

PRESENTS THE

53rd

**ANNUAL
ALLENTOWN
OUTDOOR
ART FESTIVAL**

Saturday & Sunday, June 12 & 13, 2010

11 o'clock a.m. til 6 o'clock p.m.

Produced and Presented by the Allentown Village Society, Inc.

(Cultural not - for - profit organization, Buffalo, New York)

Postmark Deadline For Applications Is

January 31, 2010

Set printer to "LANDSCAPE" Mode to print correctly

ALLENTOWN VILLAGE SOCIETY, INC.

Address: P.O. Box 1566, Buffalo NY 14205 - 1566, Phone and Fax (716) 881-4269
WWW.ALLENTOWNARTFESTIVAL.COM E-mail allentownartfestival@verizon.net

- The telephone is staffed by volunteers and continuous service may not be possible. Leave a message on our answering machine. Someone will return your call as soon as possible.

NEXT YEAR'S MAILING LIST

- All Applicants to this year's show will be placed on our mailing list for next year's show.
- If not entering this year's show, to remain on our mailing list, please check the appropriate box on the application form, complete, and return.

NEW YORK STATE SALES TAX

- All exhibitors are required to have a Certificate of Authority (COA) (RK-2). New York State taxes are required for all sales. New York State personnel check for COA's during the festival.
- It is recommended that applications for a COA be made at least 10-12 weeks before the festival date of June 12 & 13, 2010. It is also recommended that completed forms be returned by certified mail to the appropriate N.Y.S. office.
- This form can also be obtained by calling 1- (800) - 255 - 5829. Ask for Sales Tax Department.

SHOW DATES

SATURDAY & SUNDAY JUNE 12TH AND 13TH, 2010

DEADLINE

DEADLINE FOR APPLICATIONS IS JANUARY 31, 2010

INSTRUCTIONS

- ONLY ONE ARTIST OR CRAFTSPERSON PER APPLICATION. Applications submitted with company names and/or multiple names will be returned for re-submission with one name.
- All work to be exhibited must be represented in your slides.
- Return application, slides, checks and a self-addressed stamped envelope in a business size envelope. Please write your application number on upper left hand corner of both envelope and checks.
- If you wish notification that your application was received prior to the deadline, enclose a self addressed stamped postcard, which will be returned upon receipt.
- Up to 3 media may be selected on the application.

FEEES

Make checks or money orders payable to: **Allentown Village Society, Inc.** (U.S. Funds only).

Each application must be returned with **2** checks.

1. Nonrefundable APPLICATION FEE \$ 15.00, U.S. Banks \$ 19.00, if you are from outside of the United States.
2. Returnable ENTRY FEE \$ 250.00, U.S. Banks \$ 255.00, if you are from outside of the United States.

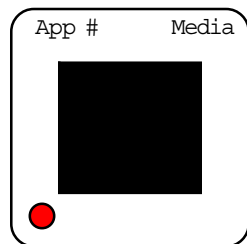
The previous year's award winners must submit an application form and both fees, but no slides for the winning medium.

\$ 15 FEE WILL BE CHARGED ON NONNEGOTIABLE CHECKS.

SLIDES

Four (4) slides representing your recent work are to be submitted for each medium, plus one (1) slide of your work in it's display booth. Applications submitted without the display slide will be returned for re-submission

Slides must be 35mm., 2" x 2", Plastic or paper mount. Write your application number on top left, and the media at the top right of the slide, and a 1/8 inch red circle at lower left hand corner.



Judges jury only from slides.

If you wish your slides returned, include a stamped, self-addressed envelope with adequate postage.

RULES OF THE SHOW

- The Allentown Village Society reserves the right to exclude works which are deemed commercial or do not conform to the society's standards for creativity and originality.
- As a matter of Allentown Village Society policy, the following are **NOT** eligible: Items made from kits, commercial molds, patterns or logos; commercially manufactured wearing apparel, any work on such apparel (including T-shirts), buttons or photographic techniques; soaps; letterpress; wax media; novelty crafts; velvet paintings; decoupage; plants; greenware; dry florals; rubber stamps; and edible items. The limited use of commercial components will be permitted only if incidental to an applicant's creation.

APPLICATION MUST BE MADE IN THE NAME OF THE INDIVIDUAL ARTIST OR CRAFTPERSON.

ALL WORK MUST BE ATTRIBUTABLE SOLELY TO THE DISPLAYING APPLICANT.

- REPRODUCTIONS OF THE APPLICANT'S WORK MAY BE DISPLAYED FOR SALE PROVIDED THEY ARE:
 1. Of high quality, limited edition, signed and numbered.
 2. Displayed SEPARATELY from original works with a PROMINENTLY posted sign noting that they are reproductions.
 3. LESS THAN ONE THIRD of the total display.
 4. We reserve the right to limit browse boxes.
 5. The original work must also be displayed with the reproductions.
 6. Violation of show rules is a basis for expulsion & forfeiture of all fees including awards & prizes.

APPLICANTS MUST BE PRESENT WITH THEIR EXHIBITS AND DISPLAY BOTH DAYS.

NO REPRESENTATIVES WILL BE PERMITTED. PHOTO ID WILL BE REQUIRED

JURYING

- Each year we engage a different panel of jurors with backgrounds and credentials in the arts and crafts.
- POSTMARK DEADLINE FOR APPLICATIONS IS JANUARY 31, 2010. All applications will be submitted for jurying following the January 31, 2010 deadline. We reserve the right of final acceptance and wish to accommodate all appropriate artists and craftpersons. However, a balance between the various media will be maintained.
- NOTIFICATIONS OF JURY RESULTS WILL BE MAILED - APRIL 4, 2010 TO THE RETURN ADDRESS YOU PROVIDE. It is the responsibility of the applicant to contact the Allentown Village Society if notification is not received within a reasonable period following the mailing.
- Applicants accepted for the show will receive additional information at that time. The entry fee and slides will be returned to applicants not selected. The additional information will also be available on our website on the Festival Applications page.
- Refunds for cancellations will be made only if requested IN WRITING and postmarked no later than April 3, 2010. Cancellations between April 5 through May 4, 2010 will be refunded less a \$25.00 administration fee. No refunds after May 5, 2010.

SPACES

- The show is held along the streets of the Allentown community in the City of Buffalo. Each applicant is assigned one 13 foot wide by 10 foot deep space.
- One applicant per space. Spouses and partners must display their work separately.
- Please indicate on registration card any preference of space by location or type. Spaces are assigned with previous exhibitors given first preference. We will do our best to honor your request.
- Applicant must be present in his/her assigned space both days. Violation of this rule is basis for expulsion.

CASH PRIZES TO EXHIBITORS

The Allentown Village Society will present 41 cash awards to exhibitors totaling \$19,900. during the Allentown Art Festival. Additional prizes may be authorized.

BEST OF SHOW Award - \$1,000.00 (All media are eligible)

The prizes: First \$ 675; Second \$ 475.;
Third \$ 275., are for the following media:
WATERCOLOR, Abstract & Realistic
PAINTING, Abstract & Realistic
SCULPTURE MIXED MEDIA
PHOTOGRAPHY DRAWING / GRAPHICS

The prizes: First \$ 625; Second \$ 425.;
Third \$ 250., are for the following media:
CLAY GLASS / ACRYLIC JEWELRY
CREATIVE CRAFTS (HARD) CREATIVE CRAFTS (SOFT)

Award winners will be exempt from jurying in the medium in which they won an award the previous 1 year. When applying the following year, previous year's award winners must submit fees and an application form, but no slides in the winning medium.