

LIVERMORE VALLEY arts



ArtWalk
LIVERMORE

General Information

ArtWalk Livermore 2022

Saturday, October 8

11am - 5 pm

Early bird registration ends July 31

Final Registration deadline is August 31

LivermoreArts.org

Welcome to ArtWalk 2022!

Artists will be centralized in Downtown locations: the Bankhead Plaza and Bankhead Theater frontage, Stockman's Park, Lizzie Fountain, and McLeod Street between First and Second. Established studios, galleries and businesses that regularly display art in the downtown area can sign on.

Booths: See registration form for fees. We will provide space for 10x10 booths. Some of them will be appropriate to doubling to a 10x20, and some will be premium sites at a higher price due to their prime high-traffic location. Space is first-come first-served, so sign up early. Choose your space from maps attached, but please have some patience with on-going changes that I am waiting to hear about from the City. Payment of the fee will be online. Additional event and set-up information will be sent in your Welcome Letter. Artists may share booth space if they so desire at no extra charge from ArtWalk. Sales of art sold the day-of must be tracked.

Tabletop Displays: We have a limited amount of tabletop displays appropriate for sculpture, pottery, jewelry, fine art crafts, etc. Space is allotted for a standard folding table up to a maximum of 8' and two chairs. No display panels or pop up shades are allowed for tabletop displays. Everything must fit on the table. Nothing can be displayed off the table (such as a large easel on the ground). We reserve the right to limit the amount and types of jewelry and crafts, so please sign up early.

Nudes: Nudes are permitted at ArtWalk. Pornography cannot be exhibited.

Photographs for Promotion!: Please send photos of your work and/or displays of your work for promotional purposes for Artwalk 2022. PLEASE NAME ALL DIGITAL PHOTO FILES IN THE FOLLOWING FORMAT: Name of Booth Reservation_Your Name_Title of ArtWork. (Ex: JoeSmith_AnnSmith_RedTreesInPencil.) Forward photos to Anne Giancola, agiancola@lvpac.org. Images should be at least 700 pixels long on their longest side and have a resolution of at least 72 pixels per inch and be in a jpeg format.

Commission to benefit the Bothwell Arts Center and ArtWalk: ArtWalk artists pay a 20% commission on sales and are provided with a simple receipt book for tracking. Participants are required to record all sales and return receipt copies and commission payment, if applicable, at the end of the event. More details will be in the Welcome Letter upon receipt of your paid registration.

Display Panels for Hanging ArtWork: NUMBERS ARE LIMITED; if you need panels we suggest that you sign up as early as possible.

Postcards: You may pick up a stack of postcards to distribute from Bothwell Arts Center, 2466 8th St, Livermore or Way Up Art & Frame at 2nd & M Streets in Livermore. The pickup date will be announced in the Welcome Letter—Generally we have them there and ready for pick up 4 weeks before the event.

E-mails: E-mail addresses are important to help us distribute information and keep costs low. Please check your e-mail during ArtWalk season.

Groups & Clubs: In the interests of simplifying the event, groups may share a booth without registering individually.

Sales Tax, Licenses and Permits: You can obtain a California Sales Tax License through the Board of Equalization at [http:// www.boe.ca.gov/info/reg.htm](http://www.boe.ca.gov/info/reg.htm) or obtain a temporary sales license for the date of ArtWalk and up to 30 days afterwards, when many sales may happen. The temporary license takes the least amount of time in processing. We do not collect the Sales Tax for you. Also, the City of Livermore requires that those selling goods within the city limits obtain appropriate business license permits, however, you will be exhibiting under a blanket ArtWalk business license which we acquire so you will be covered for the City requirement. If you do have your own, we suggest you still bring your copy.

Media Releases: If you wish to be included in press materials, please forward a sharp, clean photo of your artwork or of you working on your art (often favored by media) to agiancola@lvpac.org. We send releases to the media, however, please note that publication is at their discretion. We often have media asking for photographs beginning as early as July. An early response is suggested. Social media can be a great and inexpensive marketing tool. Help promote ArtWalk by sharing on Facebook, Instagram and other social media that you use. **Like us on Facebook! Bothwell Arts Center.**

Late Registrations: We may have some limited space available to latecomers. It does cost us extra time during the precious last month before the event, so we have to charge extra for it.

We rely on volunteers, sponsors and in-kind donations. If you or someone you know would enjoy helping with this event, please let us know. Thank you!



ArtWalk 2021 Artist Registration Form

Reserving Artist Information: Name _____

Booth Name for Map Listing (if Different from Artist Name): _____

Address _____ City _____ State _____ Zip _____

Phone(s) _____ E-mail Address (important) _____

Emergency Contact and Phone _____

Booth Space Request. See MAPS(10x10 space- you supply canopy, tables, chairs, display equipment). Please list your top 4 preferences, making sure to include the location and the booth number, i.e., #1 Location: Bankhead Booth No.: X. Please make sure to include the "P" if it is a premium site and remember to add in the additional fee below. For a double booth space (10x20), please list both booth numbers on the same line. Table Display (You supply up to 8' table and chairs. We suggest an umbrella, but no display stands or canopy). Please list your top 4 preferences, making sure to include the location and the booth number, i.e., #1 Location: Bankhead, Table Letter: X. Call Bothwell at 925-447-2787 for help on location preferences.

#1 Location: _____ Booth No.: _____ #3 Location: _____ Booth No.: _____

#2 Location: _____ Booth No.: _____ #4 Location: _____ Booth No.: _____

Artwork: Primary Medium & Description of Work (this helps us with the website, media releases, posters, etc.)

Display Panels: We have a limited amount of display panels, so we suggest that you reserve as early as possible. We generally cannot supply booths with more than 3 to 4 panels each. \$10 for first panel and \$5 for additional panels. You will need to carry the panels from our drop-off point to your booth space. We will have limited assistance available. Do you Request to Rent our Display Panels? YES NO

How many would you like, if available? _____ (Panels are not allowed at Table Displays.)

Postcards, Posters will be available. We would appreciate your help is distributing them to your networks!

Booth Listings for Website and Maps:

I will be exhibiting in my booth by myself.

Artist(s) exhibiting in my booth will be: _____

Permissions and Agreements: I agree to pay a 20% commission on all ArtWalk sales of the day from my booth or table to Livermore Valley Arts. I understand that artists are responsible for insuring their own works. The Bothwell Arts Center, Livermore Valley Arts, ArtWalk Livermore, its sponsors, volunteers or assigns, and participating businesses may not be held liable for damages to works or loss, damage or injuries incurred as a result of participating in ArtWalk. I am responsible for collecting and paying California Sales Tax and complying with City and State Laws regarding sales and licensing for my booth. I understand that no booth changes, artist listings or refunds due to cancellation can be made after August 31, 2022.

Dated: _____ Signed: _____

Fees and Payments:

Early Bird **Booth** (postmarked by 7/31): \$ 90 Regular Registration, through 8/31: \$ 110

Early Bird Premium Booth Space (postmarked by 7/31): \$135 Premium Registration, through 8/31: \$170

Early Bird **Table** Space (postmarked by 7/31): \$75 Table registration, through 8/31: \$95

Display Panel Fee (optional): \$10 first panel, additional panels \$5

Maximum of 4 panels based on availability per booth, first registered, first served. We will return your panel fee if not available.

PAYMENT WILL BE ONLINE AT LivermoreArts.org

<https://livermoreperformingarts.secure.force.com/ticket/#/events/a0S1Q00000FPpSnUAL>



L I V E R M O R E V A L L E Y
_____ *a r t s* _____

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