

The Eureka Springs Artists Registry & Stiel Direct LLC Presents  
**2nd Annual Pinnacle Hills Promenade Art Festival**  
**September 5 – 7, 2008 \* Rogers, Arkansas**  
[www.pinnaclehills.info](http://www.pinnaclehills.info)

## Artist/Exhibitor Application

No more than 200 fine art/fine craft artists will be selected to participate in the Second Annual Pinnacle Hills Promenade Art Festival to be held September 5 – 7, 2008 at the Pinnacle Hills Promenade in Northwest Arkansas.

### **About the Venue**

The Pinnacle Hills Promenade is an upscale 980,000 square foot open-air center that opened in Fall 2006. Retailers include a 155,000 square foot Dillard's and upscale specialty shops including Coach, Williams-Sonoma, and many others. Featured restaurants include P.F. Chang's China Bistro, Fish City Grill, Granite City Modern American Grill, and Mimi's Café. Visit [www.pinnaclehills.info](http://www.pinnaclehills.info) for directions and more information about the event and the venue.

### **Festival Public Hours:**

- Friday, September 5, 2008: 10am to 9pm
- Saturday, September 6, 2008: 10am to 9pm
- Sunday, September 7, 2008: 12 noon to 6pm

### **Trade Area Profile:**

- Current Population: 711,200 (Includes Central & Northwest Arkansas, and portions of Oklahoma and Missouri)
- Current Median Age: 35
- Current Average Household Income: \$51,107

### **Attendance:**

- Over 40,000 affluent consumers attended the 2007 Pinnacle Hills Art Festival. 2008 is expected to bring over 60,000 affluent shoppers and collectors interested in original, high quality fine art and fine craft.
- Dates coincide with the LPGA Golf Tournament being held at the adjacent Pinnacle Hills Country Club. Affluent, sophisticated golfers and spectators from across the USA and the world attend LPGA events, many who will be drawn to the pleasant diversions of the Art Festival's shopping and dining choices.

### **Marketing & Promotions:**

Extensive local, regional, and national event advertising, promotions and marketing will reach and gain attendance among local and regional art buyers and enthusiasts:

- Advertising – including regional newspapers, regional consumer & trade magazines/publications across NWA and surrounding areas; In-mall signage and advertising up to four months prior to the event
- Extensive regional and national media and public relations coverage
- Festival Postcards mailed to collectors and other lists
- Festival Posters distributed to merchants, museums, and galleries across Northwest Arkansas
- Festival Invitations sent to comprehensive lists of artists and collectors
- Festival website ([www.pinnaclehills.info](http://www.pinnaclehills.info)) and online event listings

### **Amenities:**

The Festival provides artists/exhibitors with:

- Prime, busy pedestrian-friendly exhibit areas set among the upscale shops and restaurants of the venue
  - Secured, vehicle-free exhibits along Tower Avenue and Park Place (see map herein)
- 24-hour traffic control and security beginning with set-up times through teardown
- Modern, upscale public facilities such as indoor food pavilion with plentiful seating, inside restrooms, ample free parking for visitors and artists' vehicles and trailers, wi-fi Internet access and much more
- Basic 10 amp/110 volt Electrical Service to each exhibit space for lighting and illumination is provided
- Additional updates & information such as directions, accommodations and other pertinent information will be made available on the festival web site at [www.pinnaclehills.info](http://www.pinnaclehills.info) and at [www.eurekaspringsartists.com](http://www.eurekaspringsartists.com)

## Artist/Exhibitor Rules and Regulations

1. All work must be produced by the artist and must be for sale
2. Exhibit spaces are pre-assigned at the discretion of the promoters. Exhibitors may not sublet their space.
3. Accommodations are the responsibility of the exhibitor. You may NOT "camp" in the parking lot or stay in your exhibitor booth overnight.
4. **Artists and exhibitors must park in designated free Exhibitor Parking areas.** No artist/exhibitor parking is allowed in public parking areas.
5. Only exhibitors who have been accepted in the jewelry category may display and sell jewelry
6. Exhibitors must provide their own display and canopy tent and sidewalls.
7. Usage of an approved exhibitor canopy tent is required
  - ALL tents must be a professional exhibitor tents, and weighted adequately on each corner. Note: Display surface is asphalt and/or concrete. Sidewalls are recommended for inclement weather.
8. The Festival will go on rain or shine. Exhibitors should make arrangements for wind or rain, as this is an open-air venue. No refunds due to weather.
9. Exhibits must be open and staffed during all public hours of the event
10. Artist must be present at their exhibit throughout the event (except for short breaks)
11. All sales are to be handled by the artist/exhibitors
12. **SALES TAXES:**
  - Artists/Exhibitors will be responsible for collecting and paying any and all applicable city, county and state sales taxes. State of Arkansas form ST 370 is included in your exhibitor kit and at [www.pinnaclehills.com](http://www.pinnaclehills.com) or the State of Arkansas. (Artists/Exhibitors will be responsible for mailing in the form after the event.) **Note: The current combined city, county, and state sales tax rate to be collected is 9%.**
13. **CHECK-IN, SET-UP, TEARDOWN:**
  - Check-in begins at 6 pm Thursday September 4th located at the intersection of Tower Ave. & Park Pl.
  - Set-up begins at 9 pm Thursday, September 4th.
  - A valid driver's license and/or photo ID will be required at check-in.
  - **Large trucks and vehicles with low ground clearance may be restricted** on the festival grounds due to "speed bumps" that could damage vehicles and/or the property
  - Set-up must be completed no later than 9:00 am, Friday, September 5th
  - All exhibits must be ready to open to the public at 10 am, Friday, September 5th
  - Teardown of exhibits begins no sooner than 6:30 pm on Sunday, September 7th
14. No animals except guide dogs for the hearing and visually impaired, will be permitted in the exhibition area
15. All rules of the festival will be strictly enforced. Failure to comply may result in exhibitor's permanent removal from future events.

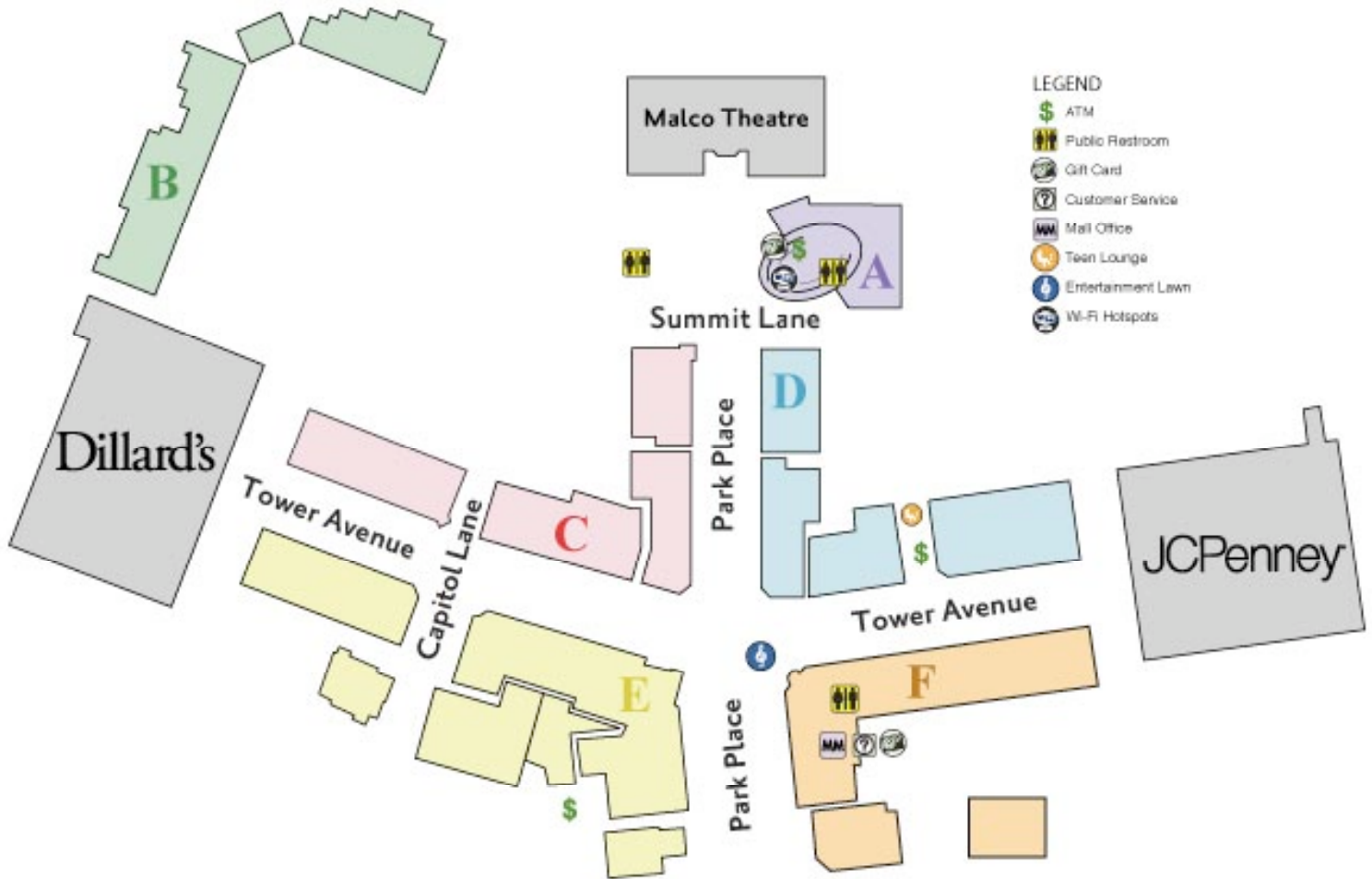
## Artist Application Requirements/Fees/Deadlines

1. AN ARTISTS STATEMENT MUST ACCOMPANY EACH APPLICATION
2. All applications must include 1 photograph of the booth and 4 images representing work that will be offered for sale at the event
3. Deadline for applications is August 1, 2008
4. Application Fee is \$25
  - Applications will be accepted on-line at [www.eurekaspringsartists.com](http://www.eurekaspringsartists.com) or may be mailed to Eureka Springs Artists Registry, 12012 Hwy 187, Eureka Springs, AR 72631
  - Mailed applications must include a self addressed stamped envelope, artist name, mailing address, artist statement, category, and required slide images
5. Artist Fees
  - All fees due by August 1, 2008
    - 10' X10' booth fee:
      - Eureka Springs Artists Registry members: \$200
        - Visit [www.eurekaspringsartists.com](http://www.eurekaspringsartists.com) to join the registry
      - Non-members: \$250
    - Double booth (10' X 20') = booth fee x 2 (\$400/\$500)
    - Corner booth = booth fee + \$50
6. Application and booth fees are non-refundable. There is a \$30 processing fee for all returned checks.

## Jurying

1. All Jurying will be completed before August 5.
2. Final notification will be posted on August 7.
3. Jurors will be selected by the Promoters and may include celebrities, sponsors, and artists notable in their respective fields
4. Juror's scores are predicated on creativity, originality, design, technique and presentation
5. Applicants score is based on his/her images which should show an exact presentation of the artists' work
6. The decision of the jurors is final

### Pinnacle Hills Promenade Art Festival Venue Map



#### Important Festival Hours:

##### **Artist/Exhibitor Check-in:**

- Thursday, September 4th: 6 pm until Midnight  
Located at intersection of Park Place & Tower Avenue (near Starbucks)

##### **Set-up:**

- Thursday, September 4, 2008: 9 pm until Midnight
- Friday, September 5, 2008: 6 am to 9 am

##### **Festival Hours (open to the public):**

- Friday, September 5, 2008: 10 am to 9 pm
- Saturday, September 6, 2008: 10 am to 9 pm
- Sunday, September 7, 2008: 12 noon to 6 pm

##### **Teardown:**

- Sunday, September 7, 2008: 6:30 pm until Midnight

Pinnacle Hills Promenade Art Festival  
 Artist Application  
 Friday, September 5th - Sunday, September 7th 2008  
 Rogers, Arkansas  
[www.pinnaclehills.info](http://www.pinnaclehills.info)

Please read all Festival Rules and Requirements carefully before submitting your application.

First Name:			
Last Name:			
Street Address:			
City:	State:	Zip:	
Phone:	Email:		
Medium:			
Artist Statement:			

**Please Attach:**

1. One Photograph of your proposed Exhibit Booth
2. A minimum of four (4) images representing work that will be offered for sale at the event.
3. Non-Refundable Application Fee - \$25

Applications will be accepted on-line at [www.eurekaspringsartists.com](http://www.eurekaspringsartists.com) or may be mailed\* to:  
 Eureka Springs Artists Registry  
 Attn: Pinnacle Hills Art Festival  
 12012 Hwy 187  
 Eureka Springs, AR 72631

\* Mailed applications must include a self addressed stamped envelope, artist name, address, artist statement, category, and required slide images.

**Deadline for applications is August 1, 2008**

**ACKNOWLEDGMENT OF RECEIPT OF VENDOR RULES AND REGULATIONS:** A signed copy of this Information, Rules and Regulations for Vendors must be returned to The Pinnacle Hills Promenade Art Festival along with your application, acknowledging you have read said form, and agree to abide by all items therein. Failure to return a signed copy of this Information, Rules and Regulations for Artists and Exhibitors will result in your application being denied.

**BY MY SIGNATURE BELOW, I ACKNOWLEDGE RECEIPT OF PINNACLE HILLS PROMENADE ART FESTIVAL RULES AND REGULATIONS FOR ARTISTS/EXHIBITORS AND I AGREE TO ABIDE BY ALL RULES AND REGULATIONS.**

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_