



November 2009

Dear Artists and Crafters:

I would like to invite you to share your art and crafts at The Flower Fields® with our many visitors. The Flower Fields® goal is to constantly strive to enhance art and craft appreciation through **ORIGINAL*** paintings, visual arts, sculpture, pottery, photography and mixed media. To reach this goal we invite you to participate in our Arts and Crafts shows on April 10th – 11th and 17th – 18th, 2010. We expect attendance of 8,000 at each of these weekends as it should be prime color at The Flower Fields®.

BOOTH DETAILS

The Flower Fields® will supply tent space of 10 x 10; however you must supply your own tables and chairs. If you do not have tables or chairs, they can be rented from Kathleen at Allies Party Rental (760) 591-4314. Exhibitors will be responsible for delivery, handling, set up and removal of their displays and materials. Each exhibitor will receive two free vendor passes for the event. Any additional helpers (above two people per day) will be required to purchase a ticket prior to entering The Flower Fields.

For your convenience, we will allow vendors to be set up early on Friday evenings, April 9th & April 16th. Overnight security will be provided both weekends.

APPLICATION

The event fee is \$200 per weekend, and applicants must send a slide or photo of their craft(s) with the application and the Fee. Approval of applications will be at the sole discretion of C.B. Ranch Enterprises (The Flower Fields®). For your protection, please submit slides in a plastic sleeve. Images will be returned to you upon final selection of event participants. You must also include your California Seller's Permit Number, issued by the California State Board of Equalization, on your application or it will not be accepted.

Due to the popularity of our Arts and Crafts Fairs, we are limited to the number of applicants we will be able to accept, and a waiting list will be established as necessary.

I hope you will consider this opportunity to join your fellow artists and crafters in working together to give our visitors the best art that Southern California has to offer! If you have any questions, please give me a call at (760) 930-9123 ext. 118.

Artfully yours,

Joni Miringoff

Special Events Coordinator

The Flower Fields®

2010 Exhibitor Information

Arts & Crafts Fair

To exhibit with the Arts & Crafts Fair:



1. All products or art must be created by you. Exhibitors may not represent products made by other artists.
2. Your work must be original.
3. Commercial products or services will not be accepted.
4. Kits or supplies may not be sold.

Selection Process

The Jury process is used to select all exhibitors. All applicants need to send photos or slides of their work. The Arts & Crafts fair jury committee will review the artists' work based on:



1. Originality and artistic design.
2. Quality of their work.
3. Use of raw materials vs. pre-purchased or embellished-only products.
4. One-of-a-kind versus mass-produced.
5. Demonstrating artists.

Quality Event



1. Juried for quality and originality.
2. Craft and art category limitations.
3. Delicious festival food and musical entertainment.

Booth Information



1. Tents will be supplied by The Flower Fields® size: 10' x 10'
2. Participants must sell from their designated space only
3. Exhibitors and must not infringe on walkways or neighboring booth spaces.
4. Overnight security will be provided on site during each event weekend.



The Flower Fields®
Art and Crafts Fairs
2010 Booth Application
April 10th - 11th and 17th - 18th



Company Name: _____ Name of Responsible Party: _____

Address: _____

City/State _____ Zip _____

Home Phone: _____ Business Phone: _____

Fax Number: _____ E-Mail Address: _____

California Resale Number: _____

Please describe in detail what you are selling: _____

Space Reservation Form:

April 10th - 11th: _____ **10 x 10 booth(s) x \$200.00** (per booth per weekend) = \$ _____

April 17th - 18th: _____ **10 x 10 booth(s) x \$200.00** (per booth per weekend) = \$ _____

Total Enclosed: \$ _____

Submit *with* Booth Application by February 1st, 2010:*

-  **Event Fees** (Check payable to "CB Ranch Enterprises")
-  **Slide or photo** of your **ORIGINAL*** art and of your booth.

APPLICATION SELECTION/ACCEPTANCE

Acceptance of your art/craft will be at the sole discretion of the Arts & Crafts Fair jury committee, and will be based on the criteria listed on the attached Exhibitor Information Sheet.

If your application is accepted, your check will be processed and a confirmation letter will be mailed to you, along with any photos/slides that you provided to us, by February 16th, 2010. Please note that **NO FEES WILL BE REFUNDED AFTER ACCEPTANCE OF YOUR APPLICATION.**

Please make Check or Money Order Payable To:

C.B. Ranch Enterprises
 5600 Avenida Encinas, Suite 100
 Carlsbad, CA 92008

Cash will not be accepted.