

John Holland **Fine Art and Craft Shows**
P.O. Box 68 Annapolis, CA 95412 (707)886-5355

PLEASANT HILL
Art
Jazz & Wine
Fest



OCTOBER 9 & 10, 2010

Your space number has been sent to you by email. If you have not received your space assignment, please call.

SET UP DETAILS

You will find a set up map showing the approximate location of your space and directions for entering the show.

Your space number will be written on the ground. Odd numbers are on one side of the street and even on the other.

VERY IMPORTANT! --- If your space is an odd number enter onto Crescent Drive from Crescent Plaza.

If your space is an even number enter Crescent Drive from Contra Costa Blvd. See the set up map for details.

Set up begins Saturday morning starting at 7:00 am.

When you find your space number on the ground pull over and park without blocking traffic and begin unloading. As with any show set-up there may be congestion at times. Your patience is appreciated.

Please unload your vehicle before setting up your booth.

VERY IMPORTANT #2 ! --- The downtown merchants are allowing us to set up on the street in front of their stores. When you set up your booth, please leave your back wall open so the stores can be seen through your booth. Please leave a walkway through the back of your booth to the stores behind you. I have laid out the spaces so every booth has 5 extra feet of display space between the back of your booth and the curb. Open your back wall and expand your display for more exposure and greater sales. Your cooperation may determine how we have to set the show up in the future.

Advertised show hours are: Saturday 10am-6pm & Sunday 10am-5pm

I will be wearing a straw hat and carrying a clipboard and will be walking the show if you need help.

PARKING

When you finish unloading, please move your vehicle. Write your space number on the parking pass. Place your parking pass on the dashboard in the vehicle front window. Small vehicles can use the public parking structure across from the theater.

Do not use the Lucky Supermarket parking lot.

Overnight campers, RV's and trailers can use the parking lot on the south side, towards the back of Rite Aid drug store at 2140 Contra Costa Blvd (across from where Crescent Drive starts). Do not use the Marriott Courtyard Hotel parking lot which is right next door. Please take up as few spaces as possible and park towards the back of the store. There are some space to park behind the stores. Anyone parking in any other parking lots risk getting a ticket and being towed.

All vehicles must be removed from Crescent Drive by 9 am. No exceptions.

DIRECTIONS TO PLEASANT HILL

FROM THE SOUTH: Drive north on Hwy 680. After passing through the Walnut Creek area, take the Contra Costa Blvd for Pleasant Hill. The ramp goes up and over the freeway and at the light becomes Contra Costa Blvd.

Odd number booths turn left at the first light onto Crescent Plaza.
Even number booths turn left at the second light onto Crescent Drive.

FROM THE NORTH: Drive south on Hwy 680. After passing through parts of Concord, take the exit for Gregory Blvd in Pleasant Hill. At the bottom of the ramp, turn left on Contra Costa Blvd.

Even number booths turn right at the first light onto Crescent Drive.
Odd number booths turn right at the second light onto Crescent Plaza.

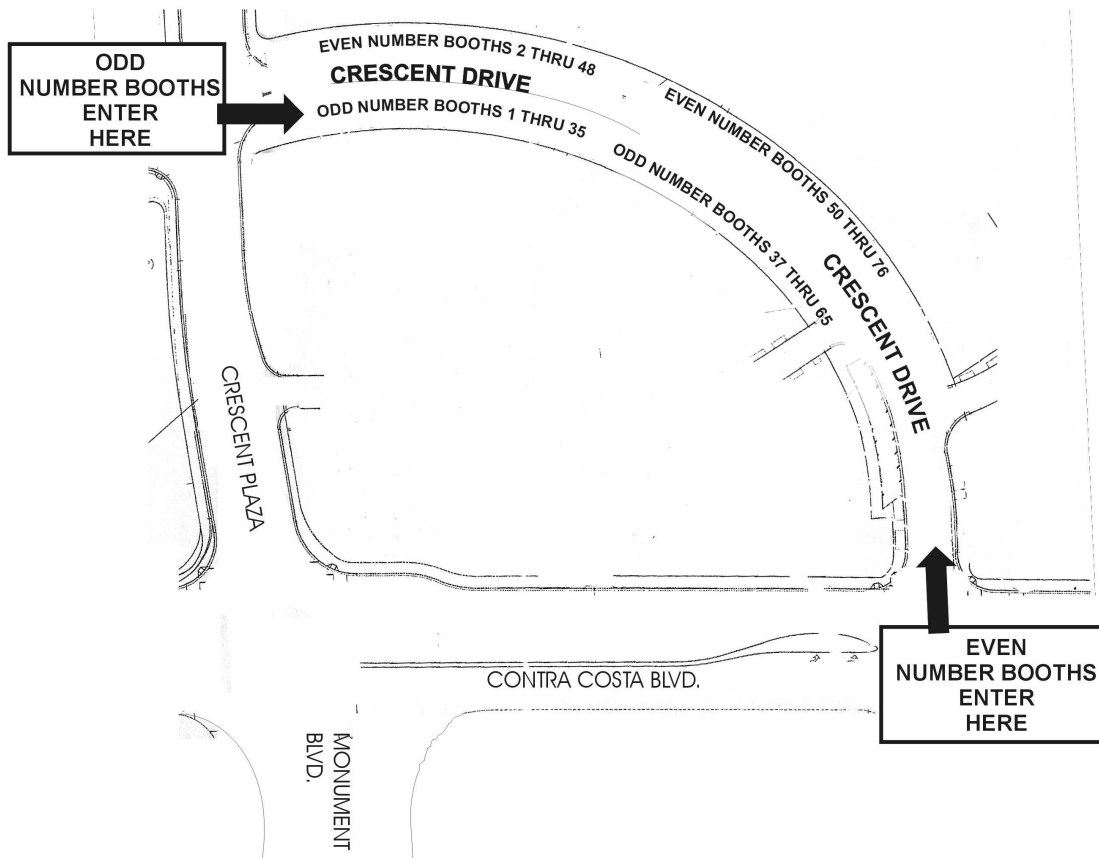
FROM SAN FRANCISCO: Following signs for Hwy 24 and Walnut Creek, proceed east on Hwy 24 to the intersection of Hwy 680. Head north on 680. Follow direction above "FROM THE SOUTH"

Thank you for joining in to make this event a success.
I am looking forward to an enjoyable and prosperous weekend for everyone.

Sincerely,
John Holland

**PLEASANT HILL ART, JAZZ AND WINE FEST
DOWNTOWN PLEASANT HILL**

**SETUP 7:00 AM - 9:30AM
SHOW HOURS 10AM - 6PM**



Please review the Exhibitor Rules and Regulations including the federal requirements governing Native American Art and Crafts.

John Holland

Fine Art & Craft Shows

Revised Exhibitor Rules and Regulations

(Please print a copy for your records)

Jurying and Space assignment

- Jurying is by 4 photos representative of the items you will be selling plus one of your booth. We reserve the right to require the removal of any merchandise that has not been approved.
- Applying does not guarantee acceptance.
- Application and liability releases must be signed and required fees must be submitted with your application. You will be notified by e-mail or mail in writing of acceptance or rejection (no telephone acceptance). All fees will be returned if you are not accepted.
- Maps, set up information and other show information will be mailed or e-mailed approximately two weeks before the show.
- Exhibitor cancellations will not be allowed nor refunds given any later than 14 days before the show. Cancellations submitted in writing prior to 14 days before the show will receive a refund of fees paid less a \$25.00 processing fee. All cancellations must be submitted in writing.

Exhibit Spaces and Fees

- A single space is 10 x 10 ft or if an irregular shape then approximately 100 sq. ft.
- If you are signing up for more than one show, include a separate application and check for each show with the show name printed on each check. Checks are only cashed if you are accepted.
- The 10% commission is to be calculated on total gross sales for the show minus sales tax. Commission is due on orders taken at the show or resulting from the show, but delivered at a later date.
- Booth appearance is extremely important. Booths, displays, tarps and table covering must be clean and in good repair. All tables must be covered to the ground. All boxes and extra merchandise must be stored out of sight.
- Make sure the back of your booth looks good. The back of your booth may be exposed with some show layouts.
- Discount and sales signs are not allowed. Signs with regular prices are allowed if printed or neatly written.
- Electricity is not provided in any event except for the Christmas show..

Exhibitor Rules

- All exhibits must remain staffed during advertised show hours. Please make sure people who work for you are well trained and act in a professional manner.
- Exhibitors are expected to present a friendly, positive attitude towards customers and other exhibitors at all times.
- Exhibitors should greet each customer in a friendly and welcoming manner. Never ignore a

customer. It is unacceptable to read a book, work on your computer, visit with other exhibitors, or talk on your cell phone while a potential customer is at your booth.

- Do not tear down booth or merchandise before the official advertised closing time.
- Booth spaces must be left clean after the festival.
- All exhibitors must have a valid state sales permit and collect sales tax.
- All exhibitors must park in exhibitor parking areas.
- Minimal overnight security is provided. After hours all booths and merchandise must be securely covered. Do not leave valuable merchandise in your booth overnight. The producers, sponsors, and festival facilities are not responsible for lost or stolen displays or merchandise.
- All shows will go on rain or shine. The producer will not be liable for refunds or any other liabilities whatsoever for the disruption of the festival due to fire, or any act of God (including, but not limited to weather), public enemies, strikes, statutes, ordinances or any other cause.
- Unless pre-approved, radios, tape players & televisions without headphones are prohibited.
- In order for art and craft work to be sold as Indian or Native American or as a product of a particular Indian Tribe, it must be produced by an enrolled member of a federally or officially State recognized Tribe, or by an individual who has been formally certified as a non-member Indian artisan by the federally or officially State recognized Tribe of their direct decent. Art or craft work made to reflect a Native American style by individuals who are not enrolled in either a federally or officially State recognized Indian Tribe may be marked as items produced in the style of Native American products, but may not be marketed as Native American products. It is unlawful to offer or display for sale, or sell, any art or craft product that falsely suggests it is Indian produced. A first time violation of the Indian Art and Crafts Act can face civil penalties or can be prosecuted and fined up to \$1,000,000.
- Exhibitor agrees to maintain the dignity and integrity of the Festival and will not perform any act of a harmful nature. We reserve the right to ask any exhibitor or their employees to leave whom we feel are not acting in the best interest of the Festival.