



**FRIENDS OF  
VALLE DE ORO**  
NATIONAL WILDLIFE REFUGE

**Hubbell House Alliance**



## ARTIST INFORMATION AND GUIDELINES

**1. Our 5<sup>th</sup> Annual Art Along the Rio Grande is Saturday July 10th, 2021, 9:00 AM to 1:00 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 Online Artist Registration Form found at <http://bit.ly/ArtAlongRioGrandeArtistApp2021>**

- 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 Gutierrez Hubbell House Alliance, so we charge 20% of wares sold at the event.
  - We set a low registration fee and then receive 20% of art sales *after* the event to be fair to new artists who may not have credit card processing systems, as well as to share in 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 fill out the Online Artist Registration Form and pay the \$35.00 registration fee by July 6<sup>th</sup>, 2021 in order to be guaranteed a spot. If vendor spots fill up prior to this date, the online registration form will be closed at that point. We encourage you to register early in order to assure you get your preferred booth type (outdoors under cover or outdoors with own canopy).
  - We are implementing a new payment system this year, so we cannot accommodate late registrations or exceptions to this deadline
- Since we have a quick-turn around this year, we will only be accepting registrations applications and payment via our Online Registration Form instead of by mail. You will receive a confirmation email after registering online verifying your payment was processed and your registration went through. If you do not receive a confirmation email, please contact us at 505-274-3560 or [artfair@friendsofvalledeoro.org](mailto:artfair@friendsofvalledeoro.org) to verify if your registration was processed.

### **3. Vendor booth size and location**

- Artists can indicate the type of space they prefer on their application (outdoors under cover, or outdoors with own canopy) but we cannot take requests for specific booth spaces.
  - We will not have indoor booths this year and all booths will be outdoors.
- “Outdoors under Cover” Vendor spaces are approximately 8’x8’, are open on all sides, but have a roof for shade (the are located either on the venue “porches,” under the Ramada or under a large shared canopy provided by the venue).

- “Outdoor with own Canopy” spaces are located in open areas at the venue, where you will be required to provide your own canopy, no larger than 10’x10’, and generally provide more room to spread out.
  - If you have an outdoor space and are bringing your own canopy, you must bring weights (not stakes) 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 is set by first come, first served basis when an artist is confirmed by submitting the Online 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 payment check will be written per vendor space after the event to the name indicated in the Online Artist Application 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 artists sharing a space 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.
- We will not be providing tables or chairs, so come prepared with your own.
- Be prepared for the elements, as this is an outdoor event. Although we shifted the typical time-frame of this event to start and end earlier in the day, hoping to take advantage of cooler mornings and avoid afternoon thunderstorms, we do expect that it will heat up quickly and we may see some wind gusts or the potential for rain by the end of the event. In the event of thunderstorms with close lightening, we will pause or end the event early.

**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 indoors 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, Thurs-Sat, 10:00 am – 6:00 pm.

## 8. Event Logistics

- Set-up is 7:00 AM to 8:45 AM, Saturday, July 10<sup>th</sup>.
  - **Please do not arrive before 7:00 am unless previously arranged.** The venue is closed to artists until 7:00 am, but volunteers will be ready at 7:00 am sharp to help artists unload.
  - **Artists must arrive by 8:00 am at the latest** or risk losing their reserved booth location.
  - Artists are expected to be set up no later than 8:45 AM.
- Unloading is in the south lot of the Gutierrez-Hubbell House, indicated on the map that will be provided before the event.
  - There will be volunteer unloading support, with volunteers 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 9:00 am – 1:00 pm and artists must stay for the full event unless there are extenuating circumstances and leaving early 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 1:00 - 2:30 PM.
  - There will be breakdown and loading support after the event ends at 1:00 pm.

## 9. Event Maps

- We will provide a draft of the 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 provides details about the location of restrooms, water, food, checkout & first aid.

**10. The Friends of Valle de Oro NWR (Friends) will serve as financial managers for all purchases of artwork and wares during the event. Beyond our typical set-up with the Friends acting as cashiers at a designated checkout location, this year, we are also providing and managing a system for contactless payment processing. There are *No Exceptions* to these cash-out processes! Therefore, artists are not allowed to take cash, check or credit card directly from attendees for art sales. We want to be consistent so our attendees do not get confused. If you are found to be in violation of our cash out processes (by taking payments directly for art sales using your own payment processing system or cash) you will be asked to leave the event and not invited back to future events.**

- **We are excited to provide a contactless payment option this year for a quicker checkout process, and will encourage the use of this new system.** With this new online system, event attendees can make payment on their phone and show a confirmation page to the artist to verify payment before taking purchased items.
  - **Vendors will need to provide details in advance of the event in order to accommodate this new payment system. An event representative will follow-up after receiving your registration to collect this information. Your registration and booth space will not be confirmed until we receive this information from you.**
- We will also provide an option, as in previous years of this event, for attendees to checkout in-person if they do not have access to a smart-phone or wish to pay by cash or check.
- There will be the ability to accept credit card payments, checks, or cash for your items sold at the event.

- The Friends will track the Vendor's sales. Vendors will receive an inventory of all art sold at their booth (either in-person checkout or through the contactless payment system) along with their sales check.
  - **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 Gutierrez Hubbell House Alliance as a donation to the 501(c)3 nonprofits.**
  - Artists will also receive a receipt showing the 20% tax-deductible donation to use for tax purposes.
- Vendors will be supplied with "receipts" the day of the event for them to use to indicate details for each item sold. These provided receipt pages must be used for purchases when the attendee chooses to use the in-person checkout, and we strongly suggest using the receipts for all purchases for your own records and to reconcile your sales after receiving your payment check.
  - On the receipt slips, artists are required to include your assigned Vendor Number, an item 'name', and item price, including tax if you are choosing to charge tax.
    - Artists are responsible for understanding, charging and reporting their own tax burdens.
    - In New Mexico, you will charge the tax rate that pertains to your "studio" location or home 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 determine the tax rate they would like to charge.
    - You could alternatively price your wares accordingly, incorporating 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 if charging tax.**
- ***Event organizers will provide to registered vendors detailed instructions, training and instructional videos to explain both the contactless payment and in-person checkout system prior to the event.***

**11. We are requesting artwork and ware donations prior to the event for an in-person raffle.**

- The Friends will be running a raffle during the in-person event, in order to drive interest and excitement in artists at the event and raise money for both the Friends of Valle de Oro NWR & the Gutierrez Hubbell House Alliance.
- Event organizers will conduct additional promotion about these items and the artists who created them as a benefit for vendors who donate an item to the online auction or raffle.
- If you are interested in donating an art piece or ware, please indicate this on the Online Artist Registration Form and bring the physical item to the Friends of Valle de Oro NWR table at the in-person event by 8:30 am to be available for winners to pick-up their item at the event or after the event.
- If you indicate interest on the Online Registration Form, event organizers may follow-up to get a photo of your item and any pertinent information about the item for advertisement on the Website.
- You will be provided with a receipt for your tax-deductible donation, after the event, via mail.

**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 an email with information and images that can be used on digital promotions or printed for flyers, posting, etc.

**With any questions, please contact us at  
505-274-3560 or [artfair@friendsofvalledeoro.org](mailto:artfair@friendsofvalledeoro.org)**

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