

# POLICIES & PROCEDURES

## Standards & Rules

- All work displayed in either craft or fine art must be original and handmade by the artist. 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 30% of the display, must be matted and displayed in portfolio type bins.
- An application is a commitment to participate. Refunds will be made according to specific guidelines found under Deposits & Refunds.
- Jewelry may only be shown if the artist has been accepted in the jewelry category.
- Booth sharing is not permitted.
- No sale signs are permitted. All signs must have a professional look. No hand written signs are permitted.
- Any willful violation or misrepresentation regarding the work as defined in our rules will result in forfeiture of space.
- All booths must be enclosed on three sides (except corners). Minimum height is 6 ft. This is a requirement. No exceptions.

## Images Submission

- 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 may be sent by postal mail on a CD or DVD as uncompressed JPEG's, 300 dpi at approximately 5 x 7.
- Zapp formatted images accepted.
- If you applied to an American Art Marketing show in 2009/2010, 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.

## Fees & Payment Schedule

**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.

- Application fee is non-refundable
- Deposit fee will be charged to your account or check deposited **only if you are accepted.**
- The balance of your booth fee must be paid by the due date in order to finalize your acceptance.  
**A \$40 late fee will be charged for all payments postmarked after due date.**
- A \$35 handling fee will be charged for all returned checks.

## Deposits & Refunds

- All cancellations must be made in writing.
- Application fees are non-refundable.
- Your \$100 deposit check secures your booth and is your commitment to exhibit. These deposits are not refundable.
- If you cancel in writing 120 days prior to the show, you will receive a refund equal to 60% of your total booth fee. Cancellations made thereafter and more than 60 days prior to the show will be granted a 30% refund. Within 60 days of the show there shall be no refund.

## Late Application

- Applications received after deadline will be considered subject to availability and charged a \$35 late application fee.

## 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)