

2011 Howell Melon Festival

The Howell Melon Festival, held in Downtown Howell since 1960, is a great family-friendly Howell tradition, celebrating the famed delicious cantaloupe grown only in Howell. Hosted by the Howell Downtown Development Authority since 2009, the event has grown to its former glory by renewed partnerships with numerous community organizations. Many new and traditional attractions are featured, including classic train rides, boat cruises, midway carnival, Michigan micro-brew tent, patented Melon Ice Cream, live entertainment, and much more.

The 2011 Howell Melon Festival is excited to introduce the *Fine Arts and Wares Show!*

Go to www.howellmelonfestival.com for more information.

(Recent slumped glass panel installation in Downtown Howell, by glass artist Jessica Tokman)



Howell Main Street/DDA
Howell Melon Festival Committee
122 State Street, Howell, MI 48843
www.HowellMelonFestival.com
(517) 545-4240 ext. 3

2011



Fine Arts & Wares Show



Saturday, August 20
Set up starts at 6 a.m.
Hours: 9 a.m. to 9:00 p.m.
Sunday, August 21
Hours: 9 a.m. to 5 p.m.
www.HowellMelonFestival.com
(517) 545-4240 ext. 3

HowellMelonFestival.com

2011 General Information

Dates & Hours.

Saturday, August 20, from 9 a.m. to 9 p.m. and

Sunday, August 21, from 9 a.m. to 5 p.m.

Booth Space. Each booth space is 12' x 12'. There is a \$200 fee per booth space, \$350 for two booth spaces. The fee is due with the application. The Howell Melon Festival will have minimum 62 booth spaces available for exhibitors. A limited number of spaces with electricity are available on a first come, first serve basis. The charge for electricity hook up is \$50.

Security. Overnight security is provided on Saturday, August 20.

Eligibility. Open to all craftspersons, but work must be handmade and non-mass production or imported. Any craftsperson determined by staff to be engaged in "buy-sell" will be asked to leave immediately without a refund.

Sales Tax. All exhibitors are responsible for collecting and reporting proper Michigan Sales tax.

Exhibitor Review. To exhibit in the Howell Melon Festival Fine Arts and Wares show, each craftsperson must submit three (3) quality photos or jpeg images on a CD featuring work to be exhibited and sold. Disks should be labeled with the artist's name and medium. If you would like this submitted CD returned, please provide a self-addressed, stamped mailer.

Public Admission. Open to the public at no charge.

Artist Check In and Information Center. The Howell Melon Festival Fine Arts and Wares show will host an Artist Check in and Information Center located at 118 W. Clinton Street where artists must check in, receive their booth packet and booth number (which must be displayed at all times during the event); and visitors can receive lists of the exhibitors, their location and any other event information.

Prizes. First Place: \$100, Second Place: \$50, Third Place: \$25, plus two Honorable Mention Award Ribbons to be awarded.

Refunds. Each entry must include a \$25 non-refundable Jury Fee for each category submitted. Your check should be made out to: Howell DDA, and will be cashed when received. Absolutely no refunds will be made due to cancellation of the event due to weather or other circumstances beyond our control.



Deadline for Application Return: May 1, 2011

Name: _____

Business Name: _____

Address: _____

City/State/Zip: _____

Primary Contact Phone Number: _____

Email: _____

Website: _____

Media Category (circle one only):

Fiber Glass Pottery Jewelry Mixed Media Painting

Wood Photography Metal

Image Submission: To exhibit in the Howell Melon Festival Fine Arts and Wares show, each craftsperson must submit 3 quality photos or jpeg images on a CD featuring work to be exhibited and sold and a photograph of your booth presentation. Disks should be labeled with the artist's name and medium. If you would like this submitted CD returned, please provide a self-addressed, stamped mailer.

Jury Fee: Twenty Five (\$25) Dollars per entry, payable to Howell DDA. This is a non-refundable fee.

Entry Fee: \$200 per 12' x 12' booth space, \$350 for two booth spaces. Electricity available on a first come, first serve basis for Fifty (\$50) dollars. Checks payable to Howell DDA.

By signing below, I hereby release and discharge the City of Howell, Howell Downtown Development Authority (DDA), Howell Melon Festival, and its sponsoring organizations, employees and volunteers from any and all liability for loss, injury or damage connected with the participation in the 2011 Howell Melon Festival. The Howell Melon Festival reserves the right to accept or reject any application. An accepted application is considered a commitment to the Howell Melon Festival Fine Arts and Wares Show. I understand that no refunds will be granted after acceptance is received. I hereby confirm that the work entered, exhibited, and sold are created by myself and that my business is located within the USA. Further, I understand that failure to comply with the rules can result in expulsion from the show. I have read, understand and agree to abide by the rules & regulations included in this application.

Signature of Applicant: _____

Date: _____



Image Submission Procedures:

Digital Images (Jpeg format):

Please submit 3 Images of your artwork on CD or DVD as high quality JPEG's (300 dpi Min). Digital Images must be an accurate representation of your artwork and not manipulated in any way. File names must include your last name and the corresponding image number from the list below:

Image #1: Title: _____

Materials/
Process: _____

Size: _____ Date: _____

Retail Price: _____

Image #2: Title: _____

Materials/
Process: _____

Size: _____ Date: _____

Retail Price: _____

Image #3: Title: _____

Materials/
Process: _____

Size: _____ Date: _____

Retail Price: _____

Exhibition Standards: All work that is exhibited must be of original design and handcrafted by the craftsperson. No "buy-sell", imported items, reproductions (including, but not limited to offset reproductions, resin castings, injection molded plastics and commercially printed photographs), face painting, weapons or anything that is unsafe, toxic or "hawking" will be allowed. Any commercially produced parts used in all works must play a subordinate role and may not be sold separately.

Exhibitors Rules: All exhibitors at the Howell Melon Festival Fine Arts and Wares Show must remain open during the published hours of the show. Absolutely no tear downs before 5 p.m. on Sunday, August 21st. Exhibitors are asked to have their booth space packed and moved away on Sunday, August 21 by 7:00 p.m. Exhibitors must provide a covered, professional artist tent, easy-up tent, or comparable to cover their booth area, to be located in the area designated. All materials must be contained within your 12' x 12' booth space. No debris may be left on the streets. Absolutely no drinking of alcoholic beverages or pets are allowed in the Howell Melon Festival Fine Arts and Wares area. There will be a \$35 charge for returned checks. Re-submission of payment must be made by money order or a certified check with the \$35 charge included.

Exhibitors who violate the exhibition rules will not be allowed to participate in next year's event.