



## **BLUE PLUM FESTIVAL DESCRIPTION**

Once again Friends of Olde DownTowne is making plans for the three day Blue Plum Arts and Music Festival in downtown Johnson City. The popularity of the festival continues to grow with the 2011 festival estimated at well over 80,000 in attendance. The festival features local and national entertainment, fine art, handmade crafts, children's activities, special events, and a wide variety of mouth-watering foods.

***All work must be produced by the exhibiting Artist/crafter.  
(No buy/sell merchandise will be allowed in the Festival.)***

## **APPLICATION DEADLINES**

### **SPECIAL PRE- REGISTRATION RATE**

This year we are happy to extend a pre-registration special which allows you to register at last years fee **IF** we receive your application by **February 28, 2012** please include:

**\$125.00**- space fee per space requested (space fee will be refunded if not accepted),  
3 (three) photos of work with descriptions,  
1 (one) photo of booth display.

**OR**

### **2012 REGISTRATION RATE**

**IF** your application is received by **April 18, 2012** please include:

**\$150.00**- space fee per space requested (space fee will be refunded if not accepted),  
3 (three) photos of work with descriptions,  
1 (one) photo of booth display.

## **RULES & REGULATIONS**

### **PHOTOGRAPHS**

1. Photos are required from applicants in printed form, or e-mailed in jpg, bmp, gif, or tif file formats.
2. You must submit three work photos and one photo showing booth's design, and a completed & signed application. Your photos can be returned to you if you enclose a self-addressed/stamped envelope with your application.
3. The non-booth photos must clearly represent ALL work to be displayed during the Blue Plum Festival. Please include a written description of each photo.
- 4 .A booth photo is required from **all** applicants. Your booth photo may have a positive impact on acceptance. We expect professional, well-designed booths.

**NOTE:** Accepted exhibitors will not receive their photographs back until after the festival.

## SPACE ASSIGNMENTS

1. Acceptance/rejection into the Blue Plum Festival will be made in writing by May 5, 2012.
2. A Blue Plum Artist Panel will assign a specific space to each accepted exhibitor on a first come, first served basis. This space will be sold for both days of the festival only. A single space will measure 10' wide X 10' deep.
3. Although the Blue Plum Festival may allow requests for specific spaces or areas, this in no way implies any commitment to fulfill specific requests for booth spaces or areas. Under no circumstances will the Blue Plum Festival be required to provide a specific area or space requested.
4. The exhibitor may **not** sublet, assign, donate, or trade its assigned space.

## OPERATIONS

1. Blue Plum 2012 Arts & Music Festival operational hours:

Friday	June 1	11am-11pm
Saturday	June 2	11am-11pm
Sunday	June 3	11am- 6pm

Set up will begin at 9 a.m. on Friday and at 8 a.m. on Saturday. All booths are required to stay open until at least 5 p.m. on Friday and Saturday although you should be prepared to stay late! (Past festival experience shows vendors experience very good traffic in the evening hours.) Booths must be ready for business one-hour prior to start of event each day. Adequate personnel should be provided for all operating hours and are bound by all applicable policies. Failure to adhere to operational hours without committee approval will result in a warning as well as not being considered for future festivals.

2. **No vehicles will be allowed in the festival area during the following times:**  
**Friday, June 1 - 10:00 a.m.-Midnight or Saturday, June 2 - 9:00 a.m.-Midnight**  
**Sunday, June 3 - 10:00 a.m.-6:00 p.m.**
3. There is no reserved vendor parking lot. There is limited parking in downtown Johnson City. Illegal parking will result in towing. A parking map will be provided with your confirmation packet, or you can review available parking on our website at [www.blueplum.org](http://www.blueplum.org).
4. The Blue Plum Festival is an outdoor street festival and will proceed rain or shine. Exhibitors are responsible for their exhibits' rain protection..
5. All tents must be firmly secured in case of wind. Since no staking will be allowed, a system such as buckets filled with concrete is required. No wooden structures allowed. Your tent should be flush with the front of the booth, leaving space in the back of the booth for storage. Also, in the event of rain, your tent will not be near the gutter.
6. A minimum amount of electricity will be provided for lights only at a limited number of spaces. Exhibitors are responsible for providing their own electrical cords for hookup (50' --100' recommended). NO GENERATORS will be permitted.
7. All activities must be conducted within the assigned space ONLY. All sidewalks must remain unobstructed at all times. Failure to comply may result in a warning as well as not being considered for future festivals.
8. The participating exhibitor shall comply with all laws, ordinances, rules, and regulations of any lawful authority, agency or governmental unit, which apply to the City of Johnson City. The exhibitor agrees to indemnify and hold harmless the Blue Plum Arts & Music Festival, the Friends of Olde DownTowne, the City of Johnson City, its officers, directors, representatives, employees, and agents for any penalties, fines, costs, expenses, or damages from participating exhibitor's failure to comply with such laws.
9. All committee decisions are final.

## SECURITY

1. Blue Plum Arts & Music Festival, the Friends of Olde DownTowne, the City of Johnson City, TN, its officers, directors, representatives, employees, and agents will NOT be responsible for losses of any kind, whether by fire, theft, physical violence, elements of nature, or any other cause, however originating. Exhibitors are responsible for their own security.
2. Exhibitor acknowledges they are aware that street sweepers will be coming through during the night on Friday. Please have your display secure.

**REFUNDS**

Written notice of cancellation must be postmarked by May 15, 2012 to qualify for refund. No refunds will be available after that date.

**MISCELLANEOUS**

The participating exhibitor agrees to accept as binding the decision of Blue Plum 2012 Festival Staff as to any dispute between the participating exhibitor and any other attending person as to any matter not covered by these policies.

**FINE ART/CRAFT APPLICATION (Please Print)**

EXHIBITOR NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

PHONE (Day) \_\_\_\_\_ (Evening) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE & ZIP \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

WEBSITE \_\_\_\_\_

BOOTH SIZE REQUESTED:      10 'X10 '                      10 'X20 '

**CATEGORY: (All items must be handmade to be included in Craft areas.)**

**Check all that apply:**

- |                  |          |           |         |            |             |
|------------------|----------|-----------|---------|------------|-------------|
| Ceramics/Pottery | Fiber    | Glass     | Jewelry | Metalwork  | Mixed Media |
| Photography      | Painting | Sculpture | Wood    | Watercolor | Other_____  |

Have you exhibited at the Blue Plum Festival before?    YES      NO  
If "YES ", please list the year(s): \_\_\_\_\_

Do you have a request as to where you are located?  
Same as last year      Close to Main Street Stage      Museum/Art Space  
Near Food Court      No preference.

Are you interested in demonstrating your skill at the festival?    YES      NO

Do we have your permission to list your website and/or display your photos of your work/display on our website?    . YES .      NO

## ACKNOWLEDGMENT

I acknowledge that if accepted to participate, I agree to comply with the Blue Plum Arts & Music Festival policies, procedures, and regulations as included with this application, and agree to be bound by and comply with those documents. I understand that if I have misrepresented my work or violated any regulation, the Blue Plum 2012 Festival Committee may remove any objectionable work or terminate my participation without refund. I also understand that it is *my responsibility to pay all TN State sales taxes (forms will be provided)*. I further understand that the Blue Plum Arts & Music Festival Staff is responsible for making final decisions with regard to Blue Plum operations and I agree to abide by their decisions. I release the City of Johnson City, Blue Plum Arts & Music Festival staff, the Friends of Olde DownTowne, and any festival representative from any responsibility for theft, damage, or loss.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

FED ID #OR Social Security # \_\_\_\_\_  
(for TN State sales tax purposes)

## PHOTO DESCRIPTIONS

Briefly describe your work: Size, Technique, Materials, etc. for each photo:

Photo 1 \_\_\_\_\_

Photo 2 \_\_\_\_\_

Photo 3 \_\_\_\_\_

Photo 4 -Booth Display  
(Make sure to number and label your photos with your name!)

## CHECKLIST

- A completed application form with signature. (Please return pages 3 & 4 of this application.)
- Appropriate \$125.00/pre-registration fee, or \$150.00/for 2012 registration space fee.
- Three photographs of artist/crafter/vendor work & display and proposed booth set-up. (Please include descriptions for each photo.)
- A self-addressed envelope with sufficient postage for return of photos.
- All pre-registration materials postmarked by February 28, 2012; or 2012 registration materials postmarked by April 18, 2012.

## MAIL MATERIALS TO:

Nelson Fine Arts  
Blue Plum 2012 Arts Festival Exhibitor  
324 E. Main Street  
Johnson City, TN 37601

## CHECKS PAYABLE TO:

Friends of Old DownTowne

**QUESTIONS?:** Contact Dick Nelson (423)926-2931 or e-mail [dicknelson@gmail.com](mailto:dicknelson@gmail.com) , or visit our website at [www.blueplum.org](http://www.blueplum.org)

•• Please retain a copy of this form and the Rules & Regulations for your records••