



Textile Art Alliance of the Cleveland Museum of Art
7th Annual Wearable Art Fashion Show and Boutique Fund-Raiser
Holiday Inn Express Hotel & Suites LaMalfa – October 17, 2010
 5783 Heisley Road, Mentor, OH 44060

Artist Registration/Contract

Name _____
 Business Name _____
 Street _____ City _____ State _____ Zip _____
 Phone (day) _____ (evening) _____
 E-mail _____ Website _____
 Technique _____
 Items to be sold (clothing/accessory, etc.) _____
 Range of Prices _____
 Five to 10 word description of your product line (to be used in the Fashion Show Program). _____

Returning Artist New Application

All items must be for sale. All wearable items must be fiber or contain a fiber construction technique. Accessories to compliment wearable art may only be sold if they are fiber/fiber construction.

Please check those areas in which you plan to participate:

Boutique Sales Table

Table Rental Fee - \$35 by April 15, 2010; \$60 after April 16 \$ _____

Electrical Hook-up - \$35

I will be sharing a table with _____

Each artist must submit a separate contract. Who is paying the table rental fee? _____

Space is 8'x8' with one skirted table provided. 8' table____ No table____

Racks, special lighting and display equipment are the responsibility of each artist.

I will be providing floor-standing equipment: No ____ Yes ____

Size and description: _____

_____ I have included 4 photographs or high quality digital images on CD of current work.

Photographs of professional quality will be considered for promotions and printed publicity.

_____ I have included 1 photograph of my booth, sales area.

_____ Each participating artist must donate an item for the raffle.

A raffle showcasing each Boutique artist's work will be held to benefit the Textile Art Alliance of the Cleveland Museum of Art. Please provide a clearly visible tag/sign for the raffle item (minimum value \$25) indicating the artist's name and/or company. A tax donation slip will be provided upon receipt of the raffle item. If possible, please provide raffle item when delivering runway items.

I will donate _____ for the raffle.

Juried Runway Fashion Show (up to 3 ensembles may be submitted)

Items must be delivered/received by Friday, September 24.

The juried runway fashion show promotes the artistic work of the Boutique artists. The Fashion Show draws patrons to the event and your booth. All Boutique artists are required to participate in the runway fashion show. Items must be easily visible from a distance. No small pieces of jewelry will be accepted. Due to the limited number of pieces that can be shown on the runway, TAA cannot ensure that everyone's work will be included. Information regarding delivery of items will be sent upon receipt of application.

Lunch During the fashion show, LaMalfa allows only those who have purchased a lunch ticket to enter the ballroom. Two (2) lunch tickets at \$25 each are available to artists, with seating at assigned artists' tables. Artists holding two (2) booth spaces may purchase up to three (3) tickets at \$25 each. Seating at a patron table is available for \$45.

Name on ticket _____ \$25 \$45 _____

Name on ticket _____ \$25 \$45 _____ \$ _____

If additional \$45 tickets are being reserved, attach a list of names for tickets.

Total Amount Enclosed: \$ _____

Publicity - The Cleveland Museum of Art & TAA will conduct a pre-show marketing campaign.

Please note: Program Advertising is available for artists at a discounted rate. Programs will be distributed to all fashion show attendees.

Business card size (3.5" x 2") - \$25 (\$40 for the public)

Double size (3.5" w x 4" high) - \$50 (\$75 for the public)

Format: digital image, jpeg file format – 600 dpi preferred (300 dpi accepted)

Your business card can be scanned if a digital image is not available. Quality of scanned reproduction is not assured. For questions about advertising contact *Mary Ann*, 216 736-4467, tip060@windstream.net. Send check (made out to TAA) to Show Coordinator *Karen Hinkle* (address below).

List your local newspapers/radio/TV stations _____

Invitations and Save the Date Cards

_____ I would like publicity pieces for the purpose of publicizing my participation in the fashion show to my personal mailing list. Additional publicity pieces to use as handouts at shows may be available.

Sales

Checkout Tables for sales (cash and credit card) will be maintained by TAA. TAA will retain a 30% commission to be used for the benefit of the TAA of the CMA. Artists will receive 70% of the declared sale price. Following the show, checks will be mailed within 2 to 4 weeks by CMA.

Cancellation Policy

In the event the Fashion Show and Boutique is cancelled, fees will be refunded.

Waiver

TAA will take the utmost care of all items, but in the case of an incident I for myself, my heirs, executors, administrators, and assigns hereby voluntarily assume all risk of accident, injury or loss and release and forever discharge the Textile Art Alliance and the Cleveland Museum of Art, their employees, officers, volunteers, and directors from any and all liability claims or lawsuits for personal injury or property damage or loss of any kind related to the Fashion Show and Boutique held on October 17, 2010, at Holiday Inn Express Hotel & Suites LaMalfa whether or not such personal injury or property damage is caused by the negligence of any of the above.

TAA will take the utmost care of all items, but in the case of an incident I hereby release the Textile Art Alliance, the Cleveland Museum of Art, and volunteers from any and all liability arising from participation in the show in any way and for any reason, on or off the property, including theft of property, etc. while items on display are attended or unattended, including breakage of property or merchandise.

Signed _____ Date _____
Social Security Number _____ (required by CMA for payment)
Name to be used on the payment check _____

Please enclose:

- _____ Artist registration form
- _____ Check made payable to Textile Art Alliance for total amount due
- _____ **5** Photos or high quality Digital Images on CD for selection process or publicity
(4 of current work & 1 of booth/table set-up)
- _____ Description of raffle item
- _____ Signed Waiver (see above)

Please return the completed contract to:

TAA Fashion Show, Karen Hinkle, 8358 Center Street, Garrettsville, OH 44231

Questions:

Fashion Show Coordinator: Karen Hinkle, 330 527-0968, clothcare@aol.com

For additional information and to reprint forms go to our website at www.taacleveland.org.