

# PRESENTS THE 55TH ANNUAL BUFFALO OUTDOOR ART FESTIVAL

**Saturday & Sunday,  
June 9 & 10, 2012**

**11 o'clock a.m. til 6 o'clock p.m.**

**Produced & Presented  
by the Allentown Village  
Society, Inc.**

**(Cultural not-for-profit organization)**

**Buffalo, New York**

**POSTMARK DEADLINE FOR APPLICATIONS IS  
JANUARY 31, 2012**

## ALLENTOWN VILLAGE SOCIETY

ADDRESS: P.O. Box 1566  
BUFFALO, NY 14205-1566  
(716) 881-4269

WWW.ALLENTOWNARTFESTIVAL.COM

EMAIL: ALLENTOWNARTFESTIVAL@VERIZON.NET

The telephone is staffed by volunteers and continuous service may not be possible. Leave a message on our answering machine.

Someone will return your call as soon as possible.

## NEXT YEAR'S MAILING LIST

- All Applicants to this year's show will be placed on our mailing list and sent an application for next year's show.
- If not entering this year's show, to remain on our mailing list, check appropriate box on registration form, complete, and return.

## NEW YORK STATE SALES TAX

- All exhibitors are required to have a Certificate of Authority (COA) (RK-2). New York State taxes are required for all sales.
- It is recommended applications for a COA be made at least 10-12 weeks before the festival date(s) of 6/9/12 and 6/10/12. It is also recommended that completed COA forms be returned by certified mail to the appropriate N.Y.S. office.
- This form can be obtained by calling 1-518-485-2889. Ask for "Sales Tax Dept."

**NOW ACCEPTING DIGITAL  
IMAGES AS WELL AS SLIDES**

## FEES

- Make checks or money orders payable to: Allentown Village Society, Inc. (U.S. Funds only)
- Each application must be returned with 2 checks:
  1. \$15 - non-refundable application fee. - US; \$19 - out of country
  2. \$275 - entry fee - US (returned if not selected) \$280 - out of country (returned if not selected)
- **\$15 FEE WILL BE CHARGED ON NON-NEGOTIABLE CHECKS.**

## CASH PRIZES TO EXHIBITORS

The Allentown Village Society will present 41 cash Prizes to exhibitors totaling \$19,900 during the Allentown Outdoor Art Festival. Additional prizes may be authorized.

Best of Show Award	\$1000.00
Purchase Award	\$1000.00

(All Media are Eligible)

## THE PRIZES

For the Following Media:

PAINTING	Abstract & Realistic
WATERCOLOR	Abstract & Realistic
DRAWING & GRAPHICS	
SCULPTURE	
PHOTOGRAPHY	
MIXED MEDIA	

First	Second	Third
\$675.00	\$475.00	\$275.00

For the Following Media:

CLAY	GLASS / ACRYLIC	JEWELRY
CREATIVE CRAFTS (HARD)	CREATIVE CRAFTS (SOFT)	

First	Second	Third
\$625.00	\$425.00	\$250.00

Award winners will be exempt from jurying in the medium in which they won an award. When applying the following year, award winners must submit fees, but no slides or digital pictures in the winning medium.

## SPACES

- The show is held along the streets of the Allentown community in the City of Buffalo. Each applicant is assigned one 13-foot wide space, by 10 ft. deep.
- One applicant per space.
- Please indicate on registration card any preference of space by location or type. Spaces are assigned with previous exhibitors given first preference. We will do our best to honor your request.
- Applicant must be present in his/her assigned space both days. Violation of this rule is basis for expulsion.

**THE ALLENTOWN ART FESTIVAL IS ACCEPTING BOTH SLIDES AND DIGITAL SUBMISSIONS**

## JURYING

- Each year we engage a different panel of jurors with backgrounds and credentials in the arts and crafts.
- **POSTMARK DEADLINE FOR APPLICATION IS January 31, 2012.** All applications will be submitted for jurying following the January 31, deadline. We reserve the right of final acceptance and wish to accommodate all appropriate artist and craftpersons. However, a balance between the various media will be maintained.
- **NOTIFICATIONS OF JURY RESULTS WILL BE MAILED - APRIL 2, 2012 TO THE RETURN ADDRESS YOU PROVIDE.** It is the responsibility of the applicant to contact the Allentown Village Society if notification is not received within a reasonable period following the mailing.
- Applicants accepted for the show will receive additional information at that time. The entry fee will be returned to applicants not selected.
- Full refunds for cancellations will be made only if requested **IN WRITING** and postmarked no later than April 2, 2012. Cancellations between April 4 through May 4, 2012 will be refunded less \$25 administration fee. No refunds after May 5, 2012.

## SLIDES / CD'S

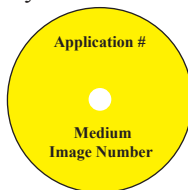
- **SLIDES** - Send Four (4) slides representing your recent work to be submitted for each medium, plus one (1) slide of your work in your display booth.
  - Slides must be 35mm., 2"x2", plastic or paper mount.
  - Write your application number on top left of slide, the media on the top right of medium and a 1/8" red filled circle at lower left corner.

- If you wish your slides returned, include a stamped, self-addressed envelope with adequate postage and application number in upper left hand corner.

- **CD'S** - Send one CD containing all images, 4 images for each medium you wish to enter, plus one (1) image of your work in your display booth.

### Image Specifications

- Pixel dimension of 1984 x 1448 or preferably 1920 x 1920
- 3 Megapixels / Approximate 2 MB file.
- Save all images as Baseline Standard JPEG.
- Save images in sRGB color space.
- Write your application number, media & image numbers on CD.
- Image name should be Media (use abbreviations shown on application), Application No. & Image No.  
EX: Drawings/Graphics would be - DG1234-1
- See our website for details.



**APPLICATIONS SUBMITTED WITHOUT SLIDE OR DIGITAL IMAGE OF YOUR WORK IN DISPLAY BOOTH WILL BE RETURNED FOR RE-SUBMISSION**

## DATE

**Saturday and Sunday June 9th and June 10th, 2012**  
**DEADLINE FOR APPLICATIONS IS**  
**JANUARY 31, 2012**

## INSTRUCTIONS

- **ONLY ONE ARTIST OR CRAFTPERSON PER APPLICATION.** Applications submitted with company name and/or multiple names will be returned for re-submission with one name.
- All work to be exhibited must be represented in your slide or CD.
- If you wish notification that your application was received prior to deadline, enclose a self-addressed stamped postage card which will be returned upon receipt.
- Return application, slides or CD, checks and a self-addressed stamped envelope. Please write application number on upper left hand corner of both envelope and checks.

## RULES OF THE SHOW

**APPLICATION MUST BE MADE IN THE NAME OF THE INDIVIDUAL ARTIST OR CRAFTPERSON. ALL WORK MUST BE ATTRIBUTABLE SOLELY TO THE DISPLAYING APPLICANT.**

- The Allentown Village Society reserves the right to exclude works which are deemed commercial or do not conform to the society's standards for creativity and originality.
- As a matter of Allentown Village Society policy, the following are **NOT ELIGIBLE**: Items made from kits, commercial molds, patterns or logos; commercially manufactured wearing apparel, any work on such apparel (including T-shirts), buttons or photographic techniques; soaps; letterpress; wax media; magnets; novelty crafts; velvet paintings; decoupage; plants; greenware; dryflorals; rubber stamps; and edible items. The limited use of commercial components will be permitted only if incidental to an applicant's creation.
- **REPRODUCTIONS OF THE APPLICANT'S WORK MAY BE DISPLAYED FOR SALE PROVIDED THAT:**
  1. The original work must be displayed with the reproductions.
  2. Reproductions must be of high quality, limited editions, **SIGNED** and **NUMBERED**.
  3. Reproductions must be displayed **SEPARATELY** from original works with a **PROMINENTLY** displayed sign noting that they are reproductions.
  4. Reproductions may comprise no more than **ONE THIRD** of the total display.
- We reserve the right to limit browse boxes.
- Violation of show rules is a basis for expulsion & forfeiture of all fees including awards & prizes.

**APPLICANTS MUST BE PRESENT WITH THEIR EXHIBITS AND DISPLAY BOTH DAYS. NO REPRESENTATIVES WILL BE PERMITTED. PHOTO ID WILL BE REQUIRED.**