



# 2 0 1 2 APPLICATION

October 19 • 20 • 21  
Jacob Javits Center NYC

## AMERICAN ART MARKETING

email [hello@americanartmarketing.com](mailto:hello@americanartmarketing.com) call 800 834 9437  
 fax 845 355 2444 write PO Box 480, Slate Hill, NY 10973  
[www.americanartmarketing.com](http://www.americanartmarketing.com)

**Artist** Last Name, First Name (print name exactly as you would like it to appear in show program)

**Collaborator** Last Name, First Name (complete only if work is a collaborative effort)

**Company Name**

**Email Address**

**Address**

**Website**

City, State, Zip

( ) ( )

**Phone Number** **Cell Phone Number**

OFF THE WALL	INCLUDES	IMPORTANT DATES
<input type="radio"/> 10'd x 10'w...\$865 <input type="radio"/> 10'd x 15'w...\$1165 <input type="radio"/> 10'd x 20'w...\$1730 <input type="radio"/> Corner...\$150 <b>Hand Carry Rules Apply (see FAQ's)</b> <b>JEWELRY IS NOT PERMITTED</b>	<ul style="list-style-type: none"> <li>• Pipe &amp; Drape</li> <li>• 24 Hour Security</li> <li>• Booth Sign</li> <li>• Show Directory Listing with advertising opportunity</li> </ul>	<ul style="list-style-type: none"> <li>• Online Artist Directory with link to artist's website</li> <li>• 6 Complimentary Tickets &amp; unlimited number of discount postcards</li> <li>• Storage on site</li> </ul>
<b>Electric can be ordered directly from the Javits</b>		<b>Accepting applications until show is filled.</b>

ALL INCLUSIVE BOOTH PACKAGE	INCLUDES
<input type="radio"/> 10'd x 10'w...\$1730 - 500w electric + 4 plex outlet <input type="radio"/> 10'd x 16'w...\$2445 - 500w electric + 4 plex outlet <input type="radio"/> 10'd x 20'w...\$3460 - 1000w electric + 4 plex outlet <input type="radio"/> Corner...\$195 Contact office for <b>Booth Sharing</b> information	<ul style="list-style-type: none"> <li>• <b>Installation &amp; removal of lights (up to 1/2 hour labor each way)</b></li> <li>• Show Directory Listing with advertising opportunity</li> <li>• Drayage</li> <li>• Pipe &amp; Drape</li> <li>• 24 Hour Security</li> <li>• Storage on site</li> <li>• Booth Sign</li> <li>• Online Artist Directory with link to artist's website</li> <li>• 10 Complimentary Tickets &amp; unlimited number of Discount Postcards</li> </ul>
<b>Additional electric can be ordered directly from the Javits</b>	

**REQUEST AMOUNT**

Postcards \_\_\_\_\_

**Digital Images** - For promotional purposes we prefer high-resolution digital images

**2011 Images On File**

Image 1 \_\_\_\_\_ \$

Image 2 \_\_\_\_\_ \$

Image 3 \_\_\_\_\_ \$

Image 4 \_\_\_\_\_ \$

Image 5 - Booth/Display Slide, Illustration or Photo

Briefly Describe your work: \_\_\_\_\_

**CATEGORY**

Ceramics                       Jewelry  
 Fiber - Wearable                 Leather  
 Fiber - Decorative                Metal  
 Furniture                            Mixed Media  
 Glass                                 Wood  
 Other (please describe): \_\_\_\_\_

**FEES payable by Check or Credit Card**

**Application Fee**  
\$25.00 (non-refundable)

**Payable to:**  
American Art Marketing

**Deposit (separate check)**  
\$200.00 required with application (non-refundable once accepted)

**Checklist**

Completed & Signed Application  
 Images enclosed (4 artwork, 1 booth)  
 Application Fee Check (\$25.00)  
 Deposit Check (separate check, \$200.00)

I would be interested in demonstrating for additional space  
 I am a new exhibitor

**Mail Application to:**  
 American Art Marketing  
 P.O. Box 480 Slate Hill, NY 10973

**Credit Cards - You have permission to charge my credit card for:**

Application fee     Deposit fee (once accepted)

\_\_\_\_\_  
 Credit Card Account #

\_\_\_\_\_  
 Exp. Date

\_\_\_\_\_  
 Name on Card

\_\_\_\_\_  
 Cardholder Signature

I hereby release and forever discharge American Art Marketing, all sponsoring organizations and their directors, officers, employees, agents, and volunteers from any responsibility, personal liability, claims, loss or damage arising out of my participation in the show(s). If accepted, AAM has my permission to reproduce my artwork through the images I have submitted for the purpose of promoting, advertising and marketing their shows. I agree to abide by all payment and cancellation schedules. I understand that booth fee deposits are non-refundable once accepted. I further consent to the enforcement of all AAM rules as set forth in the application Policies & Procedures (these can be downloaded at: [www.americancraftshownyc.com/apply.php](http://www.americancraftshownyc.com/apply.php)) and any subsequent correspondence.

\_\_\_\_\_  
 Artist Signature

\_\_\_\_\_  
 Date

# POLICIES & PROCEDURES

## Standards & Rules

- All work displayed in either craft or fine art must be original in concept and must have been created by the accepted applicant. Work from molds, kits, imports, manufactured goods or ready made products which have been embellished, painted or decorated, dyed or batiked will not be accepted.
- 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 second set of slides, a separate application and a separate application fee **MUST** be submitted for each additional category.
- Reproductions must be signed and numbered, and marked 'reproductions', and cannot make up more than 25% of the display, must be matted and displayed in portfolio type bins.
- Jewelry may only be shown if the artist has been accepted in the jewelry category.
- 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.
- An application is a commitment to participate. Refunds will be made according to specific guidelines found under Deposits & Refunds

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

### 1. Completed Application Form

### 2. Images

- Images are required for each category entered, four of your artwork and one of your display in digital format on CD or DVD.
- Images should be labeled with the artist's name, a number (corresponding to the image descriptions), and the medium.
- 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.
- If you applied to an American Art Marketing show in 2011, you do not have to resubmit your images unless you wish to show new work. We recommend you send new images, because current images are used in our promotional campaign.

### 3. Application Fee & Deposit

- A application fee of \$25.00 must accompany each application.
- Deposit fee of \$200.00 will be charged to your account or check deposited 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 a separate check for application fee and deposit. Make checks payable to American Art Marketing.

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

## Deposits & Refunds

- Deposit fee will be charged to your account or check deposited **only if you are accepted**. Your \$200 deposit check secures your booth and is your commitment to exhibit. These deposits are not refundable.
- Application fees are non-refundable.
- All cancellations must be made in writing. An application is a commitment to participate. No refunds will be given within 120 days of the show. A 50% refund will be given prior to that date.

## Payment Schedule:

- **Booth Fee payment.** The balance of your booth fee must be returned with your invoice and signed contract according to the due date in your confirmation letter.
- **Balance due payments received after postmarked due date must include a \$40.00 late fee.**
- A \$35 handling fee will be charged for all returned checks
- 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?** E-mail all questions to [hello@americanartmarketing.com](mailto:hello@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 unloadp**