



INVITED ARTIST ACCEPTANCE PACKAGE

In this packet, you will find the following:

Important Details.....	Keep for records (Page 2)
Artist Agreement (Artist Copy).....	Keep for records (Pages 3- 5)
Artist Agreement (Show Copy).....	(Pages 6 - 8)
Sign and return- must be <u>received</u> by Uptown Association by May 1	
Information Sheet.....	(Page 9)
Complete and return- must be <u>received</u> by Uptown Association by May 1	
Booth Location Request Form.....	(Page 11)
Complete and return- must be <u>received</u> by Uptown Association by May 1	
Booth Maps.....	Reference for booth requests (Pages 12-13)
UAF Program Guide Ad Sales Form.....	Optional (Page 14)
UAF Media Interest Form.....	Optional (Page 15)
Sheraton Midtown Hotel Information.....	Uptown Art Fair Host Hotel (Page 16)

ACCEPTANCE CHECKLIST

If you do not do the following by MAY 1, 2014, you will forfeit your spot in the 2014 fair:

- ☐ Log in to ZAPPlcation™ to accept your invitation and purchase booth (instructions on the following pages)
- ☐ Sign and return Artist Agreement (included in this packet)
- ☐ Complete and return Information Sheet (included in this packet)
- ☐ Complete and return ST19 (included in this packet)
- ☐ Complete and return Booth Location Request Form (included in this packet)

IMPORTANT DETAILS



You must accept your invitation, pay for your booth on Zapplication™ AND return the contract, information sheet and booth location request forms by May 1, 2014. If your materials and payment are not received by this time, you will forfeit your spot in the Uptown Art Fair to an artist on the waiting list.

To accept your invitation on Zapplication™, please do the following:

1. Log on to www.zapplication.org using your username and password.
2. Click ACCEPT. In your profile, your status for the Uptown Art Fair should change to ACCEPTED.
3. Under OPTIONS, select PURCHASES.
4. Select the box next to booth space (you may also rent tents, parking, purchase your ad for program, etc. at this time).
5. Scroll to the bottom of the page and click RECALCULATE.
6. Select your payment option of check or credit card.
7. Click PROCEED TO CHECKOUT.
8. Enter your credit card information or enter your check number for tracking purposes. This must be completed (and all checks must be received) by May 1 or you will forfeit your spot.

Dates to remember:

May 1 Booth Fee, Contract, Info Sheet and Booth Location Request Form due; Sales Tax ID number MUST be reported to the Uptown Art Fair staff on Info Sheet.* Space requests will be honored on first-come, first-served basis, with priority given to 2013 Best of Show winners.

May 15 Deadline for cancellation with FULL REFUND. Cancellation must be in writing, e-mails sufficient.

June 1 Exhibit space assigned (NOTE: date subject to change); Deadline for cancellation with 50% REFUND. Cancellation must be in writing, e-mails sufficient.

July 1 Deadline for cancellation with 25% REFUND. Cancellation must be in writing, e-mails sufficient.
NOTE: REFUNDS WILL NOT BE GIVEN AFTER July 1.

July 31 Set up for exhibitors with booths spaces located on Mall only.

August 1 Set up for exhibitors with booth spaces located on Hennepin Avenue.

August 1-3 Uptown Art Fair Friday: Noon-8pm Saturday: 10am-8pm Sunday: 10am-5pm

- To book your stay at our host hotel, the Sheraton Minneapolis Midtown, please visit www.sheratonminneapolismidtown.com/uptownartfair.
- To apply for a MN Tax ID#, go to www.taxes.state.mn.us and click on "Register for Minnesota Tax ID Number." It will ask you to enter a NAICS code, and one code that pertains to independent artists is 711510. Feel free to look at other codes if you think a different one may be more applicable. Also note that wearable items (excluding jewelry) are not taxable in Minnesota.

ARTIST AGREEMENT

Artist Copy - Keep



This agreement is entered into this ____ day of _____, 2014 ("Effective Date"), by and between Uptown Association, Inc., a Minnesota non-profit corporation, 1406 West Lake Street, lower level C, Minneapolis, Minnesota, 55408, ("UA"), and, _____ ("Artist"). Your media is _____.

WHEREAS, UA has jurisdiction and control over certain areas for the production of the Uptown Art Fair to be held in Uptown Minneapolis, Minnesota on August 1-3, 2014 and is providing space for the Artist to exhibit and sell his/her wares during the Event;

NOW, THEREFORE, in consideration of the foregoing and the mutual covenants and agreements set forth herein, the parties agree as follows:

Section 1: Controlling Agreement

This is a legally binding agreement. This agreement shall constitute the entire agreement between the parties and any prior understanding or representation of any kind preceding the date of this agreement shall not be binding on either party except to the extent expressly incorporated in writing into this agreement.

Section 2: Term of the Agreement

This agreement shall commence on Friday, August 1, 2014 and shall terminate on Sunday, August 3, 2014. This Agreement is not meant to and does not confer any rights or entitlements with respect to future years at the Art Fair.

Section 3: General Conditions

1. By executing this agreement, Artist states and acknowledges receipt of the 2014 Uptown Art Fair Application and Acceptance Package (collectively the "Application"). Artist agrees that the Application, as well as any other rules, policies, and procedures of UA respecting the Uptown Art Fair, shall be incorporated in and made a part of this agreement, and shall be binding on the parties to this agreement. Any interpretation of this agreement, as well as any problem, issue, or dispute not expressly contemplated by this Agreement, shall be decided and resolved in the sole and absolute discretion of UA, which decision shall be deemed final and binding on the parties.
2. All images submitted for review by the Artist to the 2014 Uptown Art Fair jury are representative of the work to be exhibited by the Artist at the Art Fair. If UA determines, in its sole discretion, that any work exhibited by Artist does not conform to the standards set forth by UA, Artist agrees to remove such work from the booth space immediately upon request of Uptown Art Fair representatives. Failure to remove such work or otherwise comply with all applicable rules and procedures may, in UA's sole discretion, result in the immediate termination of Artist's participation in the Event, without refund to or recourse by Artist.
3. The Artist shall supervise and maintain the space provided, using his/her skill and attention, and shall be solely responsible for all labor, material, equipment, tools and other facilities used by him/her during the term of this contract.
4. The Artist shall at all times enforce strict discipline and good order among his/her employees and volunteers and shall not employ any unfit person or anyone not skilled in the task assigned to him/her. The Artist shall be responsible for initiating and maintaining and supervising all safety precautions in his/her assigned space.

5. The Artist shall maintain his/her display booth operation in an orderly manner and shall comply with all City of Minneapolis Ordinances and Codes applicable to such an operation.
6. Unless Artist's participation is earlier terminated by UA for violation of this agreement, the Artist's booth shall be completely dismantled and removed by 7:00 pm on August 3, 2014.
7. It is understood and agreed that the Artist is acting as an independent contractor in his/her capacity hereunder. The Artist shall be responsible for all acts or omissions of its employees and volunteers. Nothing contained in this Agreement or in the relationship of UA and the Artist shall be deemed to constitute a partnership, joint venture or agency relationship between UA and the Artist.
8. It is understood and agreed that the space rental fee, required from each participating Artist, is necessary to cover Event costs. Artist shall be entitled to keep 100% of their Event sales. Artist is responsible for the payment of all applicable taxes.
9. Artist agrees that cancellation of his/her commitment in the 2014 festival must be in writing and received by the Uptown Association by the close of business on May 15, 2014 for 100% refund of booth fee, by June 1, 2014 for 50% refund of booth fee, July 1, 2014 for 25% refund of booth fee. After July 1, 2014, UA will not issue refunds for any reason whatsoever. Any Artist invited to participate in the Event after being placed on the waiting list shall be required to pay all applicable fees in a single lump sum and such fees will be non-refundable.
10. It is understood and agreed that an Artist who does not register with Event officials by 11:00 AM on Friday, August 1, 2014 will forfeit all rights to occupy their booth space and UA may utilize the space for other purposes. In such event, the Artist will remain liable for the full booth fee and all costs incurred by UA in the operation and production of the Event. It is understood and agreed that no refunds or preferred treatment can be made for inclement weather or any other cause not in the control of UA. There is no provision other than the decision of the on-site jury that may provide any Artist the opportunity to return to the Event in 2015.
11. It is understood and agreed that UA may, if required by force majeure or other reasons beyond its control, cancel or postpone or shorten the Event. No Artist shall have any right or claim for any damages whether direct, indirect or consequential or any other kind, arising or alleged to arise by reason of any postponement or cancellation of the Event.
12. It is understood and agreed UA has the right to immediately remove any Artist from the Event at any time for any violation of this agreement, the Application, as well as any other rules, policies, and procedures of UA respecting the Uptown Art Fair or with any discretionary decisions of Uptown Association respecting the Event.
13. No dealers, agents or representatives are permitted. Any artist not selling their own works or works not of the quality of type represented by the images submitted to the jury will be immediately removed from the Event.
14. Artist hereby acknowledges notice of and agrees to adhere to the weapons policy established by UA. Artist agrees not to carry any guns, firearms or weapons of any kind while participating in the Event, regardless of whether the Artist is licensed to carry a concealed handgun. An artist's failure to abide by the weapons policy shall result in the immediate termination of Artist's participation in the Event.
15. This agreement is non-transferable and it is expressly agreed that the privileges granted hereby cannot be assigned without the express written consent of UA.

Section 5: Loss or Damage to Artist's Property

Artist understands and expressly agrees that he/she is bringing all of his/her personal property, art, wares, equipment and valuables of any sort on the event site at his/her sole risk and further agrees to indemnify the released parties (as hereinafter defined) and hold the released parties harmless from all claims against Uptown Association, the Minneapolis Park and Recreation Board, the City of Minneapolis, MN, Hennepin County, other owners of property within festival site and each of their respective officers, directors, employees, volunteers, agents,

contractors, and contributors (collectively, "released parties") for loss, damage or destruction of said property or injury to persons and for all costs and expenses associated therewith (including reasonable attorney's fees). Artist understands and expressly agrees that the released parties are not responsible or liable in any way for said property or personal injury even if such loss is due to the negligence of any released party.

Should Artist choose to insure Artist's personal property, his/her insurance contract shall be amended specifically waiving all rights of subrogation in favor of all released parties.

Section 6: Loss of Money or Other Valuables

All money or other valuables on site in the custody of the artist are at the sole risk of the Artist and it is expressly understood the Released Parties are not responsible for providing any security of protection of such money or valuables and that the Released Parties are not responsible or liable for any loss of money or valuables. Artist hereby expressly waives any claim for such loss in favor of the Released Parties.

Section 7: Compliance with Laws and Usage

The Artist agrees to comply with all State, municipal and other laws, ordinances rules and regulations applicable to this Event.

ARTIST:

ARTIST PARTNER (if applicable):

Full Name: _____

Full Name: _____

Signature: _____ Date: ____

Signature: _____ Date: ____

-----Office Use Only-----

THE UPTOWN ASSOCIATION

Full Name: _____

Signature: _____ Date: ____

ARTIST AGREEMENT



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by May 1, 2014**

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9. Artist agrees that cancellation of his/her commitment in the 2014 festival must be in writing and received by the Uptown Association by the close of business on May 15, 2014 for 100% refund of booth fee, by June 1, 2014 for 50% refund of booth fee, July 1, 2014 for 25% refund of booth fee. After July 1, 2014, UA will not issue refunds for any reason whatsoever. Any Artist invited to participate in the Event after being placed on the waiting list shall be required to pay all applicable fees in a single lump sum and such fees will be non-refundable.
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11. It is understood and agreed that UA may, if required by force majeure or other reasons beyond its control, cancel or postpone or shorten the Event. No Artist shall have any right or claim for any damages whether direct, indirect or consequential or any other kind, arising or alleged to arise by reason of any postponement or cancellation of the Event.
12. It is understood and agreed UA has the right to immediately remove any Artist from the Event at any time for any violation of this agreement, the Application, as well as any other rules, policies, and procedures of UA respecting the Uptown Art Fair or with any discretionary decisions of Uptown Association respecting the Event.
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contractors, and contributors (collectively, “released parties”) for loss, damage or destruction of said property or injury to persons and for all costs and expenses associated therewith (including reasonable attorney’s fees). Artist understands and expressly agrees that the released parties are not responsible or liable in any way for said property or personal injury even if such loss is due to the negligence of any released party.

Should Artist choose to insure Artist’s personal property, his/her insurance contract shall be amended specifically waiving all rights of subrogation in favor of all released parties.

Section 6: Loss of Money or Other Valuables

All money or other valuables on site in the custody of the artist are at the sole risk of the Artist and it is expressly understood the Released Parties are not responsible for providing any security of protection of such money of valuables and that the Released Parties are not responsible or liable for any loss of money or valuables. Artist hereby expressly waives any claim for such loss in favor of the Released Parties.

Section 7: Compliance with Laws and Usage

The Artist agrees to comply with all State, municipal and other laws, ordinances rules and regulations applicable to this Event.

ARTIST:

ARTIST PARTNER (if applicable):

Full Name: _____

Full Name: _____

Signature: _____ Date: ____

Signature: _____ Date: ____

-----Office Use Only-----

THE UPTOWN ASSOCIATION

Full Name: _____

Signature: _____ Date: ____

INFORMATION SHEET



**SHOW COPY - Sign and Return to the Uptown Association
by May 1, 2014**

Fill out completely and mail, e-mail, or fax to the Uptown Art Fair along with your signed agreement- this must be **received** by **May 1, 2014**.
All information below is required.

Name: _____ Partner (if applicable) : _____

Media: _____ E-mail: _____

Address: _____

Phone: _____ Cell Phone (on site): _____

Website: _____ MN Sales Tax ID #* : _____

* To apply for a MN Sales Tax ID#, go to www.taxes.state.mn.us and click "Register for a Minnesota Tax ID number."

Note: Wearable items (excluding jewelry) are not taxable in Minnesota.

***Return completed ST19 to the Uptown Association. Must be completed whether selling taxable items or not.**

Business Facebook page and/or Twitter username:** _____

**Please add these if you would like us to add links to your webpage or tag your art/business profile. (Optional)

Emergency Contact Information: (Please do not use hotel phone as your emergency contact)

Emergency Contact Name: _____

Relationship: _____

Phone: _____ Cell Phone: _____

Place of stay during the Uptown Art Fair: (Assists us in contacting you, in case of emergency, include address and phone)

NOTE: If you will be staying at a hotel, please note this and contact the Uptown Association with the hotel name, address and phone number when that information is available.

Car Information:

Drivers License #: _____ State Issued: _____

License Plate #: _____ Year /Make/ Model/Color: _____

NOTE: This is in case your vehicle is parked illegally during the Art Fair, we will make every effort to reach out to you.

Number of Artist Assistants: (people who will assist you in your booth during the fair) _____

Assistant Name(s), if known: _____

Photo Gallery Approval: The Uptown Art Fair posts artist galleries on its web site to promote exhibitors and assist patrons seeking a particular artist or type of work. Do we have your permission to include one of your images in an online gallery?

☐ YES

☐ NO



Operator Certificate of Compliance

Read the information on the back before completing this certificate. **Person selling at event:** Complete this certificate and give it to the operator/organizer of the event. **Operator/organizer of event:** Keep this certificate for your records.

Do not send this form to the Department of Revenue.

Print or type

Name of business selling or exhibiting at event

Minnesota tax ID number

Seller's complete address

City

State

Zip code

Name of person or group organizing event

Name and location of event

Date(s) of event

Merchandise sold

Describe the type of merchandise you plan to sell.

Sales tax exemption information

Complete this section if you are not required to have a Minnesota tax ID number.

☐ I am selling only nontaxable items.

☐ I am not making any sales at the event.

☐ I participate in a direct selling plan, selling for _____ (name of company), and the home office or top distributor has a Minnesota tax ID number and remits the sales tax on my behalf.

☐ This is a nonprofit organization that meets the exemption requirements described below:

_____ Candy sold for fundraising purposes by a nonprofit organization that provides educational and social activities for young people primarily aged 18 and under (MS 297A.70, subd. 13[a][4]).

_____ Youth or senior citizen group with fundraising receipts of \$10,000 or less per year (MS 297A.70, subd. 13[b][1]).

_____ A nonprofit organization that meets all the criteria set forth in MS 297A.70, subd. 14.

Sign here

I declare that the information on this certificate is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.

Signature of seller

Print name here

Date

Daytime phone

()

PENALTY — Operators who do not have Form ST19 or a similar written document from sellers can be fined a penalty of \$100 for each seller that is not in compliance for each day of the selling event.

BOOTH LOCATION REQUEST FORM



**SHOW COPY - Sign and Return to the Uptown Association
by May 1, 2014**

- Please rank 1-10 (not check marks) the top ten booth ranges where you would prefer your space. See attached enclosed maps for reference.

Please note the following two changes:

- The layout has changed on Hennepin Ave. between Lagoon Ave. and The Uptown Transit Station, due to completion of the redevelopment of the Walker Library site.
- The layout of "The Mall" established in 2013 will be used moving forward.

HENNEPIN AVENUE BOOTHS / "THE MALL" BOOTHS

Please rank your top 10 overall booth range preferences, with "1" being your top preference (there are twenty-two possible ranges)

Rank		Rank		Rank		Rank	
	101-151 Odd Only		201-239 Odd Only		301-315 Odd Only		401-433 Odd Only
	100-132 Even Only		212-240 Even Only		300-314 Even Only		400-440 Even Only
	1414-1401*		1315-1301*		1215-1201*		1127-1101*
	2416-2401		2315-2301		2215-2201		2123-2106
	3416-3401		3315-3301		3215-3201		3123-3106
	4423-4401*		4314-4301*		4213-4201*		

*Note: Booths in the ranges of (1414-1401), (1315-1301), (1215-1201), (1127-1101), (4423-4401), (4314-4301), and (4213-4201) cannot have awnings due to fire inspection codes.

Additional location request information (ex. Corner booth; Hennepin Avenue; the Mall): _____

Booth spaces are assigned based on the date/time you pay for your booth on www.zapplication.org with priority given to the 2013 Best of Show winners. We will do our best to fulfill your requests.

Artists whose payment, contract, and info sheet are late will forfeit their place in the 2014 Uptown Art Fair.



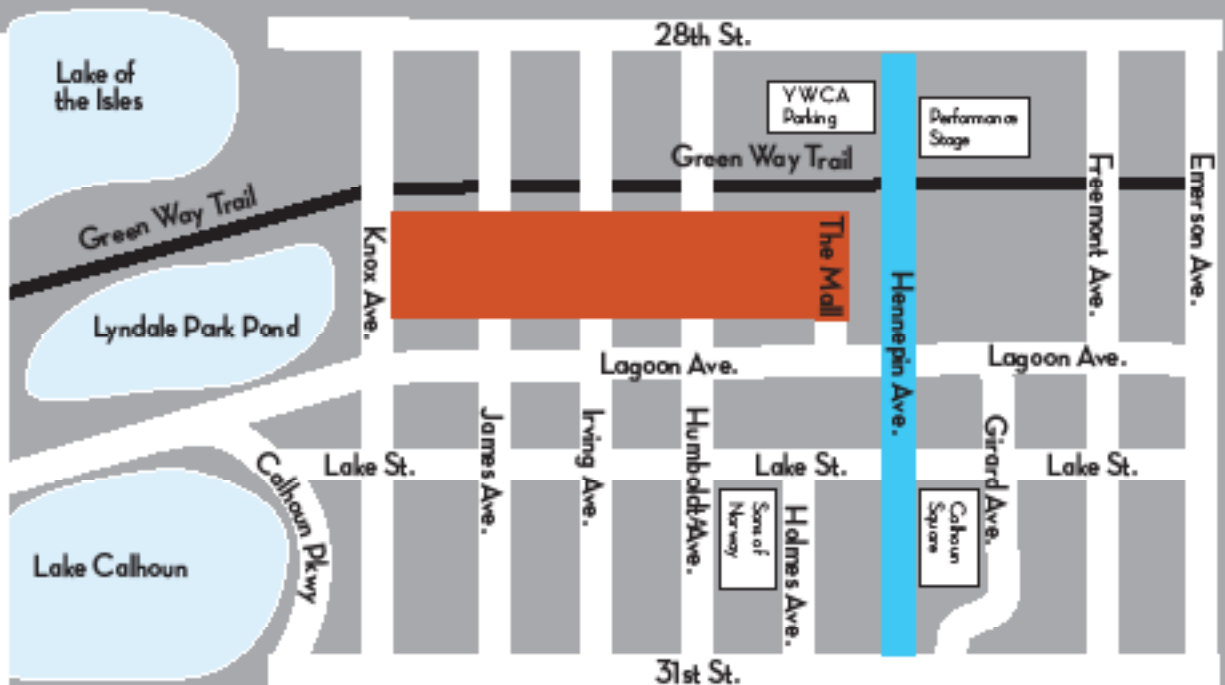
BOOTH SPACE LAYOUT

The following maps are for reference purposes only.
Map is not to scale. Booth numbers and locations are subject to change.
 The Uptown Art Fair will do its best to honor your booth request.

UPTOWN ART FAIR BOOTH SPACE MAP

Use this map as
a guide for selecting
your booth space
in relation to the
entire fair.

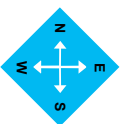
Artist's Row



Please note the following two changes:

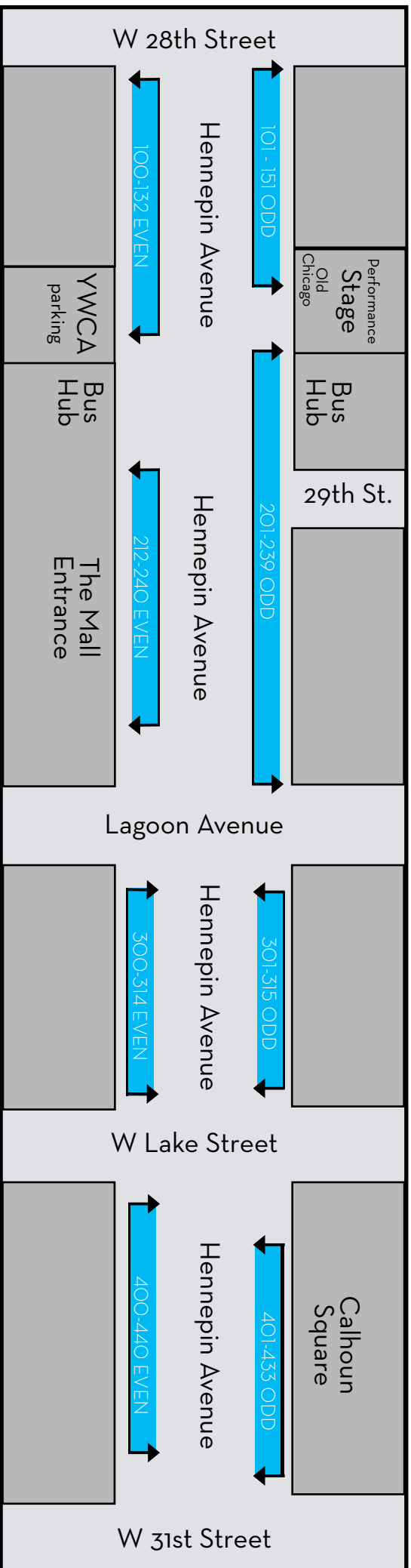
1. The layout has changed on Hennepin Ave. between Lagoon Ave. and The Uptown Transit Station, due to completion of the redevelopment of the Walker Library site.
2. The layout of "The Mall" established in 2013, will be used moving forward.

HENNEPIN AVENUE

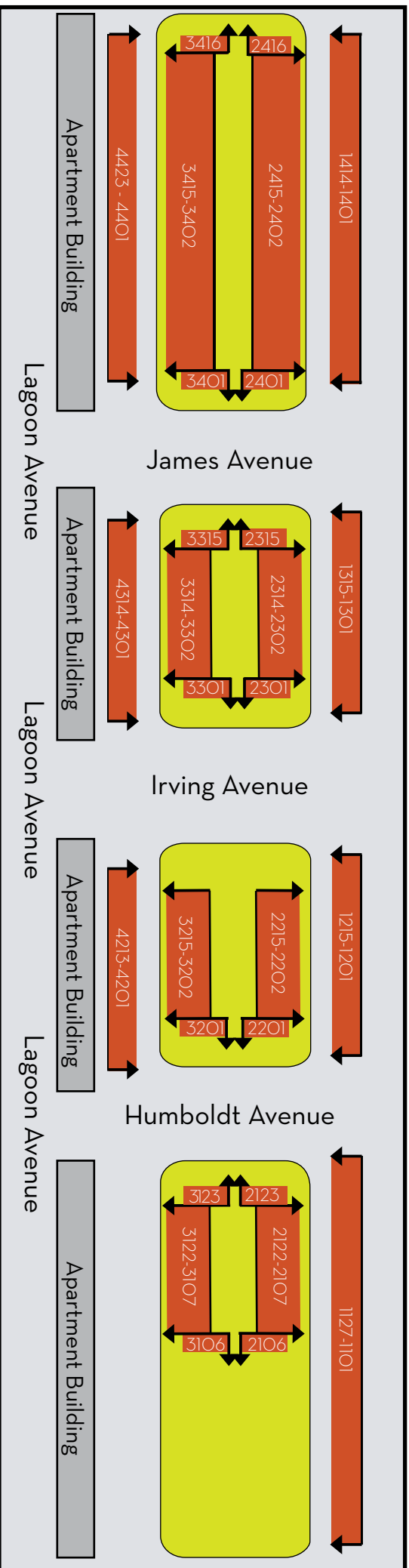
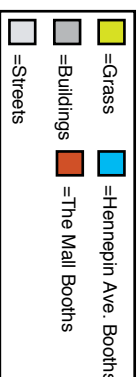
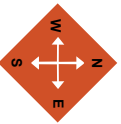


- Map is not to exact scale.
- Booths are subject to change.

→ arrows indicate which side of the booth is open towards the public



THE MALL



Please note the following two changes:

1. The layout has changed on Hennepin Ave. between Lagoon Ave. and The Uptown Transit Station, due to completion of the redevelopment of the Walker Library site.
2. The layout of "The Mall" established in 2013, will be used moving forward.



51st ANNUAL
the
uptown
art fair

ONLY
\$100

BE A PART OF THE OFFICIAL 2014 PROGRAM GUIDE!

GET THE WORD OUT THAT YOU'LL BE AT THE UPTOWN ART FAIR!

Take part in this simple and easy way to promote your booth by featuring your art in the official Uptown Art Fair 2014 program guide. The full color program will include a complete directory of the exhibiting artists, a map of the fair, profiles and special offered programs as well as a schedule of activities. 30,000 copies of the program will be distributed prior to and during the event.

ADVERTISING SUBMISSION GUIDELINES:

Each Artist Ad - \$100

To purchase your ad space, please login to your ZAPP account, and continue to the product purchasing page.

Please provide your name, city, state, website, a photo of your choice and a short description or title of the item pictured. Please submit the above directly to hannah@uptownminneapolis.com

LEAVE THE WORK TO US! Our in-house graphic designer will create your ad.

Ad Example - Actual Size! (2.125"x 2.2125")

Image of your Choice
YOUR NAME Brief Description Category - Booth # City, State website


MIMI MARTIN Live Model Painting Painting - Booth #1234 Miami, FL mimi-martin.com

Please note horizontal orientation of image in this ad example. If you send a vertical image it will be cropped.

If you have any questions regarding ad materials, please call Hannah at 612-823-4581 or Hannah@uptownminneapolis.com

DON'T WAIT!
Ad Submission
Information Due
MAY 16, 2014



Uptown Art Fair Media Interest

Please fill out the form below and return with your packet **ONLY** if you are interested in participating in media opportunities either leading up to, or on-site at the Uptown Art Fair.

There are often opportunities for artists to showcase artwork on TV, in print or online leading up to, and during, the Uptown Art Fair. While this is a great way to show off your art and drive customers your booth, it also requires time commitment either before, or during the fair. Also, please note that many of these opportunities take place very early in the morning, and availability during this time will make you more likely to receive a segment.

Name _____ Medium _____

Email _____ Are you local? _____

Home Phone _____ Cell Phone _____

Date and approximate time you will be arriving to the Uptown Art Fair: _____

Availability during Uptown Art Fair (circle one or more):

Early morning (4-9am)

Mid-day (9am-3pm)

Afternoon/night (after 3pm)

How many art fairs have you participated in before? _____

How many years have you participated in the Uptown Art Fair? _____

Have you participated in TV media appearances before? If yes, how many? _____

List any awards that you have won at previous fairs: _____

For local artists only:

Are you available for segments prior to the art fair? (Circle one)

☐ Yes

☐ No

Dates you are not available _____

Times you are not available _____

*Please note that filling out this form will not guarantee you will participate in a media opportunity. If you have any questions please contact Maggie LaMaack at Maggie@bellmontpartners.com.



Relax and Connect in Uptown



Be our guest at the Sheraton Minneapolis Midtown Hotel, the official hotel for the 51st annual Uptown Art Fair! Great rates are available, but they won't last long.

Arrive at the Sheraton anytime between July 31 – August 3, 2014 and enjoy:

***\$99 rate per night single/double occupancy**

***Complimentary shuttle service to/ from the Uptown Art Fair**

***Closest hotel to the Uptown Art Fair**

To book your stay go to:

www.sheratonminneapolismidtown.com/uptownartfair

