

## Artist Alley Guidelines

### *Artist Alley – Art, Antiques and Craft Talents*

For the first time, the Alameda County Fair is offering artists/collectors/crafters a place to showcase their talents during fair! Be part of history and join us at Artist Alley!

#### Artist Alley Requirements

1. All items should be handmade, original work, antiques, collectibles, or something unique.
2. Alameda County Fairgrounds Artist Alley showcases art in a broad range of media and styles. Including:

Antiques  
Assemblage  
Basketry  
Book Arts  
Ceramics  
Clothing  
Cool items  
Crafts  
Digital art  
Drawing

Encaustic  
Fiber Arts/Textiles  
Furniture  
Glass  
Gourd Art  
Jewelry – Metalsmithing  
Jewelry – Other  
Metal Work  
Mixed Media 2D/Other  
Mixed Media 3D/Other

Mosaic  
**Other**  
Painting  
Paper Arts  
Pastel  
Photography  
Printmaking  
Sculpture  
Watercolor  
Woodworking

#### 2016 Fair Dates

June 15 – July 4

Fair is closed on Mondays (except July 4)

#### Payment

50% of rental fees due with signed contract within 10 days of date of contract. Balance of rental fees due by 6/10/16.

#### Vendor Set up

Vendors rotate every week. Move-In is every Monday at 11am. Move out starts Sunday after fair closes until Monday at 11am. All items must be removed from booth space by 11am on Monday so the next artist can setup.

#### Audio Equipment

All use of audio equipment must be approved by Fair Management.

#### Decorating Services

Decorating services are provided by the Alameda County Fair. An Equipment Order Form will be included in the contract to order Wi-Fi, equipment, additional electrical.

#### Security

The Association agrees to provide reasonable security during the period of the Fair, but shall assume no responsibility for any loss or damage whatsoever.

#### Electric

Each contracted space includes 500 watts of electricity. Additional electric, if available, can be ordered on the Equipment Order Form included with the contract.

#### Giveaways / Sampling

All giveaways must be approved in advance. Balloons, stickers, light ups are not allowed. Sampling of food or drink items must be approved and are limited in size. Alameda County Health Permit is required for sampling of food products.

#### Insurance Requirements

All vendors are required to provide a certificate of insurance coverage for general liability in the amount of at least \$1,000,000. The certificate must include the required additional insured clause. Insurance to meet this requirement can be purchased for \$150.

#### Contact

Melanie Johnston, Commercial Exhibit Coordinator  
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ALAMEDA COUNTY

FAIR

THE SPIRIT OF Summer

JUNE 15 - JULY 4

### Artist Alley Rates

Weeks Available	Cost	Size of Booth	Number of Days	Move Out Date
June 15 - 19	\$355	10'x10'	5	6/20/16
June 21 - 26	\$426	10'x10'	6	6/27/16
June 28 - July 4	\$497	10'x10'	7	7/5/16
June 15 - July 4	\$1,278	10'x10'	18	7/5/16

