

MARKETPLACE GUIDELINES 2011

73rd Annual National Folk Festival – Nashville, TN September 2-4, 2011

Application Process

- All vendors must apply each year, including vendors who have participated in previous festivals.
- Applicants must complete the application and answer all questions. Festival organizers may request clarification; failure to provide clarification is grounds for rejection.
- Applicants must submit four (4) to six (6) color photos of representative pieces of art they intend to sell; these will not be returned.
- Applications, including \$25 non-refundable application fee, must be received by July 20, 2011. Timely applications will be considered before late applications.
- Failure to meet application and/or contract fee deadlines may result in forfeiture of booth space.

Application Fee

- A non-refundable \$25 Application fee must accompany each application.

Booth Fee

- \$450 billed to vendors upon acceptance.
- The booth fee covers 10' x 10' booth within a tented space, a description in the Festival program and website, and amenities including two 8 ft. tables, and two chairs. Vendors can request additional space with additional costs.

- Vendors are responsible for their own extension cords.
- Vendors will be provided electricity that is a maximum of one 20 amp 110 circuit that will be accessible within 25 ft. of each vendor's space.
- There will be general tent lighting provided over the booth space.
- Security will be provided for Friday and Saturday night. The NFF is not responsible for any lost or stolen items.
- Space is reserved upon notification of acceptance and receipt of payment.
- Vendors forfeit space if payment is not received by the August 15, 2011 deadline.
- Vendors are required to occupy their space during all hours of operation.

Refunds

- Refunds will not be issued for inclement weather.
- Refunds will not be issued for cancellations after August 15, 2011.

Selection Process

The Tennessee Arts Marketplace features the juried, handmade creations of some of the state's finest artists and craftspeople. It will include both deeply traditional crafts and more contemporary artistic expressions, as well as other items related to regional history and culture. A committee selects Marketplace vendors based on a set of criteria that includes: quality, uniqueness, authenticity, connection to regional culture, and artist's relationship with his or her

community. The committee reviews all applications and selects vendors who best meet these criteria. Selected participants will be strongly encouraged to demonstrate, if appropriate and feasible.

Note: For those in the "traditional arts" category, the festival adheres to the following definition:

Traditional arts are those art forms that are learned as part of the cultural life of a group of people whose members share a common ethnic heritage, language, religion, occupation, or culturally-united geographic region. Folk and traditional arts are shaped by the aesthetics and values of a shared culture and are passed from generation to generation, most often within family and community through observation, conversation and practice.

Source: National Endowment for the Arts

Hours of Operations

- Festival hours are Friday 6:00 p.m. - 10:30 p.m., Saturday, 11:00 a.m. - 10:30 p.m., and Sunday 11:00 a.m. - 6:30 p.m. (Times may vary slightly, but will be within the stated time, rain or shine. Artists must be present with their work for the duration of the festival. Artists should bring someone to help watch their booth when crowds increase.

Taxes and Insurance

- Vendors are responsible for all taxes. Taxes will be collected at vendor's booth space on site at the end of the Festival.

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- The National Folk Festival disclaims any authority of control over vendors' operation. Vendors assume all rights and responsibilities for their operation's conduct.
- The NFF does not have separate vendor coverage under any insurance it may maintain.

Vehicles on Site

- For the safety of the Festival's attendees, vehicles are not allowed to move onto or within the site from 5p.m.-11p.m. on Friday, 10a.m.-11p.m. on Saturday, 10a.m.-7p.m. on Sunday.
- Vendors are allowed 20 minutes in the loading/unloading zone with their vehicles and then they must be moved.
- Volunteers and utility carts may be available for supervised use at NFF's discretion.
- Participants receive one parking pass for the designated vendor parking lot.
- Vendors must park their vehicles in this lot and may not remove the vehicle from the lot until after operating hours.

Booth Set-up

- Booth locations are assigned and include 10' x 10' booth space within a tented space, 2 tables, 2 chairs, an interpretive sign (created by the NFF) explaining your art form/craft tradition.

- The NFF accommodates special needs on a case-by-case basis; charges may apply. Vendors must address any special needs to the NFF by August 15, 2011.
- Vendors may not trade or switch spaces, or set up in any other location.
- Booths must be set up and operational for times on contract.
- Permission must be granted from festival organizers for any structural changes to the Vendor's booth space and areas around it.
- Running water is not available in Marketplace. Water will be accessible in other areas.

Booth Operation Guidelines

- Vendors must restrict activities to their booth space.
- No space-sharing or subletting will be permitted, nor can the vendor assign the contract to another party.
- Raffles are not allowed.
- Camping is not allowed on the festival site.
- Vendors may sell only the work they have been invited to sell (indicated on contract).

- The NFF encourages vendors to perform ongoing demonstrations within their booths.
- Vendors may not sell commercial reproductions.
- Vendors must comply with all logistical regulations.
- Although security will be provided on Friday and Saturday nights, all fixtures and materials are left overnight at the vendors' risk.
- The Festival's insurance will not cover personal property, so vendors should obtain their own insurance.

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Booth Clean-up

- Booths must remain intact and may not be dismantled until the end of the festival on Sunday.
- Vendors must take home their entire booths – including carpet, decorations display racks and storage containers.
- Booths must be dismantled by Sunday at 10 pm.
- Any vendors failing to completely clean up their booth areas must pay a clean-up fee, as well as a cleaning deposit for the following year's Festival.
- Vendors who fail to comply with or repeatedly violate these guidelines may be expelled and/or not invited to apply. The NFF reserves the right to amend these guidelines as needed.

In the event of a dispute, the decision of the National Folk Festival will be accepted as final.