



Friday with the Artist

General Information Sheet

Day/Date	Set Up Time	Tear Down Time	Show Exhibit Times
Friday	8:30 am – 9:45 am	4:00 pm	10:00 am – 4:00 pm

Northcoast Promotions is managing this event for Tower City & Lake Erie Artists. Please direct any questions or concerns to our management offices before, during or after the event at 216.570.8201 / northcoastpromo@hotmail.com.

1. Fees:

Table Fees.....\$ 50.00 – two 6’ table with black table cloth, skirting provided set up in an “L” shape.

.....\$100.00 –three 6’ tables provided with black table cloth, skirting provided in an “L” shape.

Tables will be set up in front of & around the fountain & seating is built into the fountain area.

2. Parking

Parking is not included in your fees. Parking in the loading dock area is \$7.00 for the day. Maps & directions will be provided after your paid application is received.

3. Participation

We are looking for handmade arts & crafts. No selling of store bought items will be permitted. Artists are to sell only items they have created. Artists who have distributors representing them must state so on the application.

4. Submissions

All submissions will be screened by a panel consisting of representatives from **Lake Erie Artists, Tower City** and **Northcoast Promotions**. Artists are to submit at least 3 slides, 3 photographs or digital images on a CD ROM, or provide a web site address. Two images representing their work, and one of booth set up. Artist who enclose a 6” x 9” self addressed, stamped envelope with postage will be notified by mail of acceptance & with show information. All others will be notified by e-mail. Applications are due at least one week before participation or sooner.

5. Dress Code

All exhibitors are expected to adhere to Tower City Dress Codes. Tower City requires all exhibitors to dress in professional attire. **Professional Attire includes the following:** Dress slacks & shirts must be tucked in and have a collar. Dresses & skirts worn with hosiery, no mini skirts. **Attire not permitted:** Shorts, Capri’s, Jeans, T-Shirts, Stretch Pants, Halter Tops or Tube Tops, Ski Caps or Baseball Caps.

6. Presentation

Because it is important that each exhibitor have a quality image consistent with the overall look of The Avenue, displays must have a professional look to insure the overall consistency of the marketplace.

7. Merchandise Floor Plan

Each table has a specific space that has been designated by The Avenue manager. Because all tables in The Avenue have their own specific areas aligned with each other, there can be no deviation from your allotted spot. However, the Licensor and the Leasing Manager reserve the right to reposition the tables at any time. This would include moving the tables to accommodate events.

8. Exhibitors displaying on tables:

Exhibitors will be provided two six foot tables set up in an “L” shape, unless otherwise indicated on application. Each table will be covered with a black table cloth & matching skirting. Exhibitors are to use provided cloths for display to create an overall professional appearance. All tables are around the fountain, located on the main floor near the food court. Each table will be provided chairs. Limited access to electricity is available by request. Staff management will determine the location of your table before the event.

9. Signs

Absolutely no hand-written signs are allowed. All signs must be displayed in plexi-glass or metal sign frames.

10. Ongoing Presentation

Nothing is displayed on the floor. No additional fixturing is permitted that does not fit on the top of the tables.

11. Stocking

Your exhibitor space set up must be complete by 10:00 am on Friday. Under no circumstances are there to be any boxes around your cart or table during Festival hours. Try to store boxes completely out of sight during the event underneath your table.

12. Set Up

Table exhibitors will deliver product for display on Friday mornings of approved participation. Exhibitors will enter Tower City through the Valet Parking located on 6th & Huron Streets. Once unloaded, vehicles may be left in parking spaces determined by the parking attendants. Table inspection will begin at 9:45 am each morning of all exhibitors.

13. Late Arrivals

Please try to be on time. Exhibitors who arrive late will be at management discursion as to whether or not they will be permitted to set up for that day. If denied, exhibitor will not receive refunds.

14. Eating, Drinking, Smoking and Reading

Smoking and reading are PROHIBITED at and at the tables during the festival hours. Please be discrete when having lunch at your table. All of the above present an unprofessional image. It is requested that the exhibitor may wish to make arrangements to cover the tables during lunch breaks. Lake Erie Artists and Northcoast Promotions staff and volunteers can assist in short bathroom breaks, but cannot man your spaces for extended periods of time.

15. Trash Removal

At the end of each evening, you are required to wrap up your trash and dispose of it off premises or in trash receptacles at Tower City. If you have excess trash during the day, please do not leave it at your table. Please dispose of it immediately.

16. Miscellaneous

Radios, tape players, CD players, coffee makers, fans, space heaters, hot pots, and all other small appliances are NOT permissible at the tables.

17. Closing Procedures

Do not leave cash or completed charge slips with signatures unsecured. All monies should be taken with you. The event is over at 4:00 pm. Tables will remain in place & exhibitors will exit the same way they arrived. No exceptions.



Friday with the Artist

Tower City Center, The Avenue, Forest City Management, Tower City Properties, Lake Erie Artists Gallery and Northcoast Promotions, Inc., their staff, agents, representatives, and volunteers will not be held responsible for any lost, stolen, or damaged property of exhibitors, their representatives, customers, or any other person and/or damage or injury to any person participating in this event for any reason.

The undersigned hereby agrees to the terms set forth on the preceding pages of the General Information Sheet. By signing this document, you are agreeing to adhere to the rules and regulations imposed by both the Licensor and by Tower City Management.

Executing the attached document in no way guarantees your requested product use at Tower City Center has been approved by either the Leasing Manager or Tower City Center.

Date: _____

I, _____ of _____ do hereby agree to the terms of the General Information Sheet set forth within this document. I also understand the terms of this Information Sheet can be subject to change by either the Leasing Manager or Tower City Management.

Signature

Print Name

Date

Business Name

Title

(Licensee _____) (Licensor _____) Please Initial