



P.O. Box 28 • Woodstock, NY 12498 • Tel: (845) 331-7900 • Fax: (845) 331-7484 • www.artrider.com • crafts@artrider.com

FOR OFFICE USE ONLY

PM DATE	BTH FEES	BTH	INS CERT	SIG	DATE ENTERED
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ARTRIDER 2010 SPECIALTY FOOD APPLICATION & CONTRACT

Application Deadline: January 11, 2010

Company Name _____

Business Owner Name(s) _____

FIRST _____ LAST _____

FIRST _____ LAST _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

Cell () _____ Emergency Contact () _____

These numbers are for internal use only and must be different than the number above.

E-mail address _____

Website URL _____

Shipping Address (if different than above) _____

City _____ State _____ Zip _____

Please send proof of liability insurance (we must have prior to show). Included To Follow

You have the option to pay either the standard booth fee OR a non-refundable deposit plus 15% commission. A commission form will be sent to you after the show. Please send payment with your application.

IF YOU ARE USING A CREDIT CARD TO PAY FEES, PLEASE COMPLETE THIS SECTION:

Charge to: Visa MasterCard Discover Amex

Account # _____

Expiration Date _____ Security Code _____

Authorized Signature _____

Name on Card _____

Billing Address (if different than mailing address) _____

City _____ State _____ Zip _____

Make sure to include a complete product description and a booth image (no imported items)

Spring CRAFTS AT MORRISTOWN April 9 - 11

10' x 10' @\$475 \$ _____

10' x 10' @\$100 deposit + 15% commission _____

15' x 10' @\$712.50 _____

15' x 10' @\$150 deposit + 15% commission _____

20' x 10' @\$950 _____

20' x 10' @\$200 deposit + 15% commission _____

I request a corner @\$195 additional _____

I require ___ watts of electricity @\$65 per 300 watts _____

TOTAL ENCLOSED \$ _____

Check # _____ Credit Card

I require (#) _____ postcards and/or (#) _____ stickers

Spring CRAFTS AT LYNDHURST April 30 - May 2

10' x 10' @\$745 (untented area) \$ _____

10' x 10' @\$150 deposit + 15% commission (untented area) _____

15' x 10' @\$1117.50 (untented area) _____

15' x 10' @\$225 deposit + 15% commission (untented area) _____

20' x 10' @\$1490 (untented area) _____

20' x 10' @\$300 deposit + 15% commission (untented area) _____

Corner \$195 additional _____

I require ___ watts of electricity @\$65 per 300 watts _____

TOTAL ENCLOSED \$ _____

Check # _____ Credit Card

I require (#) _____ postcards and/or (#) _____ stickers

Fall CRAFTS AT LYNDHURST September 10 - 12

10' x 10' @\$795 (untented area) \$ _____

10' x 10' @\$150 deposit + 15% commission (untented area) _____

15' x 10' @\$1192.50 (untented area) _____

15' x 10' @\$225 deposit + 15% commission (untented area) _____

20' x 10' @\$1590 (untented area) _____

20' x 10' @\$300 deposit + 15% commission (untented area) _____

Corner \$195 additional _____

I require ___ watts of electricity @\$65 per 300 watts _____

TOTAL ENCLOSED \$ _____

Check # _____ Credit Card

I require (#) _____ postcards and/or (#) _____ stickers

GENERAL RELEASE AND ACCEPTANCE OF RULES - I, the applicant, do expressly release the producer, Artrider Productions Inc., the Owners of the show sites and Employees from any and all liability for any damage, injury or loss to any person or goods which may arise from participation in the event(s). If this application is accepted, I give permission to use my name, business name, images submitted and any photographs or videotape taken at the shows of me or my items for advertising and publicity purposes. I make this application in good faith and am ready, willing and able to participate in the event(s) upon acceptance. I understand that written notification of acceptance into the event(s) implies a contract with all the duties, fees and obligations incumbent therein. I understand that requests for cancellations and refunds must be made in writing and postmarked by the dates indicated on the cancellation schedules. I have read the show rules and I agree to abide by said rules, payment schedules, and cancellation schedules.

X Applicant Signature _____ Date _____

Artrider SPRING, SUMMER, FALL 2010

SPECIALTY FOOD APPLICATION DEADLINE JANUARY 11, 2010

Artrider Productions Inc. has been nationally acclaimed for producing innovative events in the Northeast since 1982 and produces shows that maintain the highest standards and reflect an unwavering commitment to excellence.

Artrider is glad to announce its 2010 Spring, Summer, Fall events:

- **Spring Crafts at Morristown - Morristown, New Jersey - April 9, 10, 11**
- **Spring Crafts at Lyndhurst - Tarrytown, New York - April 30 - May 2**
- **Guilford Craft Expo - Guilford, Connecticut - July 15, 16, 17**
- **Fall Crafts at Lyndhurst - Tarrytown, New York - September 10, 11, 12**

Each of these shows has a small specialty foods section. You may apply with the mail-in application at the end of this document. If you need assistance in applying or have questions about our shows, please contact crafts@artrider.com or 845-331-7900.

We welcome your application!

CRAFTS AT MORRISTOWN - 20th Year!

A loyal and sophisticated craft-buying audience is the hallmark of our popular *Crafts at Morristown*. Morris County is in one of the most affluent suburbs in the country. Artists will appreciate the easy load-in and breakdown, spacious exhibit area on one floor and cost-effective booth fee that includes full pipe & drape.

- 150 craft booths on one ground-level show floor
- Drive-in loading
- Booth fee includes pipe & drape
- Abundant free parking
- Electricity, tables, chairs available at an additional cost

Spring CRAFTS AT MORRISTOWN

April 9, 10, 11, 2010

Checks may be postdated to February 19, 2010

Set-up

Friday, April 9, 7am - 4pm

CANCELLATION SCHEDULE

(% reflects payment due)

To Feb 19	0%
Feb 20- Feb 26	25%
Feb 27 - Mar 5	50%
Mar 6 - Mar 15	75%
After Mar 15	100%

GUILFORD CRAFT EXPO - 53 Years

Produced in conjunction with the Guilford Art Center, this landmark outdoor show, located midway between NYC and Boston, is held at the height of the summer season. The *Guilford Craft Expo* is one of the most successful and longest-running craft shows in America, with gate proceeds supporting the Guilford Art Center and its programs.

- 175 craft booths in historic Guilford, CT
- Charming and affluent seaside community
- Three full days (Thurs thru Sat; no Sunday hours)
- Most booths under tents; some free-standing booth spaces available
- Tables and chairs available at an additional cost

GUILFORD CRAFT EXPO

July 15, 16, 17, 2010

Checks may be postdated to April 16, 2010

Set-up

Wednesday, July 15

CANCELLATION SCHEDULE

(% reflects payment due)

To April 16	0%
Apr 17 - Apr 26	25%
Apr 27 -May 17	50%
May 18 - June 13	75%
After June 13	100%

CRAFTS AT LYNDHURST - 26 Years

Crafts at Lyndhurst enjoys a reputation for being among the best-known, best-attended and most successful arts festivals in the northeast. Drawing audiences from Westchester, (New York's most affluent county) and the surrounding tri-state area, these semi-annual shows benefit the National Trust for Historic Preservation. The show is held on the beautiful grounds of the historic Lyndhurst estate which overlooks the majestic Hudson River and is located in Tarrytown, New York, twenty miles north of Manhattan.

- 300 craft booths on 67 park-like acres
- 20 miles north of NYC
- Booths available in large tent or open area
- Abundant free parking
- Electricity (large tent only), tables and chairs available at an additional cost
- "A very beautiful show in an exceptional setting" (Art Fair Source Book)

Spring CRAFTS AT LYNDHURST

April 30, May 1, 2, 2010

Checks may be postdated to March 5, 2010

Set-up

Thursday, April 29 from 7am - 6pm
Friday, April 30 from 6:30am - 8 am*
***with written permission only**

Fall CRAFTS AT LYNDHURST

September 10, 11, 12, 2010

Checks may be postdated to May 7, 2010

Set-up

Thursday, September 9 from 7am - 6pm
Friday, September 10 from 6:30am - 8am*
**with written permission only*

CANCELLATION SCHEDULE

(% reflects payment due)

SPRING

To March 5	0%
Mar 6 - Mar 10	25%
Mar 11 - Mar 16	50%
Mar 17 - Apr 2	75%
After April 2	100%

FALL

To May 7	0%
May 8 - June 6	25%
June 7 - July 25	50%
July 26 - Aug 15	75%
After Aug 15	100%

STANDARDS

All items displayed and/or for sale must be created by the exhibitor, or under the exhibitor's direct supervision, and made in the United States. All items must be packaged and sampling is encouraged.

The exhibitor must be prepared to exhibit for the entire duration of the show, regardless of weather, and must have enough product for each day.

SELECTION PROCEDURE

A limited number of spaces are available for each type of specialty food. Acceptance is at the discretion of Artrider.

WAITING LIST

If you are placed on a waiting list booth fees will not be deposited until a space becomes available and you authorize deposit.

REFUNDS AND CANCELLATIONS

Notice of your intent to withdraw from an event, and requests for refunds, must be in writing and postmarked according to the dates on the cancellation schedules below. Please confirm with Artrider that your fax, e-mail or letter has been received, since none of these methods have proven 100% reliable. If you chose the commission based booth fee, your deposit is non-refundable. If you chose to pay the standard booth fee and you pay by check, refunds will be issued after your payment has cleared. If you pay by credit card your refund will be credited, when applicable.

IMPORTANT NOTE: In cases where cancellations occur before fees have been deposited (e.g., bounced checks, special requests to hold payment, payment plans, non-payment, etc.) the percentage owed Artrider is still due.

PERMITS & SALES TAX

Exhibitors must comply with all state and local health departments and have the proper permits. Exhibitors have a valid state sales tax certificate from the state in which each event is held. Exhibitors are responsible for collecting and reporting sales tax. Tax certification processing may take up to six weeks. You may submit an application without your tax certificate but you must have your certificate before you can participate in an event. No one is allowed to set up without the appropriate health department and sales tax certification. Sales tax contact info is as follows: New Jersey: 609-292-6400 or state.nj.us/treasury/taxation; Connecticut: 860-297-5962 or ct.gov. Health department information will be sent upon acceptance.

SECURITY AND LIABILITY

Twenty-four-hour security is provided during all Artrider events. However, we assume no responsibility for damage, theft or loss of exhibitor work, personal property or display. We urge all exhibitors to carry their own insurance. Exhibitors must comply with all applicable state and local laws regarding the sale of their work and with local fire codes with regard to flammability of booth and display materials.

SET-UP, ACCOMMODATIONS, TRAVEL INFO

Detailed travel and set-up instructions and information on parking, hotels, etc. will be sent to exhibitors upon acceptance.

ADVERTISING AND PUBLICITY

To maximize exposure in the extensive New York, New Jersey, Connecticut markets, Artrider has one of the largest advertising budgets in the industry. Artrider's award-winning advertising campaigns are designed to convey the unique value of the hand-made object and the vision of contemporary craft makers in the United States. Artrider employs multiple marketing approaches in order to cultivate and capture the highest-quality clientele. Our innovative marketing campaign comprises:

- 1) print advertising (newspapers, magazines, billboards and posters)
- 2) broadcast media advertising (radio and television)
- 3) electronic and social advertising (Web and e-mail campaigns)
- 4) direct mail campaigns (full-color pieces sent to 70,000 carefully targeted households, including previous Artrider show attendees, and unlimited color postcards available to exhibitors for their mailing lists)
- 5) public relations campaign (media releases, media kits, public service announcements and the creative leveraging of longstanding relationships with media professionals).

MAILING LISTS

We urge all exhibitors to cultivate and utilize their own mailing lists. Direct mail is the most effective way of getting proven buyers to see your work. We will provide to you, at no charge, as many promotional postcards and/or stickers (for your own postcards) as you request. We will also provide a list of targeted zip codes for your use in preparing your mailings.

ABOUT ARTRIDER

Artrider Productions Inc. has been producing innovative craft shows since 1982. Artrider has also demonstrated a longstanding commitment to the craft and arts communities, raising more than 3 million dollars for the National Trust for Historic Preservation, and has supported numerous nonprofit arts and social organizations. Stacey Jarit, former enamelist and Artrider director, served on the executive boards of the Craft Emergency Relief Fund and Woodstock Byrdcliffe Guild, the country's longest continually running arts colony.