

MESA ARTS & CRAFTS FESTIVAL

(MACFest)

Participation Rules, Guidelines and Tips for the 2014—2015 Season

October 19, 2014

1. Location: The MACFest event will be located on North Macdonald St., between Main St. and Pepper Pl., with this one-block section closed to vehicle traffic. An information booth, manned by MACFest volunteers, will be located on the northeast corner of the Main and Macdonald intersection. This corner will be the entry control point for registered artist-vendors.
2. Event Schedule: MACFest events will be held on the first and third (1st & 3rd) Saturdays of each month, October through April (14 total during 7 months). Event hours will remain 10:00 am to 4:00 pm, with set-up beginning at 7:00 am and take-down beginning at 4:00 pm.
3. Parking: Vehicle parking for participating artists is provided in the parking structure on the north side of Pepper, just east of the AZ Museum of Natural History; and, at the southeast quadrant of N. Macdonald and Pepper for those that need handicap parking or vehicles that will not fit in the parking structure.
4. Restrooms: Portable restrooms will be located in the enclosure at the northwest corner of the parking lot (SE corner of Macdonald & Pepper).
5. Festival Map: A map of the festival area is provided on the last page.
6. Artist-vendor Registration:

Artist-vendor Registration:

Follow this link for registration: [CLICK HERE TO BUY SPACE](#)

Follow these instructions:

Select the date you wish to attend - Buy.

Seat Quantity - pick one or two depending on how many you need

Select either Canopy or Table

Section - select same Canopy or Table

Hit Continue

Enter Word Verification and then Check Out

You will be prompted to select more than one date if you chose or close and continue

Check Out

Use old account or create new

If you cannot remember log in you may contact the box office

It will ask you to select a delivery method for tickets,

Select email

Continue

Billing info

Enter payment method and buy

*You will get your confirmation and tickets via your email entered

7. Exhibit Space Rental: The MAC Box Office will continue to rent 10 ft. X 10 ft. spaces to artist-vendors at the rate of \$20.00 per event. Specific space numbers will not be reserved. Two exhibit space categories are

established: (a) “C”-numbered spaces on the street shall require the artist-vendor to erect a canopy over his/her display. (b) “T”-numbered spaces on the raised curb area on each side of the street are intended for table/easel/rack displays without a canopy.

Artist-vendors will receive a ticket voucher as proof of purchase with the space allocation identified by a block letter (C or T) and the event date. All ticket purchases are non-refundable. In the case of a MACFest event cancellation due to bad weather, purchased tickets will be honored for a later event, up through April. Exhibit spaces can be purchased in advance for October through March. April exhibit spaces will be reserved by the Box Office until March 1st for possible event cancellations (reschedule) due to bad weather.

8. Set-up and Take-down: Due to space restrictions, one-way vehicle movement, in and out of the exhibit area, will be enforced for safety. Upon arrival at the Main St. (south) entrance next to the Information Booth, artist-vendors will be asked to show their event ticket for that date. During event set-up starting at 7:00 am, occupation of spaces will be sequential, in order of artist-vendor arrival on site, beginning at the Main St. entrance, and progressing northward. **All registered artist-vendors must be unloaded by 9:30am as no vehicles will be allowed to enter the exhibit area at Main St. after 9:30 am.** At 4:00 pm, artist-vendors shall disassemble and pack their products and equipment in place. Once their items are ready to load out, they may retrieve their vehicle and re-enter the exhibit area from the Main St. entrance.

9. Exhibit/Display Equipment: All equipment needed for exhibit must be furnished by the artist. This includes canopy weights and shields for wind protection, which are highly suggested for safety. If electric power is needed, some 15-ampere ac-power outlets, provided by the city, are located on the raised curb areas near the exhibit spaces, but artist-vendors must provide their own extension cords. Packing materials and clutter must not be visible in the exhibit space from visitor/pedestrian viewpoint. Artist-vendors are reminded to ensure personnel safety by preventing hazards, such as protrusions of sharp objects in and around the exhibit space, broken glass, spilled liquids, etc.

10. Exhibit/Display Restrictions/Requirements:

- No alcoholic beverages and no smoking in exhibition areas as per State Law.
- No gas/propane heaters or canisters in exhibit space or surrounding area for safety reasons.
- Transactions and delivery of product are the responsibility of the registered artist.
- Must have valid State and City of Mesa tax licenses (suggest you have both available on site).
- Artists' wishing to bring their pets to the festival are strongly discouraged, as the pets may become a distraction to your purpose there. If they are to accompany you they must be leashed and/or in portable kennels at all times.

11. Standards:

- MACFest is committed to upholding high standards of artistic products and display. Artists must be present at their booths to sell their own work. Exceptions may be necessary from time to time (due to lunch or restroom breaks, illness etc.), but the *MACFest* is a “Made by Me” festival, and the public will expect to meet the artists. Only quality, original, handmade works of arts and crafts will be exhibited by the artists themselves (“*made by me*”). In general, this includes original work made substantially by hand, wherein the skill and technique of manipulating glass, metal, wood, fiber, clay, and other materials is primary to the artistic process. This includes paintings, drawings/sketches, sculptures, ceramics, jewelry, decorative metal, glass or woodwork, quilting, etc.

- Crafters of pre-packaged, non-perishable foods (e.g. salsas, condiments, jams/jellies, breads, canned olives, etc. that are not intended for consumption on site), health & hygiene items (soaps, lotions/potions, etc.), produced by the on-site craftsman, are encouraged to participate. Exhibitors of pre-packaged, prepared foods must be in possession of all required permits and/or licenses.
- Archival prints and copies can be exhibited, but a minimum of three original works by the exhibiting artist must be present within the exhibit space.
- These Standards will be monitored by a MACFest Committee, which reserves the right to refuse participation in the festival due to non-compliance with these standards.

12. Artist-vendor Tips:

- We recommend that your exhibit area reflect a visual appeal complimentary to your art and craft; inviting, clean, and free of debris.
- Consider the safety of others in display materials used at all times.
- Consider the appropriateness of exhibited material, since this is a family friendly event. Consider having the following:
 - Access to Business Cards and printed material
 - Artist Bio/Portfolio material for public viewing
 - Guest sign-in book
- Prepare for customer service; appropriate money exchange. Sell product with packaging/handling material.
- Place all food waste and wrappers in nearby trash dispensers.
- Ensure that your contact information is up-to-date by emailing info@macfestmesa.com with any changes.
- E-blasts are sent regularly to keep you informed of new developments and changes to our program.
- MACFest volunteers man the Information Booth on all event days from 8:00 am to 4:00 pm. They are there to answer your and the public's questions.
- MACFest website: <http://macfestmesa.com>.
- MAC Box Office phone: 480-644-6500. General information: boxoffice@mesaartscenter.com.
- To be added to the artist email distribution list: info@macfestmesa.com.
- Sales tax information is available at: <http://www.mesaaz.gov/salestax/>.
- MAC Box Office is located at the southwest corner of the Studios North building next to the exterior stair case and elevator. Hours: Mon-Fri 10 am-7 pm; Sat 10 am-5 pm; Sun 12 pm-4 pm.

W. PEPPER PLACE

