



WHY SHOULD I PARTICIPATE IN A ROSE SQUARED PRODUCTIONS, INC. SHOW:

- * We are super experienced: 2012 is our thirty-first year promoting shows in New Jersey.
- * We've been in your shoes and have the tales to tell to prove it.
- * For any of the veteran exhibitors out there, 30+ years ago as clay artists, we did Super Crafts Sunday in the NJ Meadowlands, Peter's Valley, Nassau Colosseum, Hartford Civic Center, and more.
- * We take the jurying process very seriously, presenting quality fine art and craft shows. We do due diligence with regard to buy/sell using a number of investigative techniques including internet research, studio visits, and input from our exhibitors. Our exhibitors can confirm that removal of inappropriate exhibitors most definitely occurs.
- * We have no set deadlines since we close each category as they reach a specific percentage of the show's expected total number of exhibitors. Jewelry fills by the end of January with approximately 20% of a show's total, which is fair to the participating jewelers and the public looking for a balanced show.
- * We are organized ad nauseam, double and triple checking everything so your experience is the most positive it can possibly be.
- * We have built a reputation of treating others the way we want to be treated.
- * We create an exhibitor friendly atmosphere where exhibitors get to park behind their booths at three out of four of our outdoor shows. We offer booth sitting when requested for those bathroom/food runs.
- * We have a great web site. Our individual show exhibitor lists link to participants' web sites, and images of exhibitors' work are on each show's gallery and slide show (check them out to see the quality of the exhibitors).
- * We do whatever needs to be done to insure a successful event, from bringing along extra soap and toilet paper for the bathrooms to killing ants or bees if needed.

RULES AND REGULATIONS

The artist or craftsperson must be present at the show. No representatives are allowed. Photo identification will be requested at our discretion.

All work must be original and completely finished. No imports or manufactured items are allowed. No assembled jewelry, dried or silk flower arrangements; objects from commercially available kits, parts or patterns; pottery, glass or other materials from pre-manufactured molds; embellished commercial objects and clothing; factory-made items; t-shirts.

Your images for jurying must represent what is going to be sold in your booth. Only the category of work in the submitted images is acceptable for display at the show. For example, if you are accepted for fiber, you may not include jewelry in your booth.

Please do not submit images of one-of-a-kind, high-end work when your booth is predominantly filled with less expensive production-style work. This especially applies to jewelers. Your CD or email of images will be saved and compared with what you display.

The exhibitor's booth must be open and staffed during all regular show hours. Exhibitors arriving late, leaving before closing or breaking down during show hours may be refused entrance to future shows.

Exhibitors are responsible for obtaining a NJ sales tax number, collecting sales tax and remitting monies to the state. Visit <http://www.state.nj.us/treasury/revenue/gettingregistered.htm> and click on "getting registered."

Professional behavior must be exhibited at all times. We reserve the right to remove any exhibitor, without a refund, who is behaving unprofessionally, inappropriately or illegally, at our discretion.

All events will be held rain or shine. Outdoor shows are subject to weather extremes. We would never force an exhibitor to set up in severe or dangerous weather and risk ruining their work, but we do expect all exhibitors to be at the show ready to set up if the weather changes. It is imperative that exhibitors be present. Weather predictions are notoriously inaccurate; raining even 30 minutes away doesn't mean it's raining at the show site.

In extreme conditions, exhibitors must realize that a show can be cancelled due to weather related problems with no return of fees.

BOOTH REQUIREMENTS

Booths should create a boutique or gallery look to compliment the work. All display racks must be covered. Tables must be completely covered on all sides to the ground with professional material. A floor covering is required for the Westfield shows.

All exhibitors should have an artist's statement in the booth. This enhances your interaction with the public. For publicity purposes, please submit recent bio information including a quote or two about what inspires you to create.

All exhibitors are responsible for keeping their area clear during show hours, including clean up at the end of the show.

All inventory and display materials must be contained within the space you have requested. Stored inventory and crates must be out of public view. You may not expand into the aisles or beyond the space for which you contracted. Please set up your booth accordingly.

All signage must be professional. No handwritten signs.

Your booth and work should be consistent with the images sent for jurying. If there is a significant variation, we reserve the right to ask you to leave the venue without a refund.

For our outdoor venues: a canopy is required (contact us for tent rental info if needed) and booths must have a suitable backdrop to block the view of other exhibitors and vehicles parked behind the booth at the Brookdale Park and Anderson Park shows. Exhibitors are responsible for securing their booth properly with stakes and weights to ensure a safe show for the public and neighboring booths.

APPLICATION INSTRUCTIONS

All 2012 applications (except for jewelry) will be considered for jurying starting September 15. The first jurying for jewelry will take place December 15, followed by a second jurying on January 15. Categories will close as they fill.

There is one annual application/processing fee of \$25 that should be submitted as a separate check.

All fee checks should be included with your application. To assist with your cash flow, use the dates noted on the individual show applications for postdating the checks.

If you are applying to multiple shows, send separate checks for each show. As always, Rose Squared Productions is sensitive to the economic situation of our exhibitors and is willing to discuss a deferred payment plan. Call or email us to discuss options.

Exhibitors must submit four digital images or slides of the work and one image of the booth for jurying. If you wish to share a booth with another exhibitor, you each must submit an application and images of the work. They should be submitted together. Submit high resolution digital images of your work on a clearly labeled CD. Images must be 300dpi, 4"x6" or larger, in JPEG, TIFF, or PNG formats. Include a description of the images with prices. Images may also be emailed. Zapp or JAS images are acceptable.

Demonstrations are encouraged. Those wishing to do so should contact us for special arrangements for additional space.

Food and specialty food vendors must provide, upon acceptance, a certificate of insurance. Westfield has a health inspector. Please contact us before applying.

CANCELLATIONS

Any partial refund or credit will be decided on a case by case basis. An application is a commitment to be at the show. A last minute emergency/illness will require documentation. Remember that the internet provides promoters with information regarding your participation in an alternate show. Honesty is always appreciated and respected.

SECURITY AND LIABILITY

We provide 24 hour security with the Essex County Police at the outdoor events and private security at the Westfield shows. Please keep in mind that we cannot be responsible for damage, theft or loss of exhibitor's work, personal property or display materials.

SPECIAL REQUESTS

The application for individual shows has a space for "special requests." All special requests must be in writing. If you wish the same location as in the past year or have special needs, please specify this. We will make our best effort to accommodate your request. Requests should be made on the show application, but if the unexpected occurs, and you have a request closer to the show, it must be in writing at least two weeks before outdoor events or six weeks before the Westfield shows.

NOTIFICATION OF ACCEPTANCE OR WAIT LIST

Upon acceptance, you will receive a letter with directions, hotel, and setup information. We will send a reminder email at least a week or two before each show. For Westfield exhibitors, a letter will be sent with your booth number and show map at least ten days before the show. If you are wait listed, your show fee check will be returned to you. We will contact you if and when a space opens to see if you are still available.

OUR PR CAMPAIGN

For each show, we send out a first class show postcard to our public mailing list of 28,000. Email blasts go out to our list of 4,000 (and growing) past patrons. Billboards and multiple placements of advertisements in the Star Ledger and local papers, as well as posters and postcards placed in local stores ensure an educated public attendance.

Maintaining a snail mail and email list of your customers can only enhance your success. We provide publicity postcards which require postage and an email of a JPEG of the postcard for use for your mailing lists. Please consider your schedule prior to a show and request cards for your booth. We will be happy to mail you as many cards as needed.

INDIVIDUAL SHOW INFORMATION

FINE ART & CRAFTS AT VERONA PARK

SATURDAY AND SUNDAY, MAY 19-20, 2012

(FRIDAY ALL DAY AND EARLY SATURDAY MORNING SETUP)

Verona Park is a beautiful Essex County Park in Verona, New Jersey. The park boasts a boat house with rental boats and canoes, a lovely lake and many flower gardens. Located on busy Bloomfield Avenue in Verona, it is an excellent location for an outdoor fine art and fine craft show. The park is next to Montclair, West Orange, and Cedar Grove.

The 26th annual Fine Art & Crafts at Verona Park is co-sponsored with the Essex County Department of Parks, Recreation & Cultural Affairs and Rose Squared Productions, Inc.

Due to county food concessions, food vendors need not apply. The free to the public show runs from 10am-5pm.

SPRING FINE ART & CRAFTS AT BROOKDALE PARK

SATURDAY AND SUNDAY, JUNE 16-17, 2012

(FRIDAY ALL DAY AND EARLY SATURDAY MORNING SETUP)

Brookdale Park, located a half a mile from the Garden State Parkway, a few minutes from affluent, arty Montclair, is a lovely setting for a quality, outdoor fine art and craft show. The event, presently in its 24th year, is co-sponsored by the Essex County Department of Parks, Recreation and Cultural Affairs and Rose Squared Productions, Inc.

The park is very accessible to the public and exhibitors. Exhibitors may drive to their booths to setup, and with a backdrop in place, have their vehicle behind the booth. (Food vendors are invited to apply. Contact us regarding fees.) The free to the public event runs from 10am-5pm.

FINE ART & CRAFTS AT ANDERSON PARK

SATURDAY AND SUNDAY, SEPTEMBER 15-16, 2012

(FRIDAY ALL DAY AND EARLY SATURDAY MORNING SETUP)

Essex County Department of Parks, Recreation and Cultural Affairs and Rose Squared Productions, Inc. will present the 29th annual Fine Art & Crafts at Anderson Park in Upper Montclair, New Jersey. Our oldest show has been selected as one of Sunshine Artists' Magazine's top 200 shows in the country.

Anderson Park is a lovely county park, one block away from the main street in Upper Montclair, an affluent, arty area in northern New Jersey.

Exhibitors may drive to their booths to setup and, with a backdrop in place, have their vehicle behind the booth. (Food vendors are invited to apply. Contact us regarding fees.) The free to the public event runs from 10am-5pm.

FALL FINE ART & CRAFTS AT BROOKDALE PARK

SATURDAY AND SUNDAY, OCTOBER 13-14, 2012

(FRIDAY ALL DAY AND EARLY SATURDAY MORNING SETUP)

Brookdale Park, located a half mile from the Garden State Parkway, a few minutes from affluent, arty Montclair, is a lovely setting for a quality outdoor fine art and fine craft show. The event, presently in its 24th year in the spring and 13th year in the fall, is co-sponsored by the Essex County Department of Parks, recreation and Cultural Affairs and Rose Squared Productions, Inc. This show was selected as one of Sunshine Artists Magazine's top 200 shows in the country.

The park is very accessible to the public and exhibitors. Exhibitors may drive to their booths to setup, and with a backdrop in place, have their vehicle behind the booth. (Food vendors are invited to apply. Contact us regarding fees.) The free to the public event runs from 10am-5pm.

FINE ART & CRAFTS AT WESTFIELD ARMORY

SATURDAY AND SUNDAY, NOVEMBER 10-11, 2012

(FRIDAY ALL DAY AND EARLY SATURDAY MORNING SETUP)

Situated in affluent Westfield, NJ, this indoor show is a welcome addition to our long-standing, successful outdoor events.

Building on our database of 28,000 show attendees, we provide an extensive advertising campaign that includes highway billboards, newspapers, direct mailing and posters/discount postcard distribution and more.

Featuring approximately 130 fine artists and fine craftspeople, the armory is piped and draped and the aisles are carpeted with runners creating the appropriate upscale atmosphere. This is a gated show with the publicity postcards and newspaper ads being discount opportunities. The hours of the show are 10am-6pm on Saturday and 10am-5pm on Sunday.



ROSE SQUARED PRODUCTIONS, INC. 2012 APPLICATION FORM

12 Galaxy Court • Hillsborough, NJ 08844 • Phone 908-874-5247 • Fax 908-874-7098
info@rosesquared.com • www.rosesquared.com

First Name _____ Last Name _____

Business Name _____

Address _____

City _____

State _____ ZIP _____

Home Phone _____

Cell Phone _____

Email _____

URL _____

For office use only.

Payment: _____

Notification: Email Mail

Art/Craft Category (choose one)

| | | |
|---|--------------------------------------|---|
| <input type="checkbox"/> Clay | <input type="checkbox"/> Glass | <input type="checkbox"/> Speciality Food/Food |
| <input type="checkbox"/> Fiber (non-wearable) | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Sculpture |
| <input type="checkbox"/> Fiber (wearable) | <input type="checkbox"/> Mixed Media | <input type="checkbox"/> Wood |
| <input type="checkbox"/> Fine Art | <input type="checkbox"/> Photography | <input type="checkbox"/> Other _____ |

You must include a minimum of four images of your work plus one of your booth. Include photo, slide, or digital image information below. Digital images should be 300dpi or higher, 4"x6" or larger, and in JPEG, TIFF, or PNG format.

Complete price range of the items to be sold in your booth: \$ _____ to \$ _____

1. Description _____
Materials _____ Price _____

2. Description _____
Materials _____ Price _____

3. Description _____
Materials _____ Price _____

4. Description _____
Materials _____ Price _____

Checklist

- Completed the application form (above) and signed it (below).
- Completed the appropriate show-specific application(s) on the following two pages.
- Enclosed at least four images of your work and one image of your booth (photos, prints, or digital files on CD).
- Enclosed a check for booth fees. Multiple shows require multiple checks, one per show.
- Enclosed a single separate check for the \$25 application processing fee for 2012.

I hereby do expressly release Rose Squared Productions, Inc. its officers, employees, agents, the Westfield Armory and its employees, and Essex County and its Freeholders and its employees from any and all liability for any damage, injury or for any personal injury, property loss or damages of any nature or cause suffered as a result of the operation of this show and will abide by the rules and regulations of the show(s). I give my permission to use my name, business name, images submitted and any photographs taken at the shows of me or my items for advertising or publicity purposes. I understand that an application is a commitment to the show and will respect that commitment. I have read the show rules and I agree to abide by the rules and regulations.

Signature _____ Print Name _____

ESSEX COUNTY › OUTDOOR SHOWS

FINE ART AND CRAFTS AT VERONA PARK

VERONA, NJ › MAY 19-20, 2012

You may pay in full with the application, or you may send a \$100 deposit and postdate the balance for April 1, 2012. Send separate checks for each show. One annual application fee of \$25 is required by separate check.

Name _____

Booth Size

- 10dx12w, \$355
- 10dx15w, \$435
- 10dx18w, \$515
- 10dx20w, \$585
- 10dx24w, \$685

Vehicle Information

- Car ...with no trailer
- Truck ...with small trailer
- Van ...with med trailer
- RV ...with large trailer
- Other _____

- Corner Premium, +\$50 Planning on camping at show

Number of free publicity postcards requested _____

Special Requests _____

SPRING FINE ART AND CRAFTS AT BROOKDALE PARK

MONTCLAIR, NJ › JUNE 16-17, 2012

You may pay in full with the application, or you may send a \$100 deposit and postdate the balance for May 1, 2012. Send separate checks for each show. One annual application fee of \$25 is required by separate check.

Name _____

Booth Size

- 10dx12w, \$355
- 10dx15w, \$435
- 10dx18w, \$515
- 10dx20w, \$585
- 10dx24w, \$685

Vehicle Information

- Car ...with no trailer
- Truck ...with small trailer
- Van ...with med trailer
- RV ...with large trailer
- Other _____

- Corner Premium, +\$50 Planning on camping at show

Number of free publicity postcards requested _____

Special Requests _____

FINE ART AND CRAFTS AT ANDERSON PARK

UPPER MONTCLAIR, NJ › SEPT 15-16, 2012

You may pay in full with the application, or you may send a \$100 deposit and postdate the balance for August 1, 2012. Send separate checks for each show. One annual application fee of \$25 is required by separate check.

Name _____

Booth Size

- 10dx12w, \$355
- 10dx15w, \$435
- 10dx18w, \$515
- 10dx20w, \$585
- 10dx24w, \$685

Vehicle Information

- Car ...with no trailer
- Truck ...with small trailer
- Van ...with med trailer
- RV ...with large trailer
- Other _____

- Corner Premium, +\$50 Planning on camping at show

Number of free publicity postcards requested _____

Special Requests _____

FALL FINE ART AND CRAFTS AT BROOKDALE PARK

MONTCLAIR, NJ › OCT 13-14, 2012

You may pay in full with the application, or you may send a \$100 deposit and postdate the balance for September 1, 2012. Send separate checks for each show. One annual application fee of \$25 is required by separate check.

Name _____

Booth Size

- 10dx12w, \$355
- 10dx15w, \$435
- 10dx18w, \$515
- 10dx20w, \$585
- 10dx24w, \$685

Vehicle Information

- Car ...with no trailer
- Truck ...with small trailer
- Van ...with med trailer
- RV ...with large trailer
- Other _____

- Corner Premium, +\$50 Planning on camping at show

Number of free publicity postcards requested _____

Special Requests _____

WESTFIELD ARMORY › INDOOR SHOW

FINE ART AND CRAFTS AT THE WESTFIELD ARMORY WESTFIELD, NJ › NOV 10-11, 2012

You may pay in full with the application, or you may send a \$100 deposit and postdate the balance for October 1, 2012. Send separate checks for each show. One annual application fee of \$25 is required by separate check.

Note: A floor covering (cloth, rug, etc) is required for the Westfield Armory show.

Name _____

Booth Size

- 5dx15w, \$385
- 5dx20w, \$435
- 7dx12w, \$385
- 7dx15w, \$435
- 8dx10w, \$385
- 10dx10w, \$435
- 10dx15w, \$645
- 10dx20w, \$850

Vehicle Information

- Car ...with no trailer
- Truck ...with small trailer
- Van ...with med trailer
- RV ...with large trailer
- Other _____

- Corner Premium, +\$95 Front crossbar requested

Power Requirements

- No power
- 300 watts, \$65
- 600 watts, \$130
- 900 watts, \$195 (limited availability)

Total Fees

This side will automatically complete if you fill out the form using Adobe Reader.

Use this side to manually add up the tally if you don't use Adobe Reader to fill out the form.

| | | |
|-------|--------------|-------|
| _____ | Booth Fee | _____ |
| _____ | Power Fee | _____ |
| _____ | Corner Fee | _____ |
| _____ | TOTAL | _____ |

Number of free publicity postcards requested _____

Special Requests _____
