



WELLS STREET ART FESTIVAL

Date: Saturday & Sunday, June 10-11, 2017

Time: Saturday: 10:00 a.m. to 10:00 p.m.; Sunday: 10:00a.m. to 9:00p.m.

Attendance: 70,000

Location: On Wells St. between North Ave & Division, Chicago

Beneficiary: Old Town Merchants & Residents Association

Target: 70,000 upscale, educated A25-54 at one of Chicago's largest and most prestigious fine arts events. Urban/suburban singles and homeowners.

Overview:

Iconic. Trailblazing. Inspirational. And bursting with creativity. The early summer street extravaganza that is the Wells Street Art Festival returns for its 43rd year to the eponymous strip of Wells Street between North Avenue and Division in Chicago's historic Old Town neighborhood.

An eclectic mix of juried art. The tasty cuisine of neighborhood restaurants. A breezy music stage lineup. And activities for kids and families are just a few of many highlights of this post-Memorial Day celebration of art in nearly a dozen mediums that features the eye-catching handiwork of more than 200 creative individuals from Chicago, the Midwest and beyond.

Festival proceeds benefit the Old Town Merchants & Residents Association.

Components:

- Over 200 juried fine art exhibitors.
- Large kids' area.
- Unique foods from local restaurants.
- Music stage.

Your application will NOT be processed without the following information:

- ☐ Completed festival application
- ☐ Payment for space and rentals fees

Still have questions? Please email exhibitors@chicagoevents.com or call 773-584-6633.

WELLS STREET ART FAIR 2017 RULES & REGULATIONS

1. Contract Cancellation: Chicago Special Events Management (hereinafter "SEM") reserves the right to cancel a contract at any time for the good of the festival, by its sole discretion or by the direction of the Old Town Merchants & Residents Association (AKA "Committee"). Any cancellations by management will be refunded if ALL rules and regulations have been followed. Cancellation or suspension due to lack of proper city licensing or failure to meet or maintain guidelines will not be eligible for refunds.
2. Account Holds: SEM and the Old Town Merchants & Residents Association are not responsible for denial of a license by the City of Chicago (and State of Illinois Liquor Control Commission – for Alcohol Vendors only) due to any holds placed on business accounts or any individuals associated with or acting on-behalf of your business. Each participant is responsible for resolving ALL standing license holds prior to submitting their application. If there is a hold, SEM will be contacted by the City and/or State with holds on accounts. It is essential that you call each government agency regardless of your assumed standing prior to the event, to make sure your license or business is clear of any outstanding issues.
 - a. City of Chicago Department of Business Affairs & Consumer Protection Agency: 312-744-6060.
 - b. State of Illinois Liquor Control Commission (Alcohol Vendors): 312-793-3380.
3. Exclusivity: We do not provide guaranteed exclusivity to any participant/exhibitor. All food vendors will be permitted to sell ONLY 4 food items. These items will be approved by the committee. Also, all signs will need to be uniformed. An example will be sent directly after this application is processed.
4. Water: Running water is not provided on site. You must supply your own fresh water.
5. Electricity: No small portable generators or car batteries are permitted within your booth. All electricity on site, if paid for, is portable and provided by a third-party supplier. Any service disruptions and/or blackouts from electricity provided by SEM will not result in a rebate or refund.
6. Music: This event STRICTLY prohibits the playing of recorded or live music in your booth.
7. Laws: Drilling in the street is not permitted to secure your tent or equipment. Violators will be subject to a \$500 city fine and space cancellation at the event. You are directly responsible for city violations and fines.
8. Set-up and Tear-down: Each participant is responsible for setup, take down and clean-up of his/her booth space. Vehicles are allowed on the street only for setup prior to the event and tear down once the festival closes. You will be notified when it is safe to bring your vehicle on the street. Unless otherwise noted, parking is not provided to any participant but is available for an additional fee if arranged prior to the event. Load-in/set-up times will be provided to you by email one week prior to the event. You must remove your vehicle immediately after unloading your merchandise. You are allotted 2 hours from closing time of the event to vacate your booth space after the event.
9. No Show Policy: Participants who have not checked-in and/or called the Festival Emergency Number (provided prior to event) by 8:00 AM Saturday, June 10th will be considered a "no-show." No Show participants/artist will NOT be eligible for refunds and assigned booth space will be forfeited to a wait-list participant.
10. Trash Disposal: Each space must be left clean throughout the event and each night. Trash receptacles and bags will not be provided, this is your responsibility. Trash (in bags) will be picked up from booths.
11. Indemnification: The Old Town Merchants & Residents Association, Chicago Special Events Management, its employees, festival service providers, or any participating sponsors will NOT be responsible for any injury, loss, or damage that may occur to the participant (artist or restaurant), any of the participant's employees or any property prior to, during or after the period covered by the participation exhibitor contract. This signed contract states that you agree to the terms and indemnify all parties working and producing the event from any liability or claim.
12. Booth Space: Each artist or restaurant must use only the space that they are granted. Only a three-foot entry way is permitted. Sidewalks must be left unobstructed at all times. It is strictly prohibited to store items on the sidewalk across or adjacent to your booth. We reserve the right to relocate a participating artist/restaurant when necessary even after a space has been assigned – based upon approval of the festival committee.
13. Third Party Vendors: You cannot resell or lease any space to a 3rd party to participate in the event in your booth.
14. Event Hours: All artist and restaurants must remain open during festival hours.
15. Each participating bar will be charged a service fee from the beer distributor to cover on-site cost. This fee will be added on to your beer usage fee for product used on site and collected at the end of each day. The forecasted charges are approximately \$175.00 per booth location.

Failure to comply with any rules and regulations will result in on-site ejection and the loss of future participation in the event. By signing this application, I certify that I understand and will follow the rules and regulations and accept all the terms of this agreement.

Application Deadline: April 19, 2017



EXHIBITOR APPLICATION

Member Merchant/Not-For-Profit Application

EXHIBITOR TYPE

- 10x10 Space: \$430

**Includes: Application fee, Booth space, City of Chicago Itinerant permit fee, Security fee.*

NOTE: Late registration fee of \$500 incurred for applications received after April 19, 2017.

CONTACT INFORMATION

CONTACT NAME

BUSINESS NAME

HOME ADDRESS

CITY

STATE

ZIP CODE

BUSINESS ADDRESS

CITY

STATE

ZIP CODE

HOME PHONE

BUSINESS PHONE

FAX

ON-SITE CONTACT PHONE

EMAIL

WEBSITE

FEIN/SSN/IL BUSINESS TAX#

BOOTH REQUEST

List any booth or special requests. No request is guaranteed.

ITEMS BEING SOLD

Please provide a detailed list of items being sold at your booth.

ELECTRICITY ☐ yes (additional \$175) ☐ no

Please list ALL appliances, including lighting, which will require a power source at the event. If the voltage and amps for each appliance are incorrectly listed, you run the risk of not having ample electricity to power your needs.

Voltage = the current: 110/120v – house current; 220v – freezers, pizza ovens; 480v – heavy equipment.

Amps (traditionally found on back of appliance near cord): 15 amps – normal household appliances; 20 amps – heat lamps, electric cookers; 40 amps – deep fryer, refrigeration. For complex needs, please email photo of plug to exhibitors@chicagoevents.com.

Appliance Type	Quantity	Voltage	Amps

RENTAL EQUIPMENT

Check all that apply.

Equipment Available	Quantity Requested	Total Cost (paid by vendor)
10'x10' tent (\$250)		\$
10'x20' tent (\$375)		\$
Tent Sides (\$30/10' side)		\$
Tent Lights (\$75)		\$
8-foot table (\$50 each)		\$
Chair (\$25 each)		\$
10-foot counter (\$20)		\$
Sign Poles (\$25/set)		\$
Total Rental Fee		\$

FEE CALCULATOR

Fee	Amount
Booth Fee (reference first page of application)	\$
Rental Equipment Fee (above)	\$
Electricity Fee (above)	\$
Late Registration Fee (add \$500 after 4/19/17)	\$
TOTAL AMOUNT DUE:	

PAYMENT OPTIONS

All payments will be processed regardless of your status of acceptance into the festival. Submission of an application does NOT automatically guarantee acceptance into the festival. All credit card payments are subject to a \$3.95 fee plus 2.95% of total.

CREDIT CARD TYPE	NAME ON CARD
CREDIT CARD #	EXP. DATE
	CSV CODE

If paying by cash, check or money order, submit in person or mail to: Special Events Management, 2221, W. 43rd Street, Chicago, IL 60609. Do not send cash in the mail.

SIGNATURE: I understand and agree with all the terms of the 2017 Wells Street Art Festival.