

Fairfax City  
Parks & Recreation

# 2020 Craft Shows Exhibitor Guidelines

Applications Due March 13, 2020



Fall *44th Annual*  
Festival



Holiday  
Craft Show  
*34th Annual*



Parks & Recreation



# Apply now for two of the most popular art & craft shows in the greater Metropolitan Washington, D.C. area!

PLEASE NOTE: All vendors that sell jewelry must select as their category listing "Jewelry" even if they also sell other items. The Multi-Media category is for those vendors whose products are a combination of categories (two or more) excluding the category Jewelry.

To participate, you must complete an application, any application received after the deadline will be waitlisted if all festival criteria are met. Please share the application with other art and craft vendors. Visit our website for answers to frequently asked questions: [www.fairfaxva.gov](http://www.fairfaxva.gov)

## Application Procedures & Timeline

### Two Ways to Apply:

#### Paper Application - For Craft and Food Vendors

1. After reading through this brochure, complete the enclosed application form in its entirety. Be sure to include a minimum of five (5) color photographs (no Polaroids) with images of your work and one (1) image of your booth display (booth display photograph required). Photos are required for new and returning vendors. Photographs will not be returned. Food/gourmet food vendors must indicate on application form a request for proposal (proposal will be submitted either at the same time or after application is received). These items, along with the application, and application fee of \$15 per show, are necessary before our panel of judges will consider you for acceptance. Applications must be received or postmarked by March 13, 2020. Any application received after the deadline will be waitlisted if all festival criteria are met. Application fee may be made by check, cashier's check, money order or by Visa, MasterCard, Discover or American Express.
2. Applications will be juried in April by our panel of judges. Notification as to acceptance in the shows will be sent in late May. The booth fee will be required within 30 days after notification of acceptance. Please DO NOT send booth fee until after acceptance into show. Indemnification forms will be sent out with acceptance letters.

#### Online Application - For Craft Vendors ONLY!

1. After reading through this brochure, log on to the Juried Art Services Website at [www.juriedartservices.com](http://www.juriedartservices.com). Once on the site, click on the Register Now button on the right hand side of the home page.
2. Complete the 3 easy steps of membership registration.
3. Create a portfolio, upload images of your artwork and apply to our events.

**NOTE:** Images must be between 1400 and 2000 pixels. Why you ask? The JAS site says that, "The reason for the 'between 1400 and 2000 pixels' (at the largest dimension) standard is to accommodate the shows' need to have 'print-ready' images for their show catalogs, etc. The JAS system also accepts 1920 x 1920. It is important to remember that you are not limited to any orientation on your images: they can be square, wide (landscape) or tall (portrait). Your images should reflect how your work is best portrayed."

4. If you have previously set-up a portfolio with Juried Art Services, you do not need to set up a new one in order to apply. Simply create a NEW APPLICATION within the existing portfolio.
5. Applications will be juried in April by our panel of judges. Notification as to acceptance in the shows will be sent in late May. The booth fee will be required within 30 days after notification of acceptance.

## Jury Process

- Jury selection criteria are based on quality, originality, uniqueness and popularity of items.
- Photographs must be of good quality and provide current close-up shots.
- All images must be labeled with vendor name if submitting a paper application.
- Polaroids are not acceptable.
- Only crafts in the categories juried may be sold at the show.
- Images should accurately represent the work that will be sold/displayed.

## Accepted Categories

(Categories have changed slightly from previous years)

Apparel, Baskets, Brewery/Winemaking (Fall Festival only), Business Expo, Children's Activities (Fall Festival only), Digital Art Dolls/Accessories, Fabric/Needlework, Floral, Food (Fall Festival only), Gourmet Food, Glass, Information (Fall Festival only), Jewelry, Miscellaneous, Multi-Media, Paintings/Drawings, Personal Care/Home Fragrance, Photography, Pottery/Clay/Ceramics, Soft-Sculpture, Wood.

### NOTE:

- "Food" consists of cooked food on premises. (Fall Festival Only)
- "Gourmet Food" consists of bake sale items, herbs, dressings, dips, honeys, nuts, etc. and requires a submitted proposal from the vendor.
- "Miscellaneous" are products that do not fit into other categories. "Multi-Media" are products that are a combination of categories—two or more (jewelry not included).
- "Jewelry" consists of ANY type of jewelry made from any medium. If any type of jewelry is sold it falls under the jewelry category.

## Eligibility Requirements

All work must be original, handcrafted art and craft items produced by the vendor (United States-based artists) and must be representative of items juried. Parks & Recreation reserves the right to request an inventory of items to be sold by vendor and to disallow any entry based on the guidelines and decisions of the Selection Committee. Requirements for food or gourmet food is dependent upon application submitted.

The following exhibits are not allowed in the shows:

- IMPORTED MERCHANDISE
- Copyright and/or trademark images, names and products may not be sold unless vendor has written permission "To Sell" by holder of copyright or trademark. Examples are "Disney", "Warner Brothers", "Precious Moments", professional and college sports teams.
- Kits & commercially manufactured merchandise.
- Affiliates of companies (Holiday Show only).
- Buy/Sell Items.
- Novelty sale items including inflatable toys.

## Logistical Information

- Canopies, tables or chairs **will not** be provided. It is highly recommended, though not required, that vendors bring canopies to the Fall Festival. Vendors must provide tie-downs, weights (such as sandbags), and any other sturdy equipment necessary to stabilize canopies, displays and artwork.
- Electricity available for the Holiday Show (designated areas).
- Vendors who participated in the shows the previous year can request the same space location for the upcoming year. We will try to accommodate, but cannot guarantee assignment of the same space.
- Photographs taken by staff of a vendor's display may be used in future programs or advertisements.

## Exhibitor Rules

- Only work in the style and medium stated on the application may be exhibited.
- Vendors are required to conduct all activities within their contracted space.
- Vendors may not switch, sublet or apportion spaces to other vendors or be affiliates of companies.
- Vendors must keep booths open during ENTIRE festival/show.
- Vendors are prohibited from using amplifying devices.

- Vendors may not use generators (exception for food vendors)
- Failure to comply with regulations will result in removal of work that is not compliant and vendor being prohibited from future participation in Fairfax City craft shows.
- If you are a city resident and your business is located in the Fairfax City, you must have a current business license. Contact the Commissioner of Revenue's office at (703) 385-7880.

## Exhibitor Set-up and Take-down

Set-up is scheduled to take place the morning of the events. Detailed times will be provided upon notification of acceptance. For the Fall Festival, vehicles will be able to drive up to the vendor space location. For the Holiday Craft Show, dollies are highly encouraged to transport items from vehicles to inside the school. Each exhibitor is responsible for his/her own booth set-up and take-down. Staff is not authorized to assist with set-up or take-down. Canopies, tables or chairs will not be provided. There is no setup the day before either the Fall Festival or Holiday Craft Show. For the Holiday Craft Show canopy frames are allowed without top cover.

## Exhibitor Insurance

It is strongly recommended that vendors carry their own insurance policy to cover their actions. The City is not responsible for loss or damage to exhibitors or vendors.

**NOTE:** By applying to exhibit at the Fall Festival and/or Holiday Craft Show, all exhibitors and their personnel waive any claim against, and agree to hold harmless the City of Fairfax and the Parks & Recreation Department, and their employees and volunteers, from any and all liability for damages or injury incurred during participation in the Fall Festival and/or Holiday Craft Show.

## State, County & City Regulations

Vendors must comply with:

- State of Virginia Tax Laws – (804) 367-8037 or [www.tax.virginia.gov/laws-rules-decisions](http://www.tax.virginia.gov/laws-rules-decisions)
- Fairfax County Health Department – (703) 246-2444 or [www.fairfaxcounty.gov/hd/food](http://www.fairfaxcounty.gov/hd/food)
- City of Fairfax Fire Marshal requirements – (703) 385-7830

## Exhibitor Cancellation

In the event of a cancellation by a vendor prior to August 7, 2020, a full refund of the participant fee paid will be made to the vendor. After August 7, the Parks & Recreation Department will retain all fees paid.

## All Groups Below Are Fall Festival Only

### Service Clubs & Organizations

#### Recognized Fairfax City Nonprofits

Recognized Fairfax City Nonprofit groups are eligible to participate (limited number of spaces available) with the following guidelines. Political groups are not civic organizations and therefore must pay full rates.

- Vendor Cost (non food): 1 free vendor space
- Fall Festival Food Vendor: 1 free vendor space, all additional spaces will be at a fee of \$80

#### Non-Fairfax City Nonprofits

- Certified nonprofits organizations located outside of the Fairfax City are eligible to participate at 50% of the cost of a vendor space fee.

### Fairfax City Businesses

Fall Festival: Only businesses physically located on the immediate festival route will be assigned an appropriate space within locality of their business at the festival—no fee for one (1) space. Businesses within the city but not along the festival route are eligible to participate. City businesses located inside the Fairfax City are provided one street space (10'x10') for a fee of \$250. Businesses will be responsible for tables, chairs and canopy.

### Non-Fairfax City Business Expo

Non-Fairfax City businesses are eligible to participate in the Fall Festival. At the Fall Festival businesses are provided one street space (10'x10') for a fee of \$500. Businesses will be responsible for tables, chairs and canopy.

### \*NEW\* Consultant Business Expo Spaces

Newly added in 2018 to Fall Festival only. Business Consultants (ex. Tupperware, Mary Kay, LuLaRose) are invited to participate in Fall Festival as a part of the business expo. No jewelry, or handbag consultants allowed, other stipulations may apply to applicants. Limited spaces available. Cost of space will be \$250 for a 10'x10' space. Businesses will be responsible for their own tables, chairs, and canopy

### Food Vendors

There are 3 types of food vendor categories to choose from when applying - Major Food Vendor, Minor Food Vendor, and Gourmet Food Vendor. Food vendors must complete both sides of application.

- 1) Major Food & Food Truck (Fall Festival ONLY): includes sale of items an individual would purchase for lunch or dinner.
- 2) Minor Food Vendors (Fall Festival ONLY): Snacks and desserts, such as ice cream, kettle corn, funnel cake, fruit drinks, etc.
- 3) Gourmet Food Vendor (Fall Festival & Holiday Craft Show) consists of a bake sale item, herbs, dressings, dips, honey, chocolate, nuts, etc.

### Fees

Application fee: \$15 per show (\$30 if applying to both shows)

#### Fall Festival—per space (all spaces are 10' x 10')

\$160	Crafter (non-food)
\$0	Recognized City of Fairfax Nonprofit (Additional Space \$80)
\$0	City of Fairfax Historic District Business
\$80	Non-City of Fairfax Certified Nonprofit organizations (Each additional space \$160)
\$250	NEW Consultant Business Expo
\$250	City of Fairfax Business Expo
\$500	Non-City of Fairfax Business Expo
\$160	Gourmet Food Vendor — fill out back of application.
\$160	Minor Food Vendor — fill out back of application.
\$300	Major Food Vendor — fill out back of application.

#### Holiday Craft Show—per space

\$195	Hallway (10'x6')
\$270	Gym (10'x10')
\$245	Aux Gym (10'x10') *NEW*
\$245	Cafeteria (11'x9')

Gourmet Food—On back side of application.

### Fee Payment

\$15 application fee (per show)

- A. If submitting a paper application photographs must accompany your application. You may pay by check, Visa, MasterCard, Discover, American Express, cashier's check or money order. Do not send cash. Make checks payable to: "City of Fairfax".

If accepted to a show and a credit card number was provided for payment of the application fee, the same credit card will be charged for payment of the booth fee. Credit cards will be charged immediately for the application fee of \$15 per show and the same card will be charged for the booth fee on acceptance date (May).

- B. If submitting an online application, application fee(s) are payable through the Juried Art Services registration process (Visa, MasterCard, Discover, American Express accepted) If accepted to the shows, the booth fee will be required within 30 days after notification of acceptance directly to Fairfax City.

Fairfax City Parks & Recreation  
Attn: Special Events  
10455 Armstrong Street, Fairfax, VA 22030

### Application/Postmark Deadline: March 13, 2020

Applicants will be notified of jury results in late May.

Questions? Contact Serrita Farnsworth at (703) 385-1710, [Serrita.Farnsworth@fairfaxva.gov](mailto:Serrita.Farnsworth@fairfaxva.gov)

Visit our web site for answers to frequently asked questions: [www.fairfaxva.gov](http://www.fairfaxva.gov).

# Fairfax City 2020 Craft Shows Application Form

OFFICE USE ONLY	Application Fee Paid	Booth Fee Paid	
REC# _____	<input type="checkbox"/> FF	<input type="checkbox"/> FF	<input type="checkbox"/> Put in Access
Date Received _____	<input type="checkbox"/> HCS	<input type="checkbox"/> HCS	<input type="checkbox"/> Indem Received

Use this form to apply for either or both of the shows. Application must be postmarked by March 13, 2020 (any application received after the deadline will be waitlisted if all festival criteria are met). The same photos may be used for both shows. No Polaroids or slides are accepted. Please fill out completely and comply with all requests (including application fee) or the application will not be considered. Application fee does not guarantee admittance. Do not send booth fees with application, booth fee(s) are to be sent after notification of acceptance.

**MAIL APPLICATION & APPLICATION FEE ONLY TO :** Fairfax City Parks & Recreation Dept., Attn: Special Events, 10455 Armstrong Street, Fairfax, VA 22030

Contact Name \_\_\_\_\_ Business Name \_\_\_\_\_  
Business name as it is to appear in public information – Maximum 36 characters, including punctuation, capitalization and spaces

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Telephone (Best contact number) \_\_\_\_\_

Website \_\_\_\_\_ Email address \_\_\_\_\_

**FALL FESTIVAL** October 10, 2020 • Old Town Fairfax 

Check all that apply All spaces are 10' x 10'

\$15 Application Fee

Crafter - \$160. Number of spaces \_\_\_\_\_

Food/Gourmet Food – *Fill out back of application*

Fairfax City Historic District Business - 1 free space  
*(Each additional space \$80). Number of spaces \_\_\_\_\_*

Recognized Fairfax City Non-Profit Groups - 1 free space  
*(Each additional space \$80). Number of spaces \_\_\_\_\_*

Certified Non-Fairfax City Non-Profit Groups - \$80  
*(Each additional space \$160). Number of spaces \_\_\_\_\_*

City Business Expo - \$250. Number of spaces \_\_\_\_\_

Non-City Business Expo - \$500. Number of spaces \_\_\_\_\_

Consultant Business Expo - \$250. Number of spaces \_\_\_\_\_

Request same space as previous year (if available). Space # \_\_\_\_\_

**HOLIDAY CRAFT SHOW** November 21–22, 2020 

Fairfax High School • 3501 Rebel Run, Fairfax VA

Check all that apply

\$15 Application Fee

Hallway 10' x 6' - \$195

Gym 10' x 10' - \$270  
*(spaces have electricity)*

Aux Gym 10' x 10' - \$245  
*(spaces have electricity)*

Cafeteria 11' x 9' - \$245  
*(spaces have electricity)*

Food/Gourmet Food –  
*Fill out back of application*

Request a double space  
*(if available)*

Request same space as  
previous year (if available)  
Space # \_\_\_\_\_

\_\_\_\_ Number of vendor parking  
passes needed

Please note that this is a request for a specific area, it is not guaranteed that you will be placed in this area if accepted.

**CATEGORY LISTING (CIRCLE ONE ONLY)**

- |                                                 |                                                  |                                        |                                                       |                                                |
|-------------------------------------------------|--------------------------------------------------|----------------------------------------|-------------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Apparel                | <input type="checkbox"/> Children's Activities * | <input type="checkbox"/> Food *        | <input type="checkbox"/> Miscellaneous                | <input type="checkbox"/> Pottery/Clay/Ceramics |
| <input type="checkbox"/> Baskets                | <input type="checkbox"/> Digital Art             | <input type="checkbox"/> Gourmet Food  | <input type="checkbox"/> Multi - Media                | <input type="checkbox"/> Soft- Sculpture       |
| <input type="checkbox"/> Brewery/Wine Making *  | <input type="checkbox"/> Dolls & Accessories     | <input type="checkbox"/> Glass         | <input type="checkbox"/> Painting/Drawing             | <input type="checkbox"/> Wood                  |
| <input type="checkbox"/> City Business Expo     | <input type="checkbox"/> Fabric/Needlework       | <input type="checkbox"/> Information * | <input type="checkbox"/> Personal Care/Home Fragrance |                                                |
| <input type="checkbox"/> Non-City Business Expo | <input type="checkbox"/> Floral                  | <input type="checkbox"/> Jewelry       | <input type="checkbox"/> Photography                  | <b>* Fall Festival Only</b>                    |

List the items shown in submitted photos (Food vendors—list food and prices, send photos of stand or trailer only). Descriptions will be used by the selection committee to evaluate your photos, so please write clearly, include media used in composition of craft and only send 1 photo of your display, and a minimum of 5 close-up photos (you may submit additional written information for assisting the selection committee in evaluation) Photos must be sent by both new and returning vendors. Photos will not be returned. Feel free to attach sheet.

1. \_\_\_\_\_ 4. \_\_\_\_\_

2. \_\_\_\_\_ 5. \_\_\_\_\_

3. \_\_\_\_\_ 6. \_\_\_\_\_

**WAIVER:** I have read all regulations and information pertaining to participation in the FALL FESTIVAL and HOLIDAY CRAFT SHOW and hereby waive any claim against, and agree to hold harmless Fairfax City and the Parks & Recreation Department, their employees and volunteers, from any and all liability for damages or injury incurred during participation in the FALL FESTIVAL or HOLIDAY CRAFT SHOW.

Signature \_\_\_\_\_ Date \_\_\_\_\_

This application will not be processed unless the disclaimer is signed, application fee sent and a minimum of six (6) required photos are enclosed.

**APPLICATION FEE** \$15.00 per show (\$30 for both shows) must be enclosed with this application and will be processed immediately. Do not send booth fee(s) until after an acceptance letter is received.

If accepted into the event(s), I authorize the use of my credit card (if supplied below) for payment of booth fee(s).

Check/Money Order # \_\_\_\_\_ Make checks payable to "City of Fairfax"

Credit Card:  Discover (Novus)  American Express  Master-card  Visa

Credit Card# \_\_\_\_\_ CV Code \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**QUESTIONS?** Please contact Serrita Farnsworth at serrita.farnsworth@fairfaxva.gov or 703-385-1710

## 2020 Food Vendor Application (Fall Festival Only)

**Guidelines:** Each vendor or organization interested in selling any food, beverages, snacks or dessert, must submit this completed application. Applicants must adhere to licensing and guidelines from City of Fairfax Commissioner or the Revenue, Fairfax County Health Department and City of Fairfax Code Enforcement.

### Major/Minor Food Vendor and Food Trucks:

Accepted vendors will be located in one of two food lots: Sager Avenue or University Drive. Vendors or organizations interested in selling any food or drink items at the festival must submit an application. No electricity is available. Sound insulated generators can be used, but must be provided by the vendor. If your generator is too loud or does not meet Code Administration safety requirements, it will be disconnected. *An industrial series model, in which the engine is housed, such as a Honda EB2500, is an example of a accepted generator.*

Please submit the fully completed criteria below to be considered for a vendor space at Fall Festival:

### Application Deadline: March 13, 2020.

Concession Categories:

- 1) Major Food & Food Truck - \$300 each, includes sale of items an individual would purchase for lunch or dinner.
- 2) Minor Food Vendors - \$160 each, includes snacks and desserts (such as ice cream, kettle corn, funnel cake, fruit drinks, etc.)

Space Sizes:

- 1) Tented Food Vendors - 10ft x 12ft space
- 2) Food Trucks - 18ft x 20ft (Any truck over 20ft must purchase 2 spaces)

**Please complete the front side of the application along with the following:**

- 1) Type of Vendor (circle):  
Major Food Vendor \$300  
Minor Food Vendor - \$160
- 2) Number of Spaces Requested \_\_\_\_\_
- 3) Size of Trailer/Truck/Stand \_\_\_\_\_  
(If you are over 20ft you must purchase 2 spaces)
- 4) Will you take Staff Coupons at the Fall Festival (circle) YES NO  
You will be reimbursed by the City about one month after coupons are received.
- 5) Provide a list of type of food, drink, snack, desserts, and or novelty items that will be sold, and the price or each item.
- 6) Provide 4 photos of your tent or trailer
- 7) Please provide 2 references if you have not been a part of the Fall Festival within the last 3 years.

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## 2020 Gourmet Food Vendor Application

**Guidelines:** Each vendor interested in selling any gourmet food or drink item at the Fall Festival or Holiday Craft Show must submit a completed application. Applicants must adhere to Fairfax County Health Department Guidelines.

“Gourmet Food” consists of a bake sale item, herbs, dressings, dips, honey, nuts, etc.

The show committee will select a variety of items and will limit the vendors selling the same items.

### Application Deadline: March 13, 2020

Please complete the front side of the application along with the following:

#### Fall Festival - October 10, 2020

- 1) Space size 10ft x 10ft - \$160 per space (no electricity available and no generators allowed)  
Number of spaces \_\_\_\_\_
- 2) Submit 6 photos of your items.
- 3) Attach list of items for sale, along with prices.
- 4) Send completed application, list of items, and \$15 application fee before deadline on March 13, 2020

#### Holiday Craft Show - November 21 - 22, 2020

- 1) Select space size on front of application - spaces sizes and price vary per area. Electricity available in certain areas.
- 2) Submit 6 photos of your items.
- 3) Attach list of items for sale, along with prices.
- 4) Send completed application, list of items, and \$15 application fee before deadline on March 13, 2020

# Two of the most popular art & craft shows in the greater Metropolitan Washington, D.C. area!

Fall  
Festival



Holiday  
Craft Show



## 44<sup>th</sup> Annual Fall Festival

October 10, 2020

10:00AM – 5:00PM

Historic Downtown Fairfax

### Benefits

- Fall Festival, a one-day outdoor event, includes over 500 vendors and has a public attendance of 25,000 shoppers.
- Juried event, showcasing only the very best artisans.
- Event is free to the public.
- Online registration for crafter's convenience.
- Event web site provides up-to-date information with a listing of vendors.
- Additional event advertising includes oversize signage at city highway entrances, ads on the back of public transportation buses, in local and national newspapers, on cable television and local radio stations, and on social media.

## 34<sup>th</sup> Annual Holiday Craft Show

November 21, 2020 10:00AM – 5:00PM

November 22, 2020 10:00AM – 3:00PM

Fairfax High School • 3501 Rebel Run, Fairfax, VA 22030

### Benefits

- Holiday Craft Show, a two-day indoor event, includes over 200 vendors and attracts 5,000 holiday shoppers.
- Juried event, showcasing only the very best artisans.
- Online registration for crafter's convenience.
- Event web site provides up-to-date information with a listing of vendors.
- Additional event advertising includes oversize signage at city highway entrances, ads on the back of public transportation buses, in local and national newspapers, on cable television and local radio stations and on social media.
- Vendor Lunch Delivery

Vist us online at our official website [www.Fairfaxva.gov](http://www.Fairfaxva.gov) and Facebook page  
“Fairfax City Parks and Recreation”