



## Terms & Conditions of Participation | 2013 | Standards & Rules

- All work in both fine art or fine craft must be original in concept and must have been created by the accepted applicant.
- Participants must exhibit the type and quality of work shown in their slides. Not acceptable are items embellished or made from commercially available kits, plans, or patterns; imports; factory-made or assembled items; mechanical reproductions or offset prints.
- Reproductions must be signed and numbered, and marked 'reproductions', and cannot make up more than 20% of the display.
- Artists may only exhibit in the category for which they were accepted. If you wish to apply in more than one category, you must submit a separate application with a separate set of slides. If you plan on showing jewelry, jewelry images must be included as part of your slide submission.
- Booth sharing is not allowed unless approved by American Art Marketing.
- Any willful violation or misrepresentation regarding the work as defined in our rules will result in forfeiture of space.
- No sale signs are permitted. All signs must have a professional look. No hand written signs are permitted.
- All booths other must be enclosed on three sides (except corners and hardwall booths. ) with a minimum height of 6ft.

### Selection Process

- American Art Marketing shows are juried invitationals. The selection process is based on the following criteria: originality of design, technical skill, and overall aesthetics compatible with the concept and artistic direction of the show.

### How To Apply by Mail-in Application: Please submit the following materials:

#### 1. Completed Application Form

#### 2 Artist Statement (fine artists only) : Include artist statement and brief bio. If accepted, your bio will be used for promotional purposes.

#### 3. Images

- Five Images are required for each category entered, four of your artwork and one of your display in digital format on CD or DVD. (Artists applying for Hard Wall do not have to submit images of display.) Images should be labeled with the artist's name, a number (corresponding to the image descriptions), and the medium.
- **Mail CD/DVD:** Digital images are required for each category entered and may be submitted on a CD or DVD as uncompressed JPEG's or TIFF's, 300 dpi at approximately 5 x 7. (Zapp formatted images accepted).
- **Email:** Hi-res images to: [images@americanartmarketing.com](mailto:images@americanartmarketing.com)

#### 4. Application Fee & Deposit

- **An application fee** of \$30.00 must accompany each application. **Late Application fee:** \$50.00 for applications received after deadline.
- **Deposit fee** of either \$100 or \$200 depending on the show you are applying to, will be charged to your account only if you are accepted. These fees are nonrefundable.
- Application fee and Deposit may be paid by credit card or check. If paying by check, please provide two separate checks for the application fee and deposit. Make checks payable to American Art Marketing.

### How to Apply Online: visit [www.AmericanArtMarketing.com](http://www.AmericanArtMarketing.com) and follow procedures online.

### Cancellation of Exhibit Space:

All cancellations must be made in writing. An application is a commitment to participate. No refunds will be given within **90 days** of the show. A 50% refund will be given prior to that date. A phone call to the AAM office is required if you are emailing a cancellation.

### Payment Schedule:

- **Deposit fee** will be charged to your account or check deposited **only if you are accepted**. Your deposit check secures your booth and is your commitment to exhibit. These deposits are not refundable. Application fees are non-refundable.
- **Booth Fee payment.** The balance of your booth fee must be returned with your invoice and signed contract according to the invoice due date in your confirmation letter. **Balance due payments received after invoice due date must include a \$40.00 late fee.** A \$40 handling fee will be charged for all returned checks.
- **Booth assignments will not be made until booth fee is paid in full.**
- **If you have a problem with payment, please contact us immediately for payment arrangements.**

### Important Note

Your signed application form implies a contract with American Art Marketing affirming that you are ready, willing and able to participate in the event. Therefore, **all payments will be due, checks will be deposited, and credit cards will be charged on the balance due date, unless we have a verified written cancellation.**

**Questions?** Email all questions to [show.director@americanartmarketing.com](mailto:show.director@americanartmarketing.com)

## The Javits Center Rules & FAQs

### Booth Construction, Electrical & Freight Handling

- Freight handling, booth construction and electrical work must be performed by the Javits Union labor with certain exceptions described below.
- **Booth display ideas: pro panels, fabric covered wire panels, hinged hollow core door.**

### Drayage (Onsite Freight Handling) if included in your booth package

- If Round trip on-site freight handling is included in your booth fee package, freight will be delivered to your booth space upon its arrival at the Jacob Javits Convention Center and returned to the loading dock at the close of the Fair. For those of you who will be shipping your goods, the decorator will receive shipments at their warehouse and deliver to the show for an additional charge.

### Hand Carry Rules Freight/Moving Exhibitors May Do Themselves

- Curbside unloading with access to the elevators and escalator will be available as long as the following rules are adhered to.
- Hand carried items can be brought in through the front of the building (East side) at specified times.
- Parking locations will be assigned by the Event Manager
- Parking is limited to vehicles no larger than a Ford Econoline van.
- Vehicles must be attended by a licensed driver at all times.
- Exhibitors may use nothing larger than a two-wheeled baggage cart (plastic or rubber wheels only) to move their items. Hanging clothing racks with four wheels are allowed for moving hanging garments.
- "Pop-up" displays, equal or less than 10' in length, capable of being carried by hand by one person may be brought in.
- Exhibitors moving items must use the doors and routes designated by event management.
- Individuals moving these items must be employees of the exhibiting company and must carry identification with them to verify this fact.

### Electrical Work Exhibitors May Do Themselves

- Exhibitors may plug in their own devices and equipment for properly ordered 110 volt electrical service of 1500 watts or less.
- Connect modems, printers, computers and keyboards.
- Install own light bulbs.
- Test and tune own equipment.
- Run their own communications cable between machines in the same booth above the booth carpet.
- Exhibitors may install and dismantle up to 4 of their own lights in booths 100 square feet or less **without** the use of tools or ladders.

**Our booth package does include 500 watts or 1000 watts whichever is applicable plus a 4 plex box.**

Do not attempt to install your own lights if they do not fit into the guidelines. The electricians will be there to handle your lighting installation.

- **Outdoor canopies may not be used. You can use the frames but without tops**
- **At the loading dock you may also be directed to drive a standard size van to the show floor to unload.**