

Saturday, April 25th | 10:00 am–3:00 pm

Gutiérrez-Hubbell House | 6029 Isleta Blvd SW, Albuquerque, NM

Art along the
Rio Grande



FRIENDS OF
VALLE DE ORO
NATIONAL WILDLIFE REFUGE

Hubbell House Alliance



ARTIST INFORMATION AND GUIDELINES

- 1. Art Along the Rio Grande** is Saturday April 25th, 2020, 10:00 AM to 3:00 PM at the beautiful, historic Gutierrez-Hubbell House, located at 6029 Isleta Blvd. SW, Albuquerque, NM 87105.
- 2. Artist Vendors are encouraged to sign-up for a booth space using the Artist Registration Form**
 - To reserve a booth space, we require a \$35.00 non-refundable registration fee. Additionally, this is a fundraiser for the Friends of Valle de Oro National Wildlife Refuge and the Hubbell House Alliance, so we charge 20% of wares sold at the event.
 - We set a low registration fee and then take 20% of art sales to be fair to new artists who may not have credit card processing systems, as well as to share the risk of participating in our event. By taking 20% of sales after the event, we share in the success of your sales, as opposed to charging a larger flat fee for a booth space.
 - Please see below for more detailed instructions on art sale check-out and how the 20% of sales is calculated and art sales are paid out to artists.
 - You must return your Artist Registration Form and pay the \$35.00 registration fee by April 18th, 2020 in order to be guaranteed a spot. We encourage you to register early in order to assure you get your preferred booth type (indoors, outdoors under cover, outdoors with own canopy).
 - You can mail in your Artist Registration Form with your \$35.00 registration fee via check or cash to the address listed in the Artist Registration Form, or you can fill out your Artists Registration Form and pay your registration fee by Credit Card, by visiting www.friendsofvalledeoro.org.
 - If paying by Credit Card online, you are responsible for paying the credit card processing fee [\$1.00] for a total of \$36.00
- 3. Vendor booth size and location**
 - Artists can indicate the type of space they prefer on their application (indoors, outdoors under cover, or outdoors with own canopy) but we cannot take requests for specific booth spaces.
 - “Indoor” and “Outdoors under Cover” Vendor spaces will be approximately 8’x8’.
 - Outdoor spaces are located in the open areas in the venue, where you will be required to provide your own canopy, no larger than 10’x10’. These spaces provide more room to spread out.
 - If you have an outdoor space and are bringing your own canopy, you must bring weights for your pop-up canopy in order to protect the venue and other artists from wind events that could lift your canopy. Each canopy will be inspected for proper set-up and weights prior to event start.
 - Booth space preference is set by first come first serve basis when an artist is confirmed by submitting the Artist Registration Form and paying the registration fee.
 - If we receive your registration and no longer have space in your preferred location, we will contact you to discuss the options that remain.

4. All artwork on display must be 100% family friendly and rated G.

- Event organizers reserve the right to remove any artwork with content that is considered questionable.

5. Vendor spaces can be shared among artists

- If a vendor space is shared, only one art sales check will be written per vendor space after the event to the name indicated in the Artist Vendor Form. It is up to the artists sharing the space to split their proceeds payment using the inventory provided.
- Only one registration payment (\$35.00) needs to be made per vendor space, and shared artists will need to fit their combined wares within the one vendor space assigned to your group. If more space is required, we recommend registering for booth space separately.

6. Artists must provide their own table(s) and chair(s), along with table covers, displays, decorations, etc.

- All displays are to be free standing and contained within your exhibit space.
- A few indoor booths have an existing table or structure the artists will be required to use, so there is no need for artists assigned to those booths to bring a table. We will reach-out prior to the event if you are placed at one of these locations to assure this works for you.
- If you are not indoors, (**Both Portals and the Ramada are OUTSIDE**) come prepared for the elements. It is April, so especially in the afternoon, we may see some wind gusts.

7. All vendors must adhere to the policies and rules of the event venue, the Gutierrez-Hubbell House.

- The Gutierrez-Hubbell House is on the National Register of Historic Places due to its status as a traditional adobe structure built in stages beginning in the 1840s and restored using traditional materials. The walls are fragile and can be damaged irreparably by liquids, dyes, friction, banging, or other substances. For this reason, the following are absolutely prohibited:
 - nailing into any structures
 - tape on any structures
 - staples, tacks, or pins except on designated boards
 - ties that rub or dig into adobe elements
 - leaning objects against adobe elements
 - indoor use of glitter, paints, or glue
 - beverages except for water with a lid
- Museum staff and volunteers are happy to help you find a way to set up your display so that it meets these requirements.
- The Ramada is equipped with a sturdy wire cable for use in hanging banners or securing displays.
- Prior appointments to discuss your exhibition needs can be made by calling 505.244.0507 or you may visit during museum open hours, Tues-Sat, 10:00 am – 2:00 pm.

8. Event Logistics

- Set-up is 8:00 AM to 9:45 AM, Saturday, April 25th.
 - **Please do not arrive before 8:00 am unless previously arranged.** The venue is closed to artists until 8:00 am, but volunteers will be ready at 8:00 am sharp to help artists unload.
 - **Artists must arrive by 9:00 am at the latest** or risk losing their reserved booth location.
 - Artists are expected to be set up no later than 9:45 AM.
- Unloading is in the south lot of the Gutierrez-Hubbell House, indicated on the map.
 - There will be volunteer unloading support who will be stationed at the Vendor unloading area.

- After unloading, we ask artists to relocate vehicles to a parking lot across Isleta Blvd. Parking attendants and signage will direct you to the vendor parking area.
- The event runs from 10:00 am – 3:00 pm and artists must stay for the full event unless there are extenuating circumstances and leaving is approved by event organizers.
 - There will be volunteers roaming during the event to provide artist support in the form of watching over artwork if you need a break for essentials or to just get away for a moment, and other support.
- Tear-down is immediately following the end of the Show, from 3:00 - 4:30 PM.
 - There will be breakdown and loading support after the event ends at 3:00 pm.

9. Event Maps

- We will provide a draft event map a few days before the event for your review, although final booth locations will be provided to you the day of the event.
- Artist booth locations will be flagged with numbers corresponding to the map provided the day of the event.
- Volunteers will help you unload and identify your correct booth location the day of the event.
- The map also gives details about the location of restrooms, water, food, and information booths.

10. The Friends of Valle de Oro NWR (Friends) will serve as cashiers and we will cash out all purchases at the *Check-Out Table*, indicated on the map. There are no exceptions to this rule, as we want to be consistent so our attendees do not get confused. If you are found to be in violation of our cash out process (by taking payments directly for art sales) you will be asked to leave the event and you will not be invited back to future events.

- The Friends will track the Vendor's sales (including Vendor Name, item sold, sale amount, on a log sheet).
 - **Vendors will receive a check within one week of *Art Along the Rio Grande* for their art sold, minus 20% of your Vendor sales to be shared equally between The Friends of Valle de Oro NWR and Hubbell House Alliance as a donation to the 501(c)3 nonprofits.**
- Vendors will be supplied with receipts the day of the event to use to indicate details for each item sold. The receipts provided must be used rather than a different receipt book.
 - On the receipt slips, artists are required to include your assigned Vendor Number, an item 'name', and item price including tax if artists chooses to charge tax.
 - In New Mexico, you will charge the tax rate that pertains to your studio location and where you will be filing taxes – therefore the Friends will not provide you with a tax rate to be charged and each artist will decide the tax rate they would like to charge.
 - You could alternatively price your wares accordingly in order to pay any necessary taxes.
 - The 20% donated amount for the Friends and Hubbell House will be calculated based on pre-tax sales if a tax rate is charged.
 - **Please bring a calculator to calculate totals and tax on your sales.**
- Once a sale is completed at the vendor's booth, the purchaser will take the completed receipt indicating the total amount of the purchase to the *Friends Check-out table* for payment of the item(s).
 - Once payment is made, the receipt will be stamped *paid in red ink*, then the purchaser will return to your Vendor booth to retrieve their purchase.
 - Artists must verify that a paid stamp is included on the sales receipt prior to providing purchased artwork or wares to purchaser.
 - **Artists must collect the receipts with paid stamps for proof of purchase and reconciliation after the event when check is received.**
- The Friends will have the ability to accept credit card payments, checks, or cash for art work sold at the event.

11. We are requesting items for a raffle during the event

- If you are interested in contributing an art piece for the raffle, please indicate this on your Artist Registration Form and bring your item to the Friends of Valle de Oro NWR table at 9:30 am to be included in the raffle.
- You will be provided with a receipt for your tax-deductible donation after the event via mail.
- Please leave the item with volunteers at the Friends booth and include any pertinent information about the item, including the artists name and name of the item if applicable.

12. We ask that all artists support event promotion and continue to promote the event through their networks, social media, email, etc.

- We will send all confirmed artists and email with information and images that can be used on digital promotions or printed for flyering, posting, etc.
- Here is a description of the event you can copy and paste or customize to accompany the images:

Join us for the 4th Annual Art Along the Rio Grande -- a one-day art fair showcasing the cultural heritage and ecological significance of the Rio Grande Valley! This year's event will be on Saturday, April 25th, from 10:00am to 3:00pm at the Gutiérrez-Hubbell House located at 6029 Isleta Blvd. SW, Albuquerque, NM 87105.

A portion of proceeds from art sales will benefit the Friends of Valle de Oro National Wildlife Refuge and the Hubbell-House Alliance. There is no cost to attend. All are welcome.

Highlights of the event include:

- Over 40 local artists selling their art work focusing on the cultural heritage and ecological significance of the Rio Grande Valley.
- Tours of Valle de Oro National Wildlife Refuge and the Gutiérrez-Hubbell House Museum.
- Live music by local musicians.
- Local food trucks.
- Free Kids Activities and Games.
- City Nature Challenge Activities – Download the iNaturalist phone app to play along!

**With any questions, please contact us at
505-205-5926 or artfair@friendsofvalledeoro.org**

This phone line is not answered but monitored for voicemails, so be sure to leave a message.