



# **Toshiba Tall Ships Festival**

**Artist & Vendor Application  
(Non-Food)**

**September 11 & 12, 2010  
Dana Point Harbor**

<http://www.tallshipsfestival.com>

Sponsored by  
Toshiba America Business Solutions, Inc.  
Orange County Register

***Spaces are limited and juried so please apply early!***

## **TOSHIBA TALL SHIPS FESTIVAL AND ART SHOW 2010**

The 2010 Toshiba Tall Ships Festival is proud to announce its 26th year!! This event continues to grow each year and we anticipate that the 2010 festival will be the most spectacular and most successful to date. This year's festival expects the largest number of visiting ships in our history as well as expanded stage shows, living history re-enactments and extra family fun for everyone! As we plan for this year's festival, we are pleased to invite returning participants and new applicants to join us in this celebration honoring over two decades of the largest annual gathering of tall ships on the West Coast. Please take the time to read through this packet and properly fill out the application form -- we will be processing the paper work soon, so please don't delay.

The Ocean Institute takes great pride in the Festival's Arts & Craft Show and we take extra care to host only quality work. We also put extra effort into setting up a fun, inviting and successful environment for all of our participating artists and vendors. The Ocean Institute will do everything possible to provide you the support you need and ensure an enjoyable experience. Thank you for your interest in the Toshiba Tall Ships Festival and we hope to see you this fall.

---

The Ocean Institute, a non-profit, community-based marine educational organization, along with Toshiba proudly presents the 26th Annual Toshiba Tall Ships Festival in beautiful Dana Point Harbor. Dana Point is a unique and charming seaside community filled with distinctive restaurants, fine lodgings, art galleries, boutiques and cultural institutions. There are historical, scientific and leisure activities that draw tourists year-round from around the world. Soaring sandstone bluffs surround the harbor attracting thousands of visitors on a daily basis.

The festival will feature continuous live entertainment, a Pirate encampment, living history demonstrations, tall ship tours, food booths, free shuttles and free parking. The highlight of the festival is the arrival of a flotilla of cannon-blasting tall ships and other vessels sailing down the coast and into Dana Point Harbor. Upon arrival, the tall ships dock adjacent to the Ocean Institute for tours and demonstrations.

This year we are featuring an expanded arts & craft show that will be held in the park next to the tall ships, which will be sailing in on Friday, September 10th. Space is limited. Color photographs are juried in order of receipt; therefore, we encourage you to apply early (returning artists need not send photos).

The Orange County Register (and its subsidiaries: Dana Point News, Capistrano Valley News and the Sun Post News) is the official print media sponsor. In addition to extensive display advertising, The Orange County Register will print the official Toshiba Tall Ships Festival program and distribute to 35,000 South County residents.

## APPLICATION INFORMATION

**1. CA SELLERS PERMIT:** New vendors only. No space assignment will be made until verification of your CA Sellers Permit with the CA Board of Equalization. New applicants, please include a copy of your permit with your application.

**2. SCREENING:** Every artist / vendor must be screened before being accepted into the festival. Please submit 4 current and properly labeled color photos. Please do not submit more than 4 photos. Your artwork will be screened solely on the photos you submit with the application. You should submit the best pictures possible, those that most accurately represent your work. All work must be completely handmade by the artist using original and creative designs. Notice of acceptance or non-acceptance will be made by mail on or before August 15, 2010.

**3. PHOTOS:** A total of 4 photos are required: three of your artwork / merchandise and **one of your booth set-up (this is mandatory to be considered)**. Number your photos 1-4 to correspond with your description on the application. No slides or digital photos please. List the current retail price of artwork/merchandise depicted in the photo on the application. Include a description of your work including raw materials, processes involved and a description of your finished product. The Ocean Institute retains the right to use photos submitted by the artist for use in advertising and promotion of the festival. **We retain the photos for our records; please note that the photos are not returnable.** We do not accept slides or digital copies of photos.

**4. BOOTH SPACE:** Spaces will be assigned by the Ocean Institute at its sole discretion. Space size is approximately 10 X 10 feet. Double spaces are available. **Please note that spaces are not on flat ground.** In addition, as this is an outside show on the grass, near the coast, participants should be prepared to deal with a variety of weather and ground conditions (such as strong sun, gusty winds, and possible misty morning weather & wet grass). We strongly suggest securing your booth with stakes. Also note that the show is held rain or shine. Although it has never rained significantly during the festival, there will be no refunds to artists who do not participate for weather-related reasons. Empty booths may be left up overnight; a security officer is on site Friday and Saturday nights, however, we cannot guarantee the absolute safety of your work or equipment. The Ocean Institute is not responsible for lost or stolen items.

**5. DEADLINE:** In order to be considered, your application fee of \$15.00 and booth space fee (see booth rates) must be postmarked by July 15, 2010. Please submit a **separate** \$15 check for the application fee. If one check is received for the booth space fee and application fee, it will be deposited as the nonrefundable application fee. A \$25 charge will be added for returned checks. If paying by credit card, the credit card number must be written on the application to be valid. There is no guarantee that a late application will be screened.

**6. APPLICATION:** Applications are numbered, processed and judged in the order received. Due to the quantity of applications received, acceptance to the festival and assignment of space requests are more likely to be granted the earlier your application is received. You will be notified by mail no later than August 15, 2010 of your acceptance.

**7. MAIL TO:** Ocean Institute, Toshiba Tall Ships Festival, 24200 Dana Point Harbor Drive, Dana Point, CA 92629

**8. ELECTRICITY:** There is no electricity available for artists or vendors.

**9. REFUNDS:** Space fees will be refunded in full to all applicants not accepted to the festival. The \$15 application fee, however, is nonrefundable and will be the only check(s) cashed immediately upon receipt of your application. Booth space fees will not be deposited until after you have been screened and accepted into the festival. No refunds will be made after acceptance.

**10. CHECK-IN:** If any balance is owed at the time of check-in, it must be paid by cash, money order or certified check. Please remember that each artist must check in personally.

### **Event Site**

The vendor/artist site is located on the grass park at Baby Beach (adjacent to the OC Sailing and Events Center) on Dana Point Harbor Drive. It is a beautiful location in the harbor with a spectacular view of the tall ships. Please remember that the booth spaces are not flat and may be sloped – please call if you have any questions regarding the site.

## RULES AND REGULATIONS

**1. The festival runs from 10:00 a.m. to 5:00 p.m. both Saturday and Sunday. Participants must be ready to open at 9:30 a.m. and must stay open until 5:00 p.m. No early breakdown or booth closure Saturday or Sunday.**

**2. The work exhibited and booth set-up / display must be consistent with photos submitted by the artist and festival guidelines. The Ocean Institute has the right to require that any other work be immediately removed from the show. Additionally, any booth set-up (including racks & tables) that does not meet professional quality standards will be shut down. Failure to comply with the above may result in an artist's removal from the festival and an artist's right to exhibit in future festivals may be refused. No refunds will be given.**

**3. To be eligible for the arts and craft show, all work exhibited must be original artwork produced by the artist. Reproductions of artist's original work are acceptable provided they are clearly marked as reproductions.**

**4. Any imports, manufactured goods or work, which has been produced with commercial kits, molds, patterns, plans, prefabricated forms, or other commercial methods, are subject to the vendor rate.**

**5. Artist/vendor shall be liable for delivery, handling, erection and removal of artist & vendor displays and materials. All pertinent fire codes, laws, ordinances and regulations pertaining to health, fire prevention and public safety shall be strictly obeyed. Nothing shall be done to the exhibition area in such a way as to damage the area.**

**6. The Ocean Institute prohibits the installation and operation of any exhibits not meeting its approval. The Ocean Institute, at its sole discretion, may prohibit the conduct of any activity whatsoever which it deems deleterious and not in the best interest of the festival. The Ocean Institute retains the right to use photos submitted by the artist / vendor for use in advertising and promotion of the festival.**

**7. A schedule of unloading and set-up will be given to the vendor/artist upon acceptance of application. All vehicles will be required to park in reserved outside approved lots (special parking permit will be issued). Vendors and artists must be prepared to carry displays and equipment up to 100 feet on grass to assigned site. PARKING IS NOT PERMITTED AT ANYTIME ALONG DANA POINT HARBOR DRIVE UNLESS SPECIFICALLY MARKED.**

**8. Break-Down -- The festival ends at 5:00 p.m. on Sunday, September 12th. All booths and artwork must be removed by 8:00 p.m. **Any vendor or artist breaking down before 5:00 p.m. on Sunday will not be permitted to return next year! Artists / vendors are responsible for disposing all their own garbage/trash in designated dumpsters. Please leave your site clear and clean – thank you.****

**9. The Ocean Institute will not be liable for refunds or any other liabilities whatsoever for failure to fulfill these terms and conditions, due to the unusable condition of the area in which the festival is to be produced, caused by, but not limited to, fire or other calamity, any act of God, public enemy, strikes, statutes, ordinances of any legal authority or any cause beyond the Ocean Institute's control. Insurance, if desired by artist / vendor, must be obtained by and at artist's/vendor's expense. The Ocean Institute assumes no risk.**

**10. Artist/vendor, by signing the application, will hereby release and forever discharge the Ocean Institute, the County of Orange and all sponsoring organizations and their directors, officers, employees, agents and volunteers from any responsibility, personal liability, claims, loss or damage arising out of or in conjunction with his/her participation in the festival. The Ocean Institute will not be responsible for any injury sustained by the artist and guests while within space designated for exhibits. Further, the artist understands that he/she stores his/her artwork at his/her own risk. Security will be provided Friday and Saturday nights.**

**11. Artist/vendor is solely responsible for the collection and remittance of sales tax to the State of California (CA). You must post your CA sales permit in a visible location in your booth space (a state representative may contact you during the festival).**

**12. No waivers, modifications or amendments shall be valid unless approved in writing by the festival director. Venue for all legal proceedings arising from violations of these terms and conditions must be initiated in Orange County, California.**

**13. NO FEES WILL BE REFUNDED AFTER ACCEPTANCE. All cancellations must be received in writing. Space fees will be returned to all applicants not accepted to the festival. There is a \$25.00 fee for all returned checks.**

# 2010 Toshiba Tall Ships Festival Application

Name: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

| Booth Rates               |                 |
|---------------------------|-----------------|
| <b>Application Fee</b>    |                 |
| \$15.00                   | per application |
| <b>Artists</b>            |                 |
| \$225.00                  | 10' x 10' space |
| \$375.00                  | 10' x 20' space |
| <b>Commercial Vendors</b> |                 |
| \$500.00                  | 10' x 10' space |
| \$700.00                  | 10' x 20' space |

| Photo # | Medium | Description            | Price | % of product to be displayed in booth |
|---------|--------|------------------------|-------|---------------------------------------|
| __ 1.)  | _____  | _____                  | _____ | _____                                 |
| __ 2.)  | _____  | _____                  | _____ | _____                                 |
| __ 3.)  | _____  | _____                  | _____ | _____                                 |
| __ 4.)  | _____  | Booth & Display Set-Up | _____ | _____                                 |

**Non-art exhibitors & commercial vendors, please describe the nature of your booth, e.g., non-profit promotions, business promotions, type of merchandise, etc.**

\_\_\_\_\_  
 \_\_\_\_\_

**Application Fee:**    \$15.00    **Check # or Credit Card #:** \_\_\_\_\_    **CC Expiration:** \_\_\_\_\_  
**Payment Amount:** \_\_\_\_\_    **Check # or Credit Card #:** \_\_\_\_\_    **CC Expiration:** \_\_\_\_\_

**(Artists)** I certify that the photos submitted are my own creations and are accurate representations of work that I will display and set up at the 2010 Toshiba Tall Ships Festival. **(Vendors)** I certify that the photos are accurate representations of my business type, merchandise and booth set-up.

**Signature:** \_\_\_\_\_    **Date:** \_\_\_\_\_

**Send photos, Application Fee, Booth Fee and completed Application Form to:  
 Ocean Institute, Toshiba Tall Ships Festival, 24200 Dana Point Harbor Drive, Dana Point, CA 92629  
 Call: (949) 496 – 2274 ext. 412 with any questions.**

### Application Check-list

- \_\_\_\_ \$15 Application Fee (all applicants)
- \_\_\_\_ CA Sellers Permit (all applicants)
- \_\_\_\_ 3 photos of your work / merchandise (all applicants)
- \_\_\_\_ 1 picture of your booth set-up / display (all applicants)
- \_\_\_\_ Completed Application & Booth Fee (all applicants)