



Sweet Ps Arts Festival

April 24, 2010 & April 25, 2010

Dear Prospective Exhibitor:

Thank you for your interest in the 7th annual Sweet Ps Arts Festival. We are located on the grounds of The Episcopal Church of St. Peter and St. Paul, in Marietta, Georgia. The site is in East Cobb County, one of metro Atlanta's most affluent areas. Each year we improve the event, and we anticipate record-breaking attendance at Sweet Ps 2010.

This year we have two exhibition areas: the successful juried Fine Art Exhibition returns to the highly-visible front and side lawns, and a new Marketplace area is designed to accommodate arts and crafts generally selling for less than \$25. Fine Arts Exhibitors are required to provide their own white tent, draped table, chairs and display shelves, and patrons will pay them directly for their purchases. The Marketplace operates a bit differently: tables, chairs and centralized cashiering are provided, and tents are not required. All items, regardless of venue, must be unique, original, hand-crafted works of the exhibitor.

We also have improved the Sweet Ps application process. An application fee of \$35 must accompany all exhibitor applications. If you are accepted as a Fine Arts Exhibitor, a booth fee of \$100 (for a single booth) is due by March 28, 2010. Marketplace crafters do not pay booth fees; instead, Sweet Ps collects 25% of sales at checkout. These arrangements are detailed in the attached application form.

Sweet Ps offers a welcoming and fun environment to attract attendees and enhance the art exhibits. We offer a food court, two entertainment stages, a children's activity center, and a raffle/silent auction area. We also provide a hospitality room for exhibitors only.

We all benefit if you have a successful show. As such, we work hard to support our exhibitors and market our event. The majority of our exhibitors return for multiple years. Please assist us by inviting other artists to exhibit and by inviting your customers to attend the event.

Carefully read the accompanying Exhibitor/Crafter Application as it contains all pertinent information for the festival. If you have any questions, please feel free to contact us. We are eager to make this your most successful show this spring!

Best wishes,

Nancy Hoffman, Fine Arts Exhibitor Chair
770-973-5284
exhibitors@sweetpfestival.com

Kathryn Scofield, Marketplace Crafters Chair
404-583-1989
crafters@sweetpfestival.com



Sweet Ps Arts Festival

Exhibitor/Crafter Agreement

APPLICATION DEADLINE AND FEE

Applications must be received by February 28, 2010. The application fee is \$35. Space is limited within each category, so early application is recommended. Popular categories, such as jewelry, fill quickly. If we are unable to accept your application, your check will be returned to you. The fee is non-refundable once your application is accepted.

APPLICATION EVALUATION PROCESS

Your application will be evaluated once all complete, signed documents and required photographs are received. Reference to high quality web site images meeting the criteria outlined below may be provided in lieu of photos.

FINE ARTS EXHIBITOR EXPECTATIONS

The fine arts component of the festival is juried. At least one recent booth picture and two product pictures must accompany exhibitor applications. Acceptance letters will be mailed weekly beginning in late January. The exhibition area is outdoors and without electricity. A single booth space is approximately 11'x11'. Double booth spaces also are available. Your assigned space may be on grass or asphalt. Specific booth locations can be requested but are assigned based on application receipt date. The booth fee of \$100 for single spaces and \$200 for double spaces is due no later than March 28, 2010. Booth fees paid after March 28th are \$125, single, and \$250, double. Fine arts exhibitors must provide their own *white* tents, chairs, tables and display materials. Each exhibitor must donate a representative item of not less than a \$25 value to our silent auction/raffle area at check-in. The artist must attend the festival. Exhibitors are responsible for all cashing functions including sales tax, if applicable, and should bring adequate change.

MARKETPLACE CRAFTERS EXPECTATIONS

While this area is not juried, only those crafters who display unique, original and hand-crafted items will be accepted. Two product pictures must accompany your application. Due to physical constraints, this area is limited to approximately 35 crafters. Early application is suggested. The Marketplace area is self-contained. A 3'x6' table and one chair will be provided. Crafters must provide anything needed to display their work. Sweet Ps provides a central cashier center and charges 25% of crafter sales. We accept credit cards and deduct 5% for credit card sales. Sales tax should be included in your price as we are not responsible for remitting sales taxes on your behalf. Each crafter must donate representative items with a total value of not less than a \$15 our silent auction/raffle area. The crafter must attend the festival.

SHOW HOURS

Exhibitors are required to be set-up by 5:00 on Friday, April 24, 2010 and are to remain until the festival closes at 5:00 pm on Sunday, April 25, 2010. The schedule for the event is as follows:

- Setup: Friday, April 23rd from 1 - 5PM.
- Preview Party: Friday, April 23rd from 5 - 7PM. Exhibitors/crafters open for early shopping.
- Show Hours: Saturday, April 24th from 9 - 7PM and Sunday, April 25th from noon to 5PM.
- Exhibitor Evaluations and Tear Down: Sunday, April 25th from 5 - 6PM.

LOADING AND UNLOADING

Unloading and loading assistance is provided if requested in advance. Boy Scouts will be on site to help you during set-up and tear down, however, they are not permitted to drive your vehicle or assemble your booth.

EXHIBITOR HOSPITALITY

Volunteers will be available to man your booth for restroom breaks. We can deliver lunch to your booth if you wish. Food and drink are available for purchase. An indoor exhibitors' hospitality room also is provided.

PUBLICITY AND MARKETING EFFORTS

All accepted exhibitors are listed by category on our web site, www.sweetpfestival.com. Contact information, including websites and e-mail addresses will be provided on-line and will remain on the Sweet Ps site until the fall of 2010. Exhibitors are encouraged to link to our web site. We promote the show through Events2000 and other festival and special events websites, regional publications, area merchants and partner organizations. Road signage is displayed several weeks prior to the event, and signage and balloons are used to attract attendees during the event. Sweet Ps reserves the right to use images provided with exhibitor applications in marketing the event.

TRAFFIC

To encourage attendance, we ask you to help us keep the parking lots clear for shoppers. There is plenty of parking across the street at Mt. Zion for your trailers, RVs, etc. We provide shuttle service during the show and a Cobb Police Officer will assist traffic at the entrance.

PHOTOGRAPHY

We will take photographs during the show for marketing purposes. Please let us know at check-in if you do not want to be photographed during the event, and we do our best to respect your wishes.

SHOW VOLUNTEERS

Sweet Ps Arts Festival has a reputation for being one of the most vendor-friendly shows, thanks to the hard work of more than 150 volunteers.

SECURITY

An independent security company patrols the premises Friday and Saturday nights, however, we are not responsible for loss or damage to you or your property for any reason. You are responsible for obtaining any insurance coverage for personal property and/or injury to any customer/persons in your booth.

TAXES AND LICENSES

Exhibitors/Crafters are responsible for collecting and remitting all required sales and income taxes. The sales tax rate for Cobb County is currently 6%. Exhibitors/Crafters are responsible for all applicable business licenses.

DISPLAY SPACE

All display spaces must be kept clean and orderly at all times, and must be left clean at the end of the Festival. Exhibitors will be responsible for damage to church property caused by their displays or other materials.

SMOKING

Smoking is not permitted at Sweet Ps Arts Festival.

HOLD HARMLESS AGREEMENT

I have read all rules carefully and agree to abide by them. I agree to hold harmless The Episcopal Church of St. Peter and St. Paul, its members, affiliates, associates, tenants, and committee members thereof, from any claim including but not limited to injury to person, damage to property, loss by fire, theft or any other cause, nor will I/we be a party to any law suit. This is a legal and binding hold harmless agreement.

EXHIBITOR/CRAFTER ACCEPTANCE

By signing this form you agree to all the rules and regulations of the Sweet Ps Arts Festival described in this document.

Signature: _____ Date: _____

Printed Name: _____



Sweet Ps Arts Festival

Exhibitor/Crafter Application

Applicant Name _____

Business Name (if different) _____

Address, City, State, Zip _____

Primary Telephone _____ Cell Phone _____

Email Address _____

Web Site _____

Publish Telephone, Email and Web Site Info on Sweet Ps Web Site Yes ___ No ___

Years in Business _____ Average Price of Work _____

Other Shows in Past Year _____

Past Sweet Ps Exhibitor Yes ___ No ___ Most Recent Year at Sweet Ps _____

Show Categories (Please indicate which category best describes your work)			
Fine Arts Exhibitors		Marketplace Crafters	
___ Painting & Similar Media	___ Statuary	___ Pottery & Porcelain	___ Children's Apparel
___ Photography	___ Jewelry	___ Textiles	___ Paper & Note Cards
___ Folk Art	___ Pottery & Porcelain	___ Jewelry	___ Pet Treats & Accessories
___ Metals & Glass	___ Home Furnishings	___ Linens & Embroidery	___ Bird Houses & Feeders
___ Wood & Natural Materials	___ Apparel	___ Apparel	___ Gourmet Food
___ Textiles		___ Candles, Soap, Scents	___ Eco-Friendly Items
___ Other: _____		___ Other: _____	

Description of Work _____

Special Requests _____

Make \$35 check payable to The Episcopal Church of St. Peter & St. Paul. Send application, signed agreement pages, photographs, and check to:

Exhibitor Chair, Sweet Ps Arts Festival
 1795 Johnson Ferry Road
 Marietta, GA 30062

SIGNATURE: _____ DATE: _____