

FOX VALLEY FOLKLORE SOCIETY

755 North Evanslawn Avenue,

Aurora, IL 60506

(630) 897-3655

FAX: (630) 897-0061

Email: juelu@aol.com

Web: <http://www.FoxValleyFolk.com>



SUPPORTING AND PROMOTING FOLK MUSIC, DANCE & STORYTELLING IN THE FOX VALLEY SINCE 1975

INVITATION FOR ARTS AREA EXHIBITORS & DEMONSTRATIONS

AT THE 35th ANNUAL FOX VALLEY FOLK MUSIC & STORYTELLING FESTIVAL

SEPTEMBER 4 & 5 2011 -----11 a.m. to 6 p.m.

-- FEATURING --

**** Over 35 of the Midwest's Finest Folk Music & Storytelling acts on Eight Stages ****

**** Workshops ** Children's Area ** Dancing ** Food ** Ghost Stories ****

Held On A Lovely 13 Acre Island In The Fox River In Geneva, IL

-- EXHIBIT SPACES --

The basic size of the uncovered space, (or the size of exhibitors with their own tents), are more flexible, but are assumed to be about 10' X 10'. If you have larger space need, please let us know in advance. On the exhibitors' application form please describe your exhibit and space needs plus any demonstration of your art that you may be able to do. Artists and Crafters' guilds working in traditional arts or methods are also encouraged to exhibit as a group. *Electricity is not available.*

Since we have to rent tents for the various stages and audience areas, we can give exhibitors the option of requesting tent space. The standard tent space will be 10' x 10' for the covered spaces that we rent (1/4 of a 20' X 20' tent). The tents are available on a limited basis to the first exhibitors who reserve them. The park is very shady, but remember, the festival will continue rain or shine.

-- LOCATION AND SET-UP --

Island Park is a beautiful 13-acre island in the Fox River, at Route 38, in Geneva. The exhibitor parking area is off Route 25, south of Route 38 (see the enclosed map). Automobile access to the island will be strictly limited to **8-10 a.m.** and **6-7 p.m.** each day. **All cars must be off the island by 10 a.m. and will not be allowed back until 6 p.m.** Limited assistance in transporting exhibit materials will be available from the motorized carts that we use for performer shuttles. Each exhibitor must supply their own set-up and display material including tables & chairs.

-- REGISTRATION --

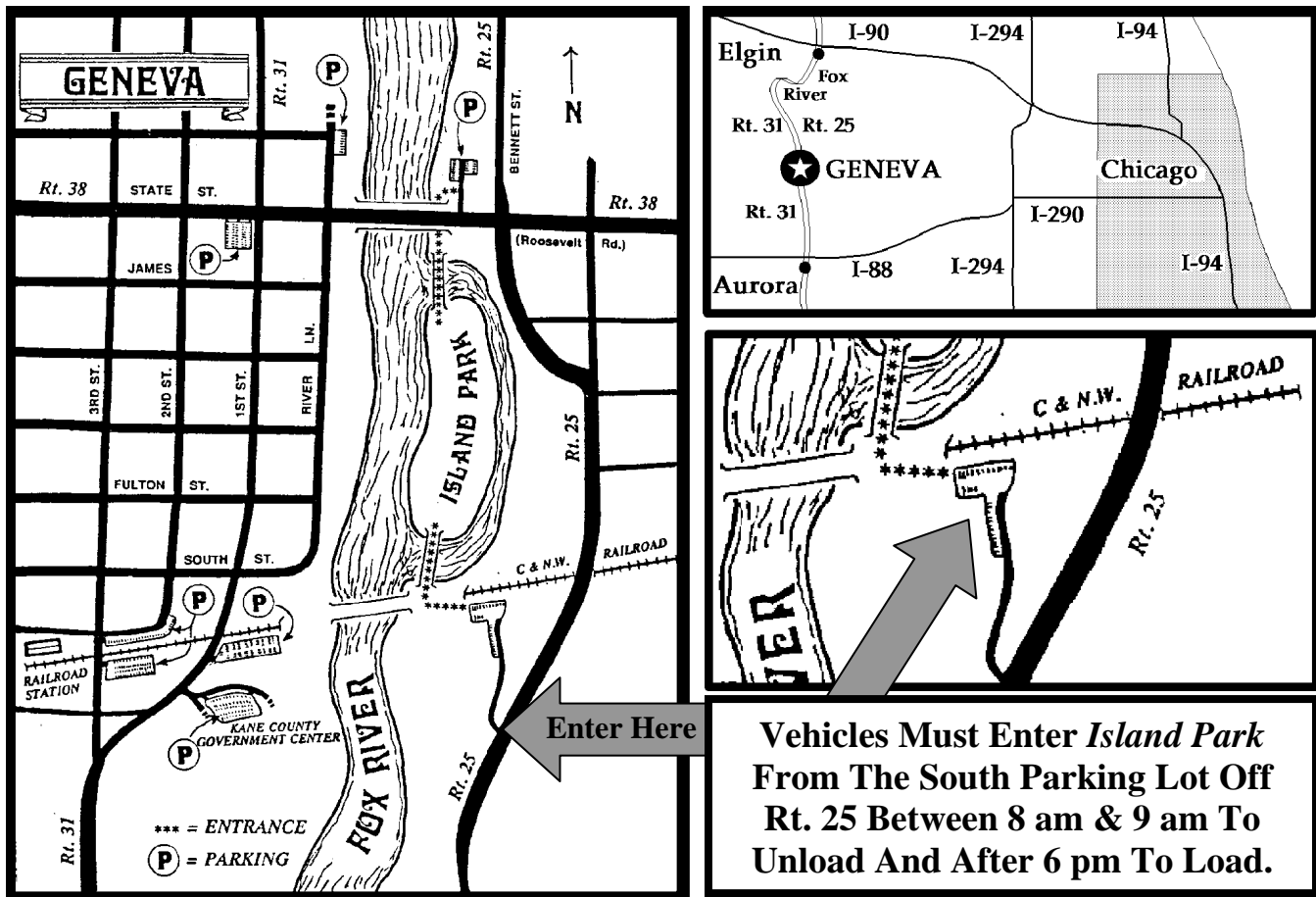
Our basic non-refundable registration fee for an outdoor exhibit space (*uncovered or with your own tent*), must accompany all applications. Exhibitors are encouraged to participate in both days of the festival; no fee reduction for only one day. We keep our registration low but we ask that you make an additional donation to the festival, based on your weekend sales. As a guideline, the food vendors pay 6% of sales, and many of our artists follow suit.

-- PROGRAM BOOK ADS --

If you would like an ad in our Festival Program our Rate sheet & specs are included. Business-card sized ads are \$25 and larger ads are priced proportionally. **Please reserve ad space by August 14 and deliver camera ready copy by August 21.** About 3000 Festival books are printed and distributed at the Festival. An estimated 8000 + people visit the Festival over the two days making it the largest Folk Festival in Illinois.

FVFS is not responsible for collection of Illinois sales tax or payment of sales tax to the State.

Entry To Island Park For The Fox Valley Folk Festival Arts Area



- To be able to drive onto the Island to unload Arts Area materials, meet in the parking lot at the South entrance to the Island beginning at 8 am on Sunday and Monday mornings. Festival staff will be at the lot to control traffic access to the Island. Please obey the directions of the traffic control staff.
- Vehicles will be allowed to enter the Island until about **9:15 a.m.** **All vehicles must be off the Island by 10 a.m.** Parking is available in the South lot for staff & arts area participants and shuttles run between the rear lot and the Island throughout the day.
- When you enter the Island, you must cross a bridge and drive a short distance on a path that is part of the *Fox Valley Bicycle & Hiking Trail* system. Please drive slowly & carefully and give hikers & bikers the right-of-way if traffic direction personnel are not present.
- All products and exhibit material should be removed on Sunday night and brought back in on Monday morning. Although many artists have left tents & display materials on the Island without past incidents, the *Fox Valley Folklore Society* and the *Geneva Park District* assume no responsibility for articles left unattended on the Island. We are on the Island until 11 p.m. Sunday, **but not over-night.**
- Please follow the directions of *Fox Valley Festival* staff & *Geneva Park District* personnel.

ART & CRAFT EXHIBITORS' REGISTRATION FORM
FOR THE 35th ANNUAL FOX VALLEY FOLK MUSIC & STORYTELLING FESTIVAL
 Labor Day weekend, September 4 & 5, 2010, 11 a.m. to 6 p.m.

Name _____ Address _____

City _____ State ____ Zip _____ Phone _____

- Give a brief description of your art or craft. (*Fox Valley Folklore Society* reserves the right to decline applications for media inappropriate to the event): _____

- Will you demonstrate your art? Yes ___ No ___ Please describe: _____

- Exhibit space needs and cost (fee shown is for both days – No reduction for one day):

_____ Commercial booth space	\$100	<i>Approximately 10' X 10'</i>
_____ Organization booth space	\$75	<i>Approximately 10' X 10'</i>
_____ Tent space rental (10' x 10')	\$50	<i>(Shared) Call For Availability</i>
_____ Additional 10' X 10' Tent Space	\$35	<i>Each additional space</i>
_____ Business Card Program Ad	\$25	<i>For larger ads see rate sheet</i>
Total -----	\$ _____	<i>Sum of the above fees</i>

- If you are providing your own tent no tent charges apply. No tables are provided.
- If you are placing an ad, include camera-ready ad copy. See the rate sheet on the last page for sizes and cost. Return this form with ad copy by August 21. Call if the deadline is a problem.
- Registrations should be received by August 27. Ad Copy must be received by August 22. Enclose a check payable to Fox Valley Folklore Society.

As in the past, we ask that you make an additional donation to the Festival based on your sales. We do this to keep the registration costs down and encourage new exhibitors to give us a try and to minimize your risk in case of bad weather. If you make the donation at the Festival, be sure that it is clearly marked as an arts donation and includes your name. Your donations are needed to off-set our increasing production costs and are greatly appreciated.

Mail to:

Fox Valley Folklore Society
 755 N. Evanslawn Avenue
 Aurora, IL 60506
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 FAX: (630) 897-0061
juelu@aol.com

**Problems With
 Deadlines or Questions
 On Displaying? Call
 Juel at (630) 897-3655**

(Please call (630) 897-3655 ASAP if you wish to reserve tent space or are sending an ad!)

AD SIZES AND RATES FOR THE FOX VALLEY FOLK FESTIVAL BOOK

AD SIZE	WIDTH	HEIGHT	REGULAR ADVERTISER	SUPPORTING ADVERTISER	CONTRIBUTING ADVERTISER	SPONSORING ADVERTISER
FULL PAGE (*)	6 ½"	10"	\$120	\$145	\$220	\$420+
2/3 PAGE	6 ½"	6 5/8"	\$95	\$120	\$195	\$395+
1/2 PAGE (horizontal)	6 ½"	5"	\$85	\$110	\$185	\$385+
1/2 PAGE (vertical)	3 ¼"	10"	\$85	\$110	\$185	\$385+
1/3 PAGE	6 ½"	3 3/8"	\$60	\$85	\$160	\$360+
1/4 PAGE (horizontal)	6 ½"	2 ½"	\$50	\$75	\$150	\$350+
1/4 PAGE (vertical)	3 ¼"	5"	\$50	\$75	\$150	\$350+
1/8 PAGE	3 ¼"	2 ½"	\$35	\$60	\$135	\$335+
BUSINESS CARD	3 ¼"	1 ¾"	\$25	\$50	\$125	\$325+

* The back cover is \$200 if available. Sponsoring advertisers are given preference.

FOX VALLEY FESTIVAL ADVERTISER BENEFITS

REGULAR ADVERTISERS

get an ad in the most read folk festival book in Illinois, along with our thanks. Your ad dollars fund many things from Festival book printing to publicity, tents & other rentals. All ad revenue goes to pay our substantial production expenses, and we couldn't do it without your help.

SUPPORTING ADVERTISERS

help us out with a **\$25 donation** over basic ad rates. In addition to the above benefits you will be listed in a special SUPPORTING ADVERTISERS section in the "*Friends Of The Festival*" list in the front of the program book.

CONTRIBUTING ADVERTISERS

are friends who help us out with a **\$100 donation** over basic ad rates. You receive all of the above benefits plus recognition in special CONTRIBUTING ADVERTISERS section of the "*Friends Of The Festival*" list, and on the *Information Billboard* near the Main stage.

SPONSORING ADVERTISERS

are special friends who help us out with **donations of \$300 or more**. You receive all of the above benefits plus a prominent listing as a SPONSORING ADVERTISER in the "*Friends Of The Festival*" list, and on the *Information Billboard* (with your company logo) near the Main stage -- our "*Thank You*" to cosponsors & folks who made special contributions to the Festival. You will also have your choice of available ad placement at no extra charge.

Support Donations Over The Basic Ad Rate Are Tax Deductible Within IRS Guidelines.
**FOR DONATIONS OF MORE THAN \$300, PLEASE CONTACT US TO
 DISCUSS HOW YOUR CONTRIBUTION COULD BEST BE RECOGNIZED**

Business Card

3 1/4" Wide by 1 3/4" High

*Final printed page size is 5.5" x 8.5"
(73% of this original copy size)*

1/4 Page Vert.

3 1/4" Wide by 5" High

1/8 Page

3 1/4" Wide by 2 1/2" High

TEMPLATE

(Do not Reduce When Printing Or Copying)

1/2 Page

6 1/2" Wide by 5" High (Horizontal)
Or Use two 1/4 Page Vertical Ad spaces
To get 3 1/4" Wide by 10" High (Vertical)

2 / 3 Page

1 / 3 Page

Some Festival And Advertising Information

The Fox Valley Folklore Society is celebrating its 35th *Annual Fox Valley Folk Music & Storytelling Festival*, on Labor Day Weekend, **September 4 & 56, 2011**, in Geneva, Illinois, in Chicago's western suburbs. This festival has the largest attendance of any folk festival in Illinois, with over 8000 attendees each year for the two-day event, (Sunday and Monday). *The Fox Valley Folk Festival* presents over 35 of the finest folk music, dance and storytelling acts from across the USA, plus a few from Canada or Europe. Eight stages run continuously, with choices of mini-concerts, storytelling, topical music workshops or hands-on educational workshops on a variety of folklife subjects. We also feature a folk arts area where artisans and instrument-makers demonstrate and sell their work, and a children's area with projects and entertainment. Food is available at the Festival or you can always bring a picnic (no alcohol please) or visit one of the many fine restaurants that are an easy walk from the Festival. The *Metra* railway station is only a few blocks from Island Park, and if you don't take the train the hundreds of rail commuter parking spots are available Sunday and Labor Day! The paved access paths make the Island wheel chair accessible. The festival is sponsored by the *Fox Valley Folklore Society* and the *Geneva Park District*.

If you have not advertised in the Festival program in the past, please contact us at 630-897-3655, and we would be happy to answer any questions you may have or send out a sample copy of last years program book. Support donations over the basic ad rate are tax deductible, and all *Supporting*, *Contributing* and *Sponsoring* advertisers will receive special recognition in the "*Friends of the Festival*" section, inside the front cover of the book. *Sponsoring* and *Contributing* Advertisers will also be recognized on a Festival sign near the main stage. We would also be happy to discuss in-kind donations of products or services to the Festival.

If you would like to make a special donation of cash or in-kind services for a particular aspect of the festival, please contact us and we'll discuss the possibilities for special recognition. Fox Valley Folklore Society is a 501 (c) 3 tax-deductible not-for-profit organization, with an all volunteer staff, and every dollar you contribute goes directly toward supporting the Festival.

You can transfer your ads to us electronically, and if you need help with that process please contact us for instructions. TIFF and PDF files have produced the best results but other options are also possible. Please contact us before sending files to verify options. Send your ads or direct your questions to any of the following addresses:

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