant items must be moved.
- **Exhibitors are prohibited from attaching anything to the building with screws, nails, etc.**
- All exhibits must be neat and professional in appearance.

Cancellation:

- If you must cancel, **please notify us as soon as possible.**
- Cancellation received **before July 15, 2012** AND we are able to fill you booth space, a full refund of your booth and electric (if applicable) fee will be made.
- Cancellation received **after July 15, 2012** AND your booth space can be filled receive a partial refund will be made. If booth space cannot be filled, no refund can be guaranteed.

Questions?

Jill Viergutz at 715-573-0101 or email at jviergutz@frontier.com

Lee Ann Schulz at 715-581-1484 or email at cheaphillwvaa@msn.com

Complete application will include:

- Complete and signed application
- Complete and signed seller's permit information
- 6 (min.) photos: 4 of your work, 1 of your display, 1 of exhibitor designing or creating art/craft.
- Check for booth/electric (if requested) fees
- Check for Screening Fee (non-refundable)

Please return completed application to:

**WVAA's Art in the Park
c/o Jill Viergutz
3206 Seymour Lane
Wausau, WI 54401**

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.
For information

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 8, 2011 & Sunday, September 9, 2012
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: _____
11. Telephone number(s) _____

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

_____ Sell original art: _____

_____ Sell handmade craft items: _____

_____ Other: (explain): _____
