



BURKE CENTRE CONSERVANCY
ANNUAL FESTIVAL

6060 Burke Centre Parkway
Burke, VA 22015-3702

● Phone: (703) 978-2928

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February 2010

Dear Artist/Crafter:

Burke Centre's 33rd Annual Festival celebration will be held on September 11-12, 2010. A high interest level has continued into this year's planning process with numerous requests for vendor spaces pouring in already.

The Burke Centre Festival is one of the most recognized events of its kind in the Northern Virginia area. The continuing success of our festival is largely due to the arts and crafts show, which continues to be a focal point. Each year efforts are made to enhance the experience of our exhibitors. Some of the benefits available to exhibitors include:

- An exhibitor liaison program that offers roving volunteers all weekend; there specifically to help serve your needs during the festival.
- A shopper incentive program which drives business to the arts and crafts show area, and encourages shoppers to buy.
- Free breakfast and coffee for all exhibitors on both days
- Large, 12' x 12' booth spaces
- Security – overnight on Friday and Saturday; daytime grounds patrols on Saturday and Sunday
- Increased publicity efforts to include web site promotion for any accepted exhibitors who provide photos and written background statements electronically. A VENDOR NEWS section has been added to our Festival page as well, which was designed to enhance communication with our artist and crafter vendors.

Additional features include a free shuttle bus service, portable restrooms with water and sinks, nationally recognized performers, visually dynamic amusement rides, children's activities, wine tasting, festival foods and a true sense of community.

Specific space requests can not be accommodated, however, approximately sixteen corner/end spaces are available for an extra charge of only \$25. Corner/end spaces are limited and will be granted on a first-come, first-served basis. Note that the \$25 corner/end booth fee will be applied in addition to the regular booth fee. (See attached application for rates.) If the end spaces are sold out when your application is received, the \$25 fee will be refunded.

Please remember that exhibitors are expected to participate during both days of the show. The festival is held outdoors and is a rain or shine event. Due to strict insurance and liability requirements, there is no access available inside Conservancy buildings. Portable restrooms with working sinks will be available on site at a variety of locations.

We look forward to seeing and working with you this year! You are encouraged to apply soon to benefit from the early and long-term festival publicity we will generate for this year's show. If you have any questions, please do not hesitate to contact us at the Burke Centre Conservancy office, (703) 978-2928.

Sincerely,

The 2010 Festival Team



ARTIST/CRAFTER EXHIBITOR APPLICATION SEPTEMBER 11 & 12, 2010

Please return this form, photos of merchandise and set-up, and application fee to the Burke Centre Conservancy, 6060 Burke Centre Parkway, Burke, VA 22015-3702. Attn: Festival Staff. **Due by July 1, 2010.** Please print legibly or type in text below. Thank you!

Applicant/Point of Contact: _____

Business Name (if applicable): _____

Mailing Address: _____

Web Site Address: _____ **Handicap Needs (list if applicable):** _____

Home Phone: _____ **Business Phone:** _____ **E-mail:** _____

Type of Art/Craft and list specific items to be sold (brief description):

Please check all that apply: \$125 Non-Resident: 1st space \$75 Burke Centre Resident: 1st space
 \$100 Non-Resident: 2nd space \$75 Burke Centre Resident: 2nd space
 \$25 Corner/End Space Requested

PUBLICITY RELEASE: Your signature below authorizes the release of information about your business, including pictures and contacts, to local media representatives upon their request. This type of information is typically used for feature write-ups in local newspapers and web site publicity. **OPT-OUT:** Please initial here if you **DO NOT** allow this information to be released: []

SHOPPER INCENTIVE PROGRAM: Please initial here [] to participate in this free program, designed to bring buyers to your booth. Once a buyer makes a purchase at your booth, he/she becomes eligible for inclusion in numerous festival drawings that are done throughout each day. An informational packet and drawing tickets will be provided to interested exhibitors with the acceptance packages.

If you would like to partner with the Conservancy by donating one of your exhibit's items for a Shopper Incentive or Volunteer drawing, please describe item you wish to donate and approximate dollar value of item(s) _____. Thank you!

If you wish to apply by mail and pay by credit card, please complete this section:

VISA **or** MASTERCARD (please check one) **TOTAL AMT CHARGED:** \$ _____

CARD NO: _____ EXPIRATION: ____/____ CVV # _____

PRINT CARD HOLDER'S NAME: _____ PHONE: _____

*BILLING ADDRESS: _____

What is a CVV number? It is the security code found on the back side of your credit card following your account number. The CVV number is typically represented by the last three numbers shown. *The billing Address must match the exact address where the card is billed.

Signature *(approves above info including credit card pmt if applicable)*

Date

***** (FOR OFFICE USE ONLY) *****

Date Received: _____
Amt Paid: \$ _____
Receipt #: _____

Approved: _____
Disapproved: _____
Refund Date: _____

Space Assignment

2010 ARTIST/CRAFTER EXHIBITOR GUIDELINES

DATES:	Saturday & Sunday, September 11 & 12, 2010	OUTDOORS -- RAIN OR SHINE
HOURS:	Saturday: 10:00 AM - 5:00 PM	Sunday: 11:00 AM - 5:00 PM
FEES:	\$125 Non-Resident: 1st space	\$75 BC Resident: 1st space
	\$100 Non-Resident: 2nd space	\$75 BC Resident: 2 nd space
	\$25 Corner / End Space (<i>while spaces last – 1st come, 1st served</i>)	
DEADLINE:	July 1, 2010	INQUIRIES: Festival Staff – (703) 978-2928

The artist/crafter exhibitor guidelines have been established in an effort to promote fairness among all festival exhibitors. The festival staff will do its best to ensure these guidelines are followed during the festival weekend. In the unlikely event an exhibitor is found to be operating outside of these guidelines, the staff will ask the vendor to correct the issue. If this effort is unsuccessful, the exhibitor will then have to leave the premises.

- 1. All items must be HAND-CRAFTED, ORIGINAL WORK. Imports, kits or items from kits may NOT be exhibited or sold. NO NEW ITEMS may be INTRODUCED OR DISPLAYED after application is accepted.** Only the items listed and pictured with the application may be displayed or sold from the booth.
2. Other businesses may not be advertised from your booth.
3. Pets may not be kept in or around booth spaces.
4. Exhibitors must be present for both days of the festival. Please plan accordingly. Booth spaces are 12' x 12' which allows sufficient room for tents/canopies. Exhibitors that show up for only one day or leave early for any reason, including inclement weather, will not be invited to participate in the following year.
5. All exhibitors must provide their own power, tables, chairs and canopies as needed. Electricity is not available on site. If using a generator, it must be rated as "Low-Noise" or "Noise-Free".
6. Crafter/artist exhibitor spaces are located on a grassy area. Please note that in most case these spaces are **not** on level ground. **Specific space requests can not be honored**, unless an end or corner space has been purchased and confirmed.
7. **Access to RESTROOMS in Conservancy buildings is NOT allowed** due to insurance-liability requirements. There are no exceptions to this policy. **PORTABLE RESTROOMS** with working sinks will be provided for the weekend.
8. Overnight security will patrol the grounds on both Friday & Saturday evenings. Daytime security patrols will also be on site during both days of the show. If you choose to leave your exhibit/display on the Festival grounds overnight, all merchandise must be secured. The Burke Centre Conservancy is not responsible for any lost or stolen items or merchandise.
9. Detailed instructions, space assignments, site & entrance maps, etc. will be sent out to all accepted applicants before the festival weekend. A refund check will be issued for applications that are not accepted. **Photos submitted with applications may NOT be returned.**
10. No refunds will be made once an application has been accepted.

APPLICATION INSTRUCTIONS: Please fill out the application form completely as applicable.

1. Enclose with your application at least *four color* photographs of your work. At least one of the photographs must be of your display. Please write your name on the back of each photograph.
3. Make checks for the application fee(s) payable to the BURKE CENTRE CONSERVANCY. All checks are deposited upon receipt.
4. No application will be considered without photos and fee.
5. Send applications to: The Burke Centre Conservancy, 6060 Burke Centre Parkway, Burke, VA 22015-3702, Attn: FESTIVAL STAFF. E-mail to: lauren@burkecentre.org.