



Via Galleria General Information and Guidelines Sheet
Artist Exhibitors

Festival Hours: Advertised Festival hours will be Saturday, September 10th from 9 am to 10 pm.

Festival Location: Via Colori will be located in the heart of downtown Elizabethtown on the 31W Square and North Main Street.

Set-up: Booth set-up time will begin at 8 am on Saturday, September 10th. Although you will receive a confirmation and information in advance of the Festival, upon arrival you will be greeted and directed to the designated area by Via Colori event staff. All booths must be set-up and ready for operation by 9 am on Saturday. Entry by car to the booth area will be closed after 9 am. Hours of Galleria operation will be Saturday, September 10th from 9 am to 10 pm unless otherwise noted by Via Colori Coordinator. It is expected that during the hours of operation all booths will be fully functional and attended.

Operations:

Volunteer Street Painting Artist Exhibitors: The table cannot be staffed by the individual artist. The booth must be attended by someone other than the volunteer street painting artist. The artist is allowed to visit the table; however, they are not allowed to staff the table alone for long periods of time.

All artist exhibitors: Staff is required at the table at all times. The event staff will not be responsible for monies exchanged at exhibitor table. The exhibitor and/or exhibitor's staff will be responsible for the general table area and all activities within that area.

Break-down: You may break-down your booth beginning Saturday, September 10th any time after dark. Vehicles will not be allowed in the Galleria area until it is cleared of pedestrian traffic after 10 pm. Rented tables are to be left in your designated space. We will provide trash receptacles and will expect exhibitors to dispose of trash or waste from their designated area.

Exhibitor Parking: After unloading your materials, we will provide suggestions for parking locations in order to provide ample space for your potential patrons to park closest to the event.

Space Rental: A display space of approximately 8' x 8' will be available at a rate of \$50 per space. If you are a volunteer street painting artist exhibitor, spaces will be at the discounted rate of \$25. At this time, vendors are limited to one space unless special permission is granted by the Via Colori Coordinator.

Table Rental: The Advocacy & Support Center will provide 6 ft tables upon request for fee of \$15 each. There is no table fee for volunteer street painting artist exhibitors. Please indicate your needs on the registration form. Tables should be left in your designated space at the conclusion of the Festival.

Arts and Crafts: All items sold by art and craft vendors are expected to be hand-crafted. No commercial sales are acceptable, i.e. Tupperware, Pampered Chef, Scentsy, Tastefully Simple, etc. Please try to work on your art form during the Festival as it adds to our emphasis on a shared passion for art and creativity.

Electricity: Electricity needed in order to properly display or demonstrate your craft is very limited and is on a first-come, first-served basis. If granted electricity, you are expected to provide appropriate heavy duty extension cords and if those cords will be potentially hazardous to pedestrians, you must secure them in some manner.

Raffle: In past events, we have been blessed with generous donations from our sponsors and exhibitors for raffles. You are not expected to donate; however, we would greatly appreciate a personal donation from each artist that we will raffle. Please indicate this on the registration form. On Saturday morning, one of our staff will be around to collect your donation if necessary. Please attach a business card or other identification to your donation (a great advertising opportunity!)

Food: Refreshments will be on sale throughout the day in the Galleria and other areas of the Festival. Food vendors are not required to offer discounts to Galleria vendors.

Location Regulations: Via Colori is a licensed Festival and the Advocacy & Support Center is a non-profit agency that serves victims of sexual abuse and assault. As such, some restrictions apply in regard to artistic content. Artwork, of both our exhibitors and street painting artists, cannot contain commercial logos, graphic or explicit content, depictions of the naked human form, or anything that may be contrary to the mission of the Advocacy & Support Center. If you are unsure about how this applies to your particular art form, please do not hesitate to ask. Also, alcoholic beverages will not be permitted anywhere on Festival grounds. Exhibitors are responsible for display furnishings and are responsible for their goods at all times.

Courtesy: Art exhibitors must stay within their designated space markers. Small children and pets must be attended at all times, for their safety, as well as out of respect for the artists and other exhibitors. Child care is not provided. Exhibitors are responsible for cleaning and disposal of all trash from their area. Volunteer street painting artist exhibitors are permitted to advertise their booth at the individual artist square.

Cancellations: Refunds of registration fees will be provided if a cancellation is necessary before August 15th. There is a \$25 fee for returned checks.

Reservations: Reservations are on a first-come, first-served basis. Space is limited, although an exact number of spaces has not been determined at this time. Requests for specific locations cannot be honored. The Advocacy & Support Center reserves the right to deny or revoke any exhibitor's registration at any time due to a failure to abide by Festival guidelines or due to inappropriate conduct.

Deadlines:

August 1, 2011 – Deadline for registration form and entry fee to be received.

September 10, 2011 – Booths must be set-up by 9 am and be operational.

Questions/Comments: Further information can be found at www.advocacysupportcenter.com or www.kyviacolori.com. Additional questions or comments can be directed to Sarah Vaughn at (270) 234-9236 or sarahvaughn@bbtel.com.