

lakeview east CHICAGO, IL festival of the arts

SEPTEMBER 8 & 9, 2012
SATURDAY, 10 AM - 6 PM & SUNDAY, 10 AM - 5 PM

FESTIVAL FACTS:

Jury Fee: \$20 Booth Fee: \$400
Checks payable to: Lakeview East Chamber of Commerce

Prints allowed · Artists: 175 max.
Ribbon Awards: \$2,200 · Attendance: 40,000+

Event location:
Intersection of Broadway and Belmont
Chicago, IL 60567
(please do not mail anything to this address)

APPLICATION DEADLINE: MARCH 1

The Lakeview East Festival of the Arts is Chicago's premier fine art and fine craft festival showcasing over 175 juried artists. Lakeview is located on the north side of Chicago, near Wrigley Field, north Halsted and Lincoln Park in a very diverse, culturally rich community with unique boutique stores, cafes and restaurants.

The Lakeview East Chamber of Commerce has hosted this event for the past six years. More than 40,000 attendees are expected to attend this year's festival. The festival is set on Broadway Avenue just north of Belmont Avenue.

This festival has a strong marketing and media plan and hosts an annual artist reception. Other amenities include artist reserved parking, vendor fee permit waived, Saturday night Artist Party, and a full breakfast served Saturday and Sunday.

apply & sign

Full Name: _____

Address: _____

City: _____ State, Zip: _____

Cell: _____

E-mail: _____

Web: _____

Are you willing to demonstrate during the show? Yes No

I would prefer Friday set-up Saturday set-up

Medium: _____

IL Tax ID # or SS# (mandatory): _____

Emergency Contact Name/Phone: _____

1. I verify that I created and have the right to display all of the work I have applied to exhibit during the 2012 show(s) I have applied to.

2. I have read and agree to comply with all of the attached rules and regulations regarding participation in the 2012 show(s) if I am chosen to participate.

3. Applicant's release, assumption of risk, and agreement to indemnify. If I am chosen to participate in the 2012 show(s): (a) I, for myself and my personal representatives, executors, administrators, heirs, successors, and assigns, release and discharge EM Events LLC, City of Chicago, Lakeview East Chamber of Commerce, and each of their parent companies, subsidiaries, affiliates, directors, officers, trustees, officials, members, employees, volunteers, agents, attorneys, successors, and assigns, all referred to as "releases," from all liability for any injury, damages, death, property damage, or other loss based upon, arising out of, or in any way connected with my participation in the 2012 show(s), whether caused by any of the releases' negligence or any other acts or omissions; (b) I agree to indemnify each of the releases from any loss, liability, or damages which any of them may incur based upon, arising out of, or in any way connected with any of my acts or omissions that relate in any way to the 2012 show(s); (c) I assume full responsibility for the risk of any injury, damage, death, property damage, or other loss based upon, arising out of, or in any way connected with my participation in the 2012 show(s), whether caused by any of the releases negligence or any other acts or omissions; and (d) I agree that the preceding paragraphs 3 (a) through (c) are intended to be as broad and inclusive as permitted under Illinois law and that if any portion of any or all of those paragraphs is held invalid, the balance of them and this agreement will continue in full force and effect. I agree to assume the risk if the event is canceled for reasons such as weather, terrorism or other Acts of God beyond the control of EM Events LLC and their clients and if canceled the fee will not be refunded.

4. I have carefully read this application and agreement, including the release, assumption of risk, and indemnity paragraphs, know the contents, and sign this application.

Signature: _____ Date: _____

Jury Fee: \$20
Make checks payable to: Lakeview East Chamber of Commerce
Mail application & checks to:
EM Events llc, P.O. Box 4332, Naperville, IL 60567

show rules & information

ELIGIBILITY & ACCEPTED MEDIUMS

Participation is open to all fine art and fine craft. All work represented must be of an original concept executed and designed by the artist in attendance. Each art fair reserves the right to remove any and all works deemed not suitable at the time of the festival. It also reserves the right to select or invite other applicants in order to ensure balance of medium. In addition, each show, reserves the right to not accept an artist for jury. In the event of this happening, your jury fee shall be returned. Submitting this application implies on your part commitment to show rules.

The following mediums are to be included in each show: ceramics, drawing, fiber non-functional, fiber wearable, paper non-functional, furniture, glass, jewelry, acrylic, oil, watercolor, pastel, sculpture, wood, mixed media, collage, photography, and printmaking. Individual consideration of any media not listed will be given upon request. Please note if a show is considered a fine craft event, then minimal two dimensional work will be accepted.

No work which has been made with commercial kits, molds, patterns, plans or prefabricated pieces is allowed. Exhibitors may not sell promotional items such as t-shirts, postcards, or notecards. Reproductions are allowed in (1) one flip bin only and must be clearly labeled, "Reproduction." Reproductions are allowed in the following shows: Riverside, Art in Your Eye, Oswego, Northbrook, Cantigny, Lakeview East and West End. If hanging, reproductions must be framed and take up no more than 10% of booth. No card carousels are allowed, even for photography. Minimal, smaller note card items may be displayed on a table for shows that allow prints.

ONLY THOSE ARTISTS WHO HAVE BEEN JURIED IN JEWELRY MAY HAVE JEWELRY IN THEIR BOOTHS.

REPRODUCTIONS ARE NOT ALLOWED IN Geneva. If reproductions are found in your booth at the Geneva Fine Arts Fair, they will be confiscated. Please refer to each show's page for additional information on their print policy.

E - JURY (THIS IS THE ONLY ACCEPTED METHOD)

- Send four (4) images of work and one (1) image of booth display.
- All images should be in JPG format of approximately 1MB in size and no larger than 2MB each.
- Images less than 200k do not provide enough resolution to be juried effectively.
- E-mail files to the following address: e-jury@emevents.com
- Images submitted will receive e-mail reply notification of receipt.

It is the artist's responsibility to make sure EM Events receives images on time. EM Events **will not** follow up with a request for images if they have received your application but no images have been sent. If we receive your images but no application, you will not be juried. If you have not received notification that we received your images then it is your responsibility to follow up and make sure your application is complete.

It is helpful for us if your booth image is from an actual show. Fabricated booth images are strongly discouraged. If we feel that your booth image is not a true representation of your display you will not be juried.

Only one set of images is necessary to apply to multiple shows. Artists are strongly advised to send images of professional quality. Upon acceptance, any image submitted may be used by EM Events LLC for day of show jury purposes and possible publicity opportunity. Once an event has been juried, even if it is cancelled no jury fees will be refunded.

DISPLAY SPACE

The foot print of each display space is 10' x 10'. Each show will attempt to honor specific space requests; however, final booth location will be determined by the needs of each show. Booth location and number are subject to change and will be available one week before each event. Only one exhibitor per booth (except for galleries and Oswego Collaborative show) allowed unless work is collaborative. All areas will be patrolled both Friday and Saturday nights. **Most display spaces are free from obstruction. All spaces are easily accessible to patrons' traffic flow.** Larger display spaces are available for an additional fee.

TENTS AND WEIGHTS

All tents must be white and must be weighted properly. Please check with your tent manufacturer on proper weighting of your tent. If it is deemed by the committee that either your tent or weights are not suitable you will be first asked to correct the situation. If that is not possible then you will be asked to leave the show with no refund available. Milk jugs with sand or water, small bricks or other such items are not considered acceptable weights. We ask that you put as much thought and consideration into how your weights look and function with regards to your booth as you do with your artwork. If you have questions regarding your tent or weights please call or e-mail prior to each show.

ACCEPTANCE/NON-ACCEPTANCE NOTIFICATION

Acceptance or non-acceptance notification letters will be sent via e-mail one month after application deadline.

SLIDES/DISKS

We are no longer accepting slides or disks for jury purposes. There are many reputable commercial sites available for the processing of slides to digital images.

TAX ID/SOCIAL SECURITY NUMBER

It is **mandatory** on your application to either list an Illinois Tax ID number or social security number as most shows are required to submit this information before receiving permits for their events.

MINIMUM/MAXIMUM NUMBER OF ARTISTS

Maximum number of artists – each show will list a maximum number of artists allowed in attendance at its events.

Minimum number of artists – each show has a minimum number of artists needed in order to proceed with each event. If it is deemed the minimum number of artists has not been reached two months out from the start date of each event then the event will be cancelled and a full refund of booth fees paid to date will be issued. Start date is considered the Friday night before the weekend of each event.

show rules & information

CONTINUED...

PUBLICITY

Each event is promoted through featured newspaper articles, banners, print advertising, e-blast and whenever possible radio and magazine promotion. Free postcards will also be made available for your mailing list. Most shows also send an e-blast. All events have a strong marketing and media campaign.

AWARDS

Awards are offered at several but not all events. Ribbons awarded where excellence is determined regardless of media. Ribbon award winners selected by professional judge(s). Judges change each year. Award money for each show varies. Call for additional details.

ARTIST AMENITIES*

- Water, snacks, morning coffee and light breakfast
- Easy loading and unloading
- Flexible booth fee payment schedule
- Event marketing & publicity: web, social media, print, radio
- Purchase awards at some events
- Close artist parking
- Booth sitters
- Indoor restrooms for most shows (most with air conditioned break rooms)
- Festival programs with listing of artists attending
- Postcards
- In addition, several of the shows have an artists dinner Saturday
- Food, music, and art activities are at many of these events

(*at most events)

Credit Card payments are being accepted for the following shows: Cantigny, Geneva Fine Arts Fair & Lakeview East Festival of the Arts. Please call 630.536.8416 to charge by phone.

**Application deadline varies for each show.
Notification deadline is 1 month after application deadline.**



For additional information please contact:

Erin Melloy – 630.536.8416

emelloy@emevents.com or visit www.emevents.com

NOTE: Please refer to each show page as to whom to make check(s) out to.

Mail application and checks to:

EM Events llc, P.O. Box 4332, Naperville, IL 60567

DON'T FORGET!

- Application postmark deadlines vary. Please see each show page for deadlines.
- Notification of acceptance will be one month after jury deadline.
- Application fee (check payable to show which you are applying to).
- Booth fee (due upon acceptance).
- 5 images (4 of artwork, 1 of booth) e-mailed to ejury@emevents.com. E-jury is the only accepted method.
- Notification of acceptance or non acceptance letter will be emailed.
- Completed entry form, signed waiver, and application fee check(s).
- Please mail application and checks to: EM Events, llc P.O. Box 4332, Naperville, IL 60567
- **DO NOT** make any checks out to Erin Melloy or EM Events LLC.

Cancellation and Refunds

The following cancellation and refund policies are in place for each show:

- \$75.00 cancellation fee in effect immediately upon receipt of booth fee check.
- No refunds available 60 days prior to the start date of each event. Start date is considered the Friday night before the weekend of each event.

ALL REFUND REQUESTS MUST BE IN WRITING AND MAILED TO
EM EVENTS LLC, PO BOX 4332, NAPERVILLE, IL 60567
PRIOR TO 60 DAYS BEFORE START DATE OF EACH EVENT.
NO REQUEST FOR REFUNDS WILL BE ACCEPTED ANY OTHER WAY.