



PLEASE READ ACCOMPANYING INSTRUCTIONS BEFORE FILLING OUT THIS FORM

PM DATE	BTH FEES	BTH	INS CERT	SIG	DATE ENTERED
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# HOLIDAY 2010 SPECIALTY FOOD APPLICATION AND CONTRACT

## DEADLINE: JULY 1, 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 deposit payment with your application.

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

Charge to:  Visa  MasterCard  Discover  American Express

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address (if different than mailing address) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**CRAFTWESTPORT**  
**November 20 & 21**

10' x 10' @\$545 or \$ \_\_\_\_\_

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

15' x 10' @\$817.50 or \_\_\_\_\_

15' x 10' @\$225 deposit + 15% commission \_\_\_\_\_

20' x 10' @\$1090 or \_\_\_\_\_

20' x 10' @\$300 deposit + 15% commission \_\_\_\_\_

I request a corner @\$195 additional \_\_\_\_\_

I require \_\_\_\_\_ watts of electricity @\$20 per 100 watts \_\_\_\_\_

Electricity is limited to 300 watts per 10' x 10' booth.

**TOTAL ENCLOSED \$ \_\_\_\_\_**

Check # \_\_\_\_\_  Visa  MasterCard  Discover  Amex

I require (#) \_\_\_\_\_ postcards and/or (#) \_\_\_\_\_ stickers

**CRAFTMORRISTOWN**  
**December 3 - 5**

10' x 10' @\$495 or \$ \_\_\_\_\_

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

15' x 10' @\$742.50 or \_\_\_\_\_

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

20' x 10' @\$990 or \_\_\_\_\_

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 # \_\_\_\_\_  Visa  MasterCard  Discover  Amex

I require (#) \_\_\_\_\_ postcards and/or (#) \_\_\_\_\_ stickers

### Make sure to include:

- An up-to-date insurance certificate
- An image of your booth
- A complete product description with prices
- Post-dated checks to the following dates:  
Westport: 8/1/10 • Morristown: 9/1/10  
or a credit card number to be charged on the post-dates

GENERAL RELEASE AND ACCEPTANCE OF RULES - I have read the show rules and standards and I agree to abide by said rules, payment schedules, and refund schedules. 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). I agree to comply with all health and safety requirements and permits. 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 understand that requests for refunds must be made *in writing* and postmarked by the dates indicated on the refund schedule. My signature indicates that I make this application in good faith and am ready, willing and able to participate in the event(s). I understand that written notification of acceptance into the event(s) implies a contract with all the duties and obligations incumbent therein.

X Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

X Print Name \_\_\_\_\_



## HOLIDAY 2010

**SPECIALTY FOOD APPLICATION DEADLINE is JULY 1, 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 now accepting applications for its **2010 Holiday** season

- **CraftWestport** - Connecticut- November 20 & 21
- **CraftMorristown** - New Jersey - December 3, 4, 5

Both of these shows have 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](mailto:crafts@artrider.com) or 845-331-7900.

Limited applications are also being accepted for:

- Fall Crafts at Lyndhurst - Tarrytown, New York - Sept. 10, 11, 12

You must call our office, or email, if you are interested in applying to any of these shows.

***We welcome your application!***

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### **CRAFTWESTPORT** **Staples High School, Westport, CT** **November 20 & 21, 2010**

Located on Connecticut's Gold Coast, just 30 minutes from Manhattan and Westchester County, Westport is one of the most culturally attuned towns in America and has one of the highest per capita incomes. The show is held in a spacious field house on the beautiful Westport schools campus. Gate proceeds, of this long running event, will go to the Westport Young Women's League where they will be distributed to a variety of worthy charities.

- 150 booths
- Booth fee *includes* pipe & drape
- Electricity, tables, chairs available at an additional cost
- Payment may be postdated to August 1, 2010

#### **Set-up**

Friday, November 19

#### **Show Hours**

Saturday, 10am – 6pm; Sunday 10am – 5pm

#### **CANCELLATION SCHEDULE**

(% reflects payment due)

To Aug 1	0%
Aug 2 - Aug 21	25%
Aug 22 - Sept 20	50%
Sept 21- Oct. 20	75%
After Oct 20	100%

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## CRAFTMORRISTOWN - 20th YEAR!

December 3, 4, 5, 2010

A loyal and sophisticated craft-buying audience is the hallmark of *CraftMorristown* at the popular and convenient Morristown Armory. 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 booths on one ground-level show floor
- Drive-in loading
- Booth fee includes pipe & drape
- Electricity, tables, chairs available at an additional cost
- Payments may be postdated to September 1, 2010

### Set-up

Friday, December 3

### Show Hours

Friday, 5pm – 8pm; Saturday 10am – 6pm; Sunday 11am – 5pm

### CANCELLATION SCHEDULE

(% reflects payment due)

To Sept 1	0%
Sept 2 - Sept 28	25%
Sept 29 - Oct 12	50%
Oct 13 - Nov 1	75%
After Nov 1	100%

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### 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 have paid by credit card or check, refunds will be issued based on a cancellation schedule. If 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.

### **HARDSHIP CANCELLATIONS**

Cancellations that occur due to last minute emergencies or unusual hardships will be handled on a case by case basis. The exhibitor may be asked to provide proof of the circumstance before a decision can be made about a refund. The amount of the refund is at the discretion of Artrider and will vary on a case by case basis. Artrider also encourages exhibitors experiencing hardships and emergencies to contact the Craft Emergency Relief Fund, [www.craftemergency.org](http://www.craftemergency.org), for financial and other assistance.

### **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](http://state.nj.us/treasury/taxation); Connecticut: 860-297-5962 or [ct.gov](http://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 75,000 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.

## ANY QUESTIONS?

- Call us at 845-331-7900 from 10am to 1pm, Monday thru Friday, Eastern Time
- E-mail us at [crafts@artrider.com](mailto:crafts@artrider.com) from 10am to 5pm, Monday thru Friday, Eastern Time
- Fax us at 845-331-7484
- Go to [www.zapplication.org](http://www.zapplication.org) to apply online
- Visit our website at [www.artrider.com](http://www.artrider.com)
- Write to us at: P.O. Box 28, Woodstock, NY 12498

Artrider Productions reserves the right to alter information, facts and figures at any time without prior notification.

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