



Dear Kentucky Proud producer,

On March 30, 2012, Indiana Artisan will host its second Marketplace and, using the Kentucky Crafted model, that Friday will be an invitation-only trade day. On Saturday and Sunday, March 31 and April 1, the public will be invited.

The Kentucky Proud staff has helped Indiana Artisan with its Marketplace plan, and to show our appreciation we again are inviting juried Kentucky Proud food producers to participate. Last year, nearly 20 Kentucky Proud artisans joined us, and the first-year event saw all of us grossing a combined \$450,000. This year, the Marketplace will again be at the Exposition Hall at the Indiana State Fairgrounds, and we anticipate more than 200 food and visual artists participating. The event will feature only Indiana Artisans and Kentucky Crafted and Kentucky Proud artisans. The hall will be designed like *Kentucky Crafted The Market*, with "alleys" for storage between the rows of 10X10' booth spaces.

The three-day booth registration is \$300, and a form is attached. You are pre-qualified because your work is part of Kentucky Proud. Registrations for the Indiana Artisan Marketplace will be accepted on a first-come, first-served basis within several categories of product to maintain balance. The registration deadline is February 1. The only reason your application would not be accepted is because it arrived after the maximum Kentucky participants, in balanced products, were selected. Your booth fee only will be deposited once you are accepted into the Marketplace. And, so you know, we have negotiated for reduced-price hotel rooms during the event.

More than 4,000 retailers within a 150-mile radius of Indianapolis already have been invited to the Friday trade day. That includes all of Indiana, as well as parts of the Cincinnati and Dayton areas, Louisville, and part of the Chicago area. The list targets groceries, boutique and health food stores; gift stores/shops; and others more germane to the art side of the event. More than \$40,000 will go into promotion and media buys. We launched our annual event so that in 30 years it's a solid complement, and compliment, to *Kentucky Crafted The Market*.

The Indiana Artisan Marketplace theme for 2012 is again ***Create, Cultivate, Celebrate***. An all-artisan committee planned the event based upon last year's success and what we like about the best shows in the country, and what we want to avoid. This is an event by and for artisans. And we hope you will join us. We invite you to discover more about Indiana Artisan by visiting our web site at www.IndianaArtisan.org.

Several years ago I juried pottery into Indiana Artisan. I, and the entire committee, are looking forward to this event; and I am looking forward to your participation and partnership as a broader arts community, one that crosses state lines, continues to develop.

Best regards,

Peg Neal

Chair, 2012 Indiana Artisan Marketplace

MARKETPLACE RULES

1. Individual booth assignments are made to create an appealing mix of media and take into consideration the character of the work to be exhibited. Indiana Artisan does not guarantee requested booth placements and/or specific configuration.
2. Indiana Artisan reserves the right to change booth assignments and/or event configuration at any time.
3. All booth placements and event design are at the sole discretion of Indiana Artisan - locations are NOT interchangeable and are for one artist and their collaborating partner only. **Booths may not be shared.**
4. **Exhibitors must be present with their work for the entire event, March 30, 31 and April 1.** The event hours are: Friday: noon to 5 p.m.; Saturday: 10:00 am to 6:00 p.m. and Sunday: 10:00 a.m. to 5:00 p.m. All booths must be set up and ready for business by 11 a.m. on Friday.
5. Photo ID is required at check-in.
6. Each exhibitor will be provided with booth signage, listing name and booth number.
7. A floor covering is required for the entire 10X10' booth space. Booth carpeting, electricity and WIFI are available, at additional cost from A-Classic and ERMCO. These companies will send you information on their offerings, which are optional to you, once you register.
8. Except for reasonable breaks, all booths are to be staffed and "open for business" when the event is open to the public.
9. Displays must be professional and aesthetically pleasing. Ribbons from previous shows will not be displayed. All exhibitor spaces must be left clean after packing up on Sunday night.
10. All work exhibited must be original and handcrafted by the artist. Limited use of manufactured items will be allowed (giclées, lithographs, serigraphs, monoprints, etc.).***
11. Booth size is 10X10'. All work/display must fit within this space. Each exhibitor also will have a 3' x 10' enclosed storage space behind the booth.
12. All inventory, boxes, artwork, etc, must be contained in the designated areas behind your booth space or as provided by the event organizers. **This material cannot be visible.**
13. Exhibitors are responsible for their own property, computers, credit card equipment, etc.
14. Exhibitors are responsible for their own insurance and protection of artwork and display. Indiana Artisan will not be responsible for damaged artwork or display.

NOT PERMITTED

1. artwork not made by hand by the applicant artist(s);
2. artwork made in a production studio (defined by the organizers of the Marketplace as an operation comprised of individuals other than the applicant artist[s] who are paid to design, fabricate, assemble and/or finish the artwork in question);
3. buy-and-sell items or imported artworks;
4. kits designed to produce an object or artwork assembled from commercially distributed kits or patterns;
5. art constructed (in significant part or wholly) from commercially distributed parts or molds;
6. images or designs for which the artist does not own the copyright or has not obtained permission from the copyright owner;
7. art that will be sold at the Marketplace by anyone other than the applicant artist(s);
8. photocopied or laser-printed note cards;
9. CDs/tapes of music performed by anyone other than those artists accepted in the Musical Instruments category of the Marketplace or those artists performing during the Marketplace.

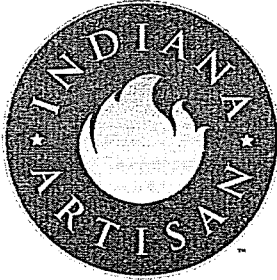
Breach of the rules forfeits all rights of the artist and will result in removal from the Marketplace without a refund.

*** Rules for offset lithographs and giclées (computer-reproduced prints):

- + total edition size must not exceed 500 (no open editions); works must be individually signed and numbered by the artist; works must clearly be marked "REPRODUCTION"; these items may not constitute more than 50 percent of the displayed booth contents.
- + offset-printed/handmade notecards are permissible; photocopied/laser-printed notecards are not.
- + Screen printed t-shirts, cards, mugs or other small, commercially-printed items permitted only if sold by the artist who created the original image AND if items collectively are not more than 10 percent of the displayed booth contents.

2012 Indiana Artisan Marketplace

Registration Form - Kentucky Proud



Marketplace Schedule

- Wholesale Market -
Friday, March 30, 2012

- Retail Market -
Saturday, March 31 &
Sunday, April 1, 2012

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Indiana State Fairgrounds
Exposition Hall
Indianapolis, IN

■

Registration Due
February 1, 2012

Contact Name _____

Name of Company _____

Contact's Address _____

City _____, KY Zip Code _____

Telephone _____ Email _____

Your website URL: www. _____

Your food product _____

Booth Size: Single, 10' x 10' Double, 10' x 20'

Booth Fee: \$ _____ (Make check payable to Indiana Artisan, Inc.)

You will receive a 7 x 14" sign, with the Kentucky Proud logo, booth #, your name or company name, city & state. Please provide the name you want to appear on your sign and the city.

Submit with your your registration: A CD containing at least 3 high resolution images of your product for promotion.

For name badges, please print names of those working in your booth over the weekend: _____ / _____

_____ / _____

Do you carry insurance sufficient to cover any loss or theft when exhibiting?
 Yes No

I have read the rules governing the Indiana Artisan Marketplace (IAM) and agree to abide by them. I release and hold harmless IAM and any other organization IAM is collaborating with or affiliated with of and from any and all manner of actions, suits, damages, or claims for damages to property, theft, loss, personal injury or death that may occur during the 2012 Indiana Artisan Marketplace.

Signature _____ Date _____

Booth Fee Categories:

Single - 10' x 10' - \$300

Double - 10' x 20' - \$550

Submit this form, your CD & check to: Indiana Artisan Marketplace
P.O. Box 40777
Indianapolis, IN 46240