



A Celebration of Life Amid the Blue Ridge
October 16 - 18, 2009

Crafter and Exhibitor (Non-Commercial) Application
*Please complete, sign, and submit this application, payment, and your
Certificate of Liability Insurance before May 4, 2009*

Contact Name: _____

Business Name: _____

Mailing Address: _____

Phone: _____ Email: _____

Website: _____

Items to be sold/cost: _____

Please check appropriate category or categories:

- | | | |
|---|---|---|
| <input type="checkbox"/> Specialty Food | <input type="checkbox"/> Sculpture | <input type="checkbox"/> Ceramics |
| <input type="checkbox"/> Clothing | <input type="checkbox"/> Home Décor | <input type="checkbox"/> Wood |
| <input type="checkbox"/> Fiber (circle: dolls, baskets, leather, other) | <input type="checkbox"/> Toys | <input type="checkbox"/> Glass |
| <input type="checkbox"/> Fine Arts (paintings, photography, prints) | <input type="checkbox"/> Handmade Soaps & Lotions | <input type="checkbox"/> Jewelry (Specify: _____) |
| <input type="checkbox"/> Fashion Accessories | <input type="checkbox"/> Other: _____ | |

Exhibitor Space Requested:

- | | |
|--|--|
| <input type="checkbox"/> 10 x 10 - \$200 (Clarke County Residents - \$150) | <input type="checkbox"/> 10 x 20 - \$300 (Clarke County Residents - \$250) |
| <input type="checkbox"/> Electrical Outlet - \$75 | Please contact Long Branch for special booth size requests. |
| <input type="checkbox"/> Jury Fee - \$25 | |

I, the undersigned, certify that the information furnished on the application is true, to the best of my knowledge, and represents the craftsmanship and/or quality of items to be represented at the Shenandoah Valley Hot Air Balloon, Wine & Music Festival. I further agree that any items deemed inappropriate by the organizers of the event will be removed from the sales area, and that I will adhere strictly to the rules, conditions, and guidelines of the Festival.

Also, I hereby hold harmless/release the Festival, The Harry Z. Isaacs Foundation, Inc., LONG BRANCH *Historic House and Farm*, their agents, and/or employees, of any and all liability for damage, costs, injury or loss to any person or goods from any cause whatsoever, and further agree to indemnify the Festival/Foundation against any and all claims for damage, injury, or loss arising out of or in connection with the use of the space or grounds in this Festival or the display and/or sale of any merchandise by it.

Signature: _____

Name Printed: _____

Date: _____

Guidelines for Crafter and Exhibitor Applicants

- **Deadline:** Deadline for complete applications is May 4, 2009. Any application received into the Long Branch office past this date is subject to a non-refundable \$25 late fee. This also applies to any application that is received into the office incomplete.
- **Payment and Certificate of Liability Insurance:** Payment must accompany your application. It is required for each applicant to provide a Certificate of Insurance in the amount of no less than \$1,000,000 per occurrence provided to Long Branch with your application. All Certificates of Liability Insurance must name The Harry Z. Isaacs Foundation, Inc./Long Branch/Shenandoah Valley Hot Air Balloon, Wine & Music Festival as additional insured for all days that the participant will be onsite at the event (including set up). The participant's issuing insurance company must have no less than a B+ rating by A.M. Best. Coverage must be obtained at the participant's own cost. **Your application will be rejected without payment and the Certificate of Liability insurance.**
- **Photos and Sample:** **This year, Long Branch has instigated a juried arts and crafts process.** Photographs and two product samples must accompany **all applications. Applications submitted without photographs or samples will be rejected.** A minimum of 4 color photos (3 close-ups of exhibited items and 1 booth display) should be included with application and payment. Spaces are awarded to applicants displaying best craftsmanship/quality from among those applying. The Jurying Committee also requires two product samples to be reviewed prior to acceptance. All artisan/crafter work must be handcrafted or created by the artist. No manufactured/mass production crafts, kits, or handcrafted imports are accepted or considered in the artisan village. Enclose a SASE for return of photographs.
- **Acceptance:** Notification of acceptance or non-acceptance will be mailed by June 1, 2009. The Jurying Committee reserves the right to refuse any exhibitor's application. Rejected applicant's booth space fee will be refunded. An accepted application with payment is a commitment to the Festival and **no refunds will be issued.**
- **Booth Space:** All spaces are located in grassy areas. The Festival Committee will try to accommodate special request for space locations; **however, requests are not guaranteed.**
- **Equipment:** Exhibitors are responsible for providing their own tent/canopy and all equipment/supplies including tables, chairs, display materials, etc. and are liable for delivery, handling, erection and remove of displays and materials. **Those vendors requiring Long Branch staff to receive in your tent and other equipment is subject to a \$25 set-up fee. Prior notification of delivery and payment must be provided a week before set-up or set-up will not be permitted.**
- **Taxes/Licenses:** All vendors are responsible for collecting and reporting Virginia sales tax and any other taxes associated with their sales. Each vendor must secure an annual Clarke County Business License. An application and fee payment information will be provided. **The application/fee is due in the Commissioner's office before August 31, 2009.** For more information, contact the Commissioner of the Revenue Clarke County at 540.955.5186.
- **Hours:** Booths are permitted, but not required, to open Friday from 4 pm to close, at no additional charge. Booths must be open and staffed at all time Saturday and Sunday from 9 am to 5:30 pm and may open as early as 7 am. Booth setup must be completed during/by the following hours: Thursday: noon – 5 pm, Friday: 9 am to noon, and Saturday: 6 am to 7 am. Anyone arrive late, leaving before closing, breaking down during show hours or entering show grounds without Festival organizers consent will be refused entrance to the grounds and future Festivals.
- **Parking and Traffic:** Parking and traffic is not permitted in any show area after noon on Friday and after 7 am on Saturday and Sunday. Vehicles must be moved to participant parking lot immediately following unloading of merchandise and/or the above specified times. Traffic is not permitted in the show area each evening until approval is given by Festival committee/security due to pedestrian traffic, which may be delayed until well after 7 pm. **ANYONE ENTERING THE SHOW AREA WITHOUT CONSENT DURING THIS TIME WILL BE DENIED ACCESS TO THE EVENT AND FUTURE FESTIVALS.** Close access is provided to areas for unloading/loading and must be planned around specified hours. It is highly recommended that all exhibitors break down and pack up items before bringing vehicles into the show area at the conclusion of the event. Vehicles remaining the show area or non-designated parking areas during Festival hours will be towed at the owner's risk and expense. **Participant parking will be located in the South lot (Gate # 3). Please be aware that this is approximately one quarter mile from the main**

Festival grounds. If loading/unloading is necessary during Festival hours, vendors must transport by hand or dolly.

- **Parking Passes:** Each accepted applicant will receive two (2) parking passes to obtain entry into the Festival. If more passes are needed, they are available at \$3 each.
- **Exhibits:** They should be in keeping with the overall family-oriented event theme and all items displayed must be for sale. Exhibitors may only display/sell items approved and specified on application. Exhibitors may not transfer, let, sublet, share, or sell their contracted space. Relocating/extending assigned space is prohibited without consent of Festival organizers. No solicitation by applicant/associates may be made outside assigned booth space. Participants are responsible for keeping their area and displays neat and clean during show hours, including clean up at the conclusion of the show.
- **Electric:** A limited number of electrical outlets are available on a first come, first complete application received basis at the cost of \$75 per outlet and are not guaranteed (you will be advised prior to the event). Exhibitors must provide their own heavy-duty, 3-wire type extension cords (no 2-wire extension cords are permitted). The recommended minimum length is 300 feet.
- **Application:** Every applicant must sign and return the attached application (along with payment and a Certificate of Liability Insurance). The Festival will require removal of work considered to be in violation of these conditions and reserves the right to make final interpretation of all conditions. All applicants must complete in full and sign the application form, binding themselves to the agreements and conditions contained herein.
- **Festival Packet:** Those applicants accepted into the Festival will receive a vendor packet the first week of October. This packet includes directions, area hotels, a map of the Festival grounds, and your parking passes (two per accepted applicant). You will be notified of your booth location upon arrival.

APPLICATION SUMMARY

of Booths _____ x Booth Size (10x10): \$200 or (10x20): \$300 = _____

+ Electrical Outlet: \$75 = _____

+ Late Fee: \$25 = _____

+Set Up Fee: \$25 = _____

+ Jury Fee: \$25 = \$25

+Parking Passes \$3 each = _____

- Clarke Co. Resident: -\$50 = _____

= Total Amount Due = \$ _____

Office Use Only

Receipt Date/Time : _____ *Director of Events Initials:* _____

METHOD OF PAYMENT

Check # _____ Date: _____ Amount: _____

Payable to: LONG BRANCH Historic House and Farm

Credit Card: MasterCard Visa

Name on Credit Card: _____

Credit Card #: _____

Exp. Date: ____/____/____ 3 Digit Verification #: _____

Credit Card Billing Zip Code: _____

Signature: _____

Date: _____

Please read and follow the enclosed guidelines carefully. **IMPORTANT CHANGES HAVE BEEN MADE.**

LONG BRANCH *Historic House and Farm*

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Millwood, VA 22646

Phone: 540.837.1856

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October 16 – 18, 2009

JURY PROCESS & CRITERIA

JURORS

The Shenandoah Valley Hot Air Balloon, Wine and Music Festival, like many high-caliber events of its kind, will now use a “blind jury” process to select exhibitors. Each applicant must submit four photographs: three close-ups of the product and the fourth of the display booth. The applicant must also submit two samples of the product that accurately represents the work they will sell at the Festival. The jurors, a distinguished panel of local professional artists, art educators, and collectors, view the images and samples, assigning each artist a score from 1 to 5 (no neutral 3s!). The jury is considered “blind” because the identities of the applicants are unknown to them.

APPLICANTS

The Shenandoah Valley Hot Air Balloon, Wine and Music Festival is an excellent opportunity to develop your business and gain exposure to thousands of potential customers. The Festival in 2008 had over 75,000 people attending. We consistently have 150-200 entries but unfortunately, we only have room for 100 participants each year. It is possible that even though your items are creative and expertly made, you may not be accepted to participate in the Festival. **Participation one year is not an indication of automatic participation in the following year.** If you are not invited this year, please do try again as the “mix” of entries and Jurors change every year as does the final line-up of those artists and makers participating in the Festival.

ENTRIES

Entries are grouped by category for display among the Jury. Entries compete within categories. A single entry in a category does not imply an automatic acceptance – we do not have quotas. There may be an overlap and/or subgroups, but the general grouping for the Festival categories are: Specialty Foods, Clothing (adult and children), Fibers (dolls, baskets, leather, other), Fine Arts (painting, photography, prints, etc.), Sculpture, Ceramics, Wood, Glass, Home Décor, Fashion Accessories, Handmade Soaps and Lotions, Toys, and the most popular, Jewelry.

DELIVERY AND PICK-UP

All necessary paperwork, applications, photographs, and sample work must be received by **May 4, 2009**. Please include a self addressed stamped envelope if you wish to have your photographs returned. All sample products can be picked up between **June 2 – June 9, 2009 – Monday through Friday, 9 am to 5 pm**. Sample products such as food, lotions, or soaps are non-returnable. Long Branch cannot make arrangements for shipping back sample products. All products that are not picked up by June 1, 2009 will either be donated or raffled for door prizes. **NO EXCEPTIONS!**

PLEASE READ THE APPLICATION TWICE! Take your time because all entries must meet the outlined criteria and arrive complete with the components as per the Application Checklist. Call or e-mail if you need clarification – we will be happy to answer your questions. Entries can be hand delivered or by using couriers. **It is impossible for us to confirm arrivals as they come in and are stored until unpacking day – you must request confirmation from your courier or postal service.**

GENERAL CRITERIA

The Shenandoah Valley Hot Air Balloon, Wine and Music Festival reserves the right to make determination on any of the following criteria. The applicant may ask for an exemption in writing and include it with the jury entry. The Jurors will evaluate all work for its creativity, quality of design, workmanship/technique of execution, uniqueness and originality, and market appeal. Send your best-made, best-designed, and best-selling work. The entry should accurately represent the work you will sell at the event. The final selection of artisans will offer a balance of media, styles, and price points to create an exciting show and selection of work for sale to the visiting public.

- Pieces sent to the Jury should be work made in the last year and not previously submitted.
- All work must be designed/created and executed/produced by the invited artist and the artist must be present to sell their work during the three days of the Festival – **no agents or imported work.**
- With the exception of furniture, work must be for sale. Custom orders may be taken, and samples displayed, but this must not be the majority of sales. This is primarily a ‘cash and carry’ event. Prices may not go up between the Jury and the Festival so be sure to price your work carefully. No "Sales" or "Mark Downs" or "Seconds" allowed during the Festival especially on the last day. Those of you selling in retail outlets - your price must match or be lower than prices found there.
- Only those juried in the Jewelry category may sell jewelry. Jewelry must be made by the artist, not imported and slightly embellished. It is very important that jewelers are accurate and specific about their processes and the level of their individual involvement in each piece.
- Commercial kits or molds are not appropriate, nor are hobby-crafts that require simply following directions. Items produced will be original ideas or a creative treatment of traditional items. Originality, creativity, and professionalism are to be demonstrated by all work – not just assembly and handiness.
- Photographs (as fine art) must be taken by the artist and printed or processed with their supervision.
- Any commercially produced parts used must play a subordinate role in the finished product and may not be sold separately.
- All government regulations re: health, safety, and labeling must be met. (Plastic eyes on toys must anchor firmly through fabric, not just be glued on.)
- Makers of garments or other textile items must specify their process, where they are made, and the level of their individual involvement in each step of its creation.

PHOTOGRAPHS

The photographs of your work must be well done. Consider supporting another working artisan – a professional photographer. Make sure that the quality of work in the photos is the same as the work you send in to be evaluated. If you are successful, these photos may be scanned for promotional purposes. Poor photos will result in your entry being undervalued. Please include a SASE if you wish to have your photographs returned.

SPECIALTY FOODS AND SOAPS & LOTIONS

- Preference will be given to the products that are most handmade – we do not want items that are simply bought in bulk and repackaged. We need photos as above, and the process description should include mention of any relevant training or professional expertise. Entries will be opened and sampled by jurors, therefore nothing will be returned.
- Follow all the Artist/Craftspeople criteria above, PLUS the following:
 - Include a complete product list with prices. If you wish to sell soaps and lotions, samples of **both** your soaps and your lotions must be included.
 - Describe your preparation process and if you grow your own ingredients.

ENTRY CHECKLIST

PAPERWORK

- Completed Application and Payment Form
- Check or Money Order payable to Long Branch or Credit Card Information
- A Personal Work Process Description – No more than one side of a 8 ½ x 11” piece of paper typed. This is your personal declaration and should be in the first person i.e., “I raise my own sheep and I spin and dye the wool, etc.” This is your chance to explain to the Jurors exactly how you do your work – all the elements that cannot be seen by simply looking at a piece.
- Three (3) photos of your work and one (1) photo of your display booth. Please send in-focus pictures and no collages. Show the range and variety of your work and indicate sizes and prices.
- Certificate of Liability Insurance

ACTUAL WORK

- Two pieces of work per entry. Exception: jewelry – a “set” may qualify for two pieces.
- Specialty Food, Soaps, and Lotions – Please send adequate samples for the entire Jury Committee to review.

PRESENTATION OF WORK

- Put the price on each piece of work.
- Cover signature or personalized identifying labels.
- Framed work is fine, but do not send in easily damaged, expensive, and/or wooden frames. Pictures should be able to stand upright to ease display – matted and presented to their best advantage. Presentation counts and is part of your work.
- Mount jewelry for display. Attach it to a display board or enclose it in a jewelry box. All entries will be closely inspected by the Jury Committee, so be aware that your display will probably be opened/undone so it may be handled.

IMPORTANT DATES

- *Application, Insurance Certificate and Payment due **May 4, 2009**
- *Product Samples and Photographs accepted between **NOW and May 4, 2009**
- *Acceptance letters will be mailed by **June 1, 2009**
- *Pick up dates for Product Samples **June 2 – June 9, 2009 – Monday through Friday, 9 am to 5 pm**
- *Festival dates are **October 16-18, 2009**