

Policies and Procedures for Artful Holidays 2011

Artful Holidays, a program of the Genesee Valley Council on the Arts (GVCA), is a boutique-style fine art and craft show and sale. This year's show will take place on Thursday, Friday and Saturday, November 10-12 at the Campus House, 17 Main Street, Geneseo, NY.

New policies are italicized.

1. Selection of Exhibitors:

Exhibitors participate by invitation of the Artful Holidays Committee. The committee looks for high quality art and crafts produced by artists from Livingston County and the surrounding region. The committee aims to exhibit a variety of media and styles without putting artists in competition with one another. Items for exhibit and sale are not limited to visual art and crafts; Artful Holidays may also feature books, artisan foods, recordings and videos by local artists. The committee limits the number of exhibitors to 40. All applicants, new and returning, must submit the application form, photos of work, prices, sales tax form, and will undergo juried process.

2. Registration:

After invitations have been issued, the Artful Holidays Committee accepts registrations on a first-come, first-served basis, with commitments issued on a rolling basis after July 15. The earlier registration deadline allows us to publicize the show more thoroughly. The **non-refundable fee** is \$100 for members and \$125 for non-members; the latter fee includes one-year individual level membership in the GVCA. On the registration form, artists must indicate the type of items they intend to exhibit. Artists are limited to exhibiting only items approved by the Artful Holidays Committee; *no other items will be accepted at the event*. In fairness to each individual artist, we can accept the work of **only one artist per registration**. Each artist must submit a copy of a valid New York State sales tax certificate with his/her registration. *If an artist produces an edible item, the artist must provide evidence with registration that the artist's kitchen is certified by their county's health department.*

3. Inventory:

Artful Holidays has the winter holidays as its theme. Items specific to other holidays and seasons are not appropriate for this show. Exhibitors will be assigned a number that will be noted on a tag attached to each item with the price, inclusive of 8% sales tax. *It is strongly recommended that prices be rounded to the nearest \$.05.* On the other side of the tag will be written a one-word description of the item. All items must have a removable tag – NO exceptions! We will collect the tags from each item and add the tags for each artist. **The Artful Holidays Committee reserves the right to ask artists to limit the number of items they bring to the show and strongly recommends a minimum inventory valued at \$500 retail and maximum inventory valued at \$3000 retail.**

4. Check-In:

Check-in time is Thursday, November 10, between 9am and 12 noon at the Campus House. **No items will be accepted for exhibit at any other time or location.** Please have all approved items properly tagged.

5. Release:

Artists must sign a statement releasing the Genesee Valley Council on the Arts from all responsibility for loss or damage to any item brought for sale.

6. Display and Sale of Items:

As this is a boutique-style show, each artist's work is distributed around the sale area, intermingled with the work of other artists. There are no separate booths. All items are set out for display at once except in the case of numerous duplicate items. These are brought out as supplies need replenishing. Specially trained staff and volunteers spend hours setting up and restoring the display in a manner to please the eye and attract customers' attention to all artists' work. It is expected that exhibitors will trust the committee's discretion in displaying their work. All set-up and sales are handled by GVCA. Once the items have been checked in, the artist does not have to be present until check-out time after the show has closed.

7. Check-Out:

The only time to pick up unsold inventory is between 5:00 and 6:00pm on Saturday, November 12. Items will not be available for release before then, nor can items be stored after that time.