



January 20 to April 3, 2011



produced by Thunderbird Artists

Thunderbird Artists proudly presents the 7th Annual Arizona Fine Art EXPO. The Arizona Fine Art EXPO is located at the southwest corner of Jomax and Scottsdale Roads (at the traffic light). The EXPO is nestled in the most affluent and upscale area of North Scottsdale only 5 miles south of Carefree and 5 miles north of the Loop 101.

The application fee includes many opportunities over ten weeks such as; rented working space, gallery backdrop presentation, art exhibit in studio, art sales, paid staff assistance, extensive advertising campaign, artist's personal site on our website (www.arizonafineartexpo.com), additional exposure on the popular Thunderbird Artists website (www.thunderbirdartists.com), patron interaction, camaraderie with fellow artists and patron contacts. Unless other arrangements are agreed upon in advance, artists are expected to be present a minimum of five to six days a week, including Fridays, Saturdays and Sundays or have a representative in their absence. A limited number of outdoor working cabanas are available for welding, clay & raku firing, patina finishing, glass fusing, etc. on a first come, first serve basis.

Print your name as you want it printed in the program guide.

First Name _____

Last Name _____

Company Name _____

Street Address _____

City/Province _____

State _____ Zip _____ Country _____

Studio Phone (____) _____

Cell Phone (____) _____

Home Phone (____) _____

E-mail Address _____

Website _____

Arizona Fine Art EXPO Marketing Fee
DISPLAY: Two 12' long x 8' high walls (floor=150 sq ft)
FE: \$2,500 + 20% commission collected by EXPO
OPTIONAL: \$500 for Working Cabana: 10' X 10'
Working cabanas are in addition to studio fee.
 Send deposit of \$600 (per studio) or full payment. No jurying without (this) application, both checks & slides/disc.

Checklist to Apply

- ___ Completed and signed (this) application form.
- ___ Four (4) color slides or disc of recent artwork.
- ___ (1) photo of booth presentation.
- ___ \$30 jury fee - non-refundable (separate check)
- ___ Marketing fee check or deposit (see box above)
- ___ Prospectus

Checks payable: *Arizona Fine Art EXPO*
 15648 N. Eagles Nest Dr., Fountain Hills, AZ 85268
www.ArizonaFineArtEXPO.com
Extended Deadline: September 1, 2010
 Notification: Sept 10 / No refunds: Nov 14, 2010

Circle only one medium

- | | | | |
|------------------------|--------------|--------------|------------------|
| Oil Paintings | Etchings | Bronzes | Fiber Sculptures |
| Acrylic Paintings | Paper | Wood | Baskets |
| Watercolor Paintings | Scratchboard | Stone | Ceramic/Clay |
| Mixed Media Paintings* | Batiks | Metal/Copper | Jewelry |
| Mixed Media Sculpture* | Glass | Gourd | Other _____ |

List primary mediums used: _____

Subject Matter: _____

Price range of work: \$ _____ to \$ _____ Monumental or lite-sized sculptures? Yes _____ No _____

Interested in magazine co-op advertising? Yes _____ No _____ Direct mail co-op? Yes _____ No _____

-over-

Requirements

1. 75% of artwork must be originals permitting *only* 25% limited edition prints or giclee's.
2. Reproductions of more than 350 in a print series are unacceptable.
3. *Arizona Fine Art EXPO* will collect a 20% commission on all gross sales.
4. *Arizona Fine Art EXPO* expects the artist to be present throughout the majority of the event or have a representative in their absence.

FACT: Artists that are present all the time have far better sales throughout the show.

I plan to work in my studio: Days per week _____ Hours per day _____ I will have a representative in my absence? Yes _____ No _____ Do you send out to a mailing to your collectors? Yes _____ No _____

<u>Circle Below</u>	<u>Space(s)</u>	<u>Deposit-June 20</u>	<u>MO Pymts July 20 thru Oct 20</u>	<u>Final Pymt Nov 14</u>
A – Single (\$2,500)	One 24'w x 8'h	\$600	\$375	\$400
B – Double (\$5,000)	Two 24w' x 8'h	\$1200	\$750	\$800
C – Triple (\$7,500)	Three 24' x 8'h (or wrap equal floor space)	\$1800	\$1125	\$1200
	<u>OUTDOOR CABANAS (\$500)</u>	<u>10'x10'</u>	<u>\$50</u>	<u>\$75</u>

SCULPTURE GARDEN: If you would like one or more of your larger sculptures to be considered for the entrance area or sculpture garden, you must jury each piece separately. If interested, submit a slide for each piece to be juried, along with a note clearly explaining which pieces should be considered. There is no additional charge to jury for the sculpture garden/entrance.

ARTISTS' MARKETPLACE: If you want to put smaller items in the Marketplace, it is important that everything is juried prior to the show opening. Upon acceptance you will receive additional information. Once again, there is no jury charged to jury for the Marketplace.

RELEASE

The undersigned does hereby discharge, release and hold harmless, Arizona Fine Art EXPO, Inc., Thunderbird Artists, Inc., their staff, all sponsoring organizations, the City of Phoenix, State Land Trust and their staff from any and all manner of action, suits, damages, or claims whatsoever arising from any loss or damages or claims, to the person or property of the undersigned and/or persons who are assisting, while in possession or under the supervision of Arizona Fine Art EXPO. I hereby consent to the enforcement of all rules and guidelines. Furthermore, the undersigned artist hereby certifies that all displayed work is hand prepared and created by him or herself. This contract is non-cancelable and non-transferable after the refund date. Thunderbird Artists, on behalf of the Arizona Fine Art EXPO, has my permission to reproduce my artwork that I have submitted for the purpose of advertising and marketing the EXPO. Thunderbird Artists also has my permission to publish photographs or videos taken of me, my booth and my artwork during the show for purposes related to the promotion of the EXPO, past or future. Arizona Fine Art EXPO reserves the right to disqualify any exhibitor for failure to comply with our rules and regulations. Arizona Fine Art EXPO reserves the right to make final interpretation of all rules. I understand that the Arizona Fine Art EXPO will collect a 20% commission

on all sales. I also understand that the final marketing payment is to be paid in full and due by November 14, 2010 and that there will be no refunds after November 14, 2010.

Signature _____ Print Name _____ Date _____