



The Award-Winning
TASTE OF ST. LOUIS
SEPTEMBER 28-30, 2012

JURIED ARTIST APPLICATION
TasteSTL.com



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 **BEST OF
THE MIDWEST**



JURIED ARTIST APPLICATION FOR THE ART & WINE WALK–TASTE OF ST. LOUIS, 2012

About the Taste of St. Louis

The Taste of St. Louis has become one of the largest, most anticipated events in the Midwest. This year's event will take place Sept. 28–30, 2012 (outdoors) at 12th & Market (Soldiers' Memorial) in downtown St. Louis. The event will once again coincide with the **St. Louis Cardinals' last 3 regular season home games.**

*The Taste of St. Louis has won numerous awards including #1 Family Festival in the **St. Louis Post Dispatch Readers' Poll**, Best Festival by **Metromix.com** and a **AAA Traveler's "Best of the Midwest Award."** It has also garnered significant media attention for its event greening practices which have resulted in a unprecedented 50% diversion of waste from landfills.*

In 2011, the Taste drew **more than 350,000 attendees** who enjoyed the region's best restaurants, artists, culinary competitions, national and local music acts, interactive booths and retailers.

Dates & Times: Friday, September 28 – 4pm to 11pm
Saturday, September 29 – 11am to 11pm
Sunday, September 30 – 11am to 8pm

Location: Soldiers' Memorial Park (outdoors), 12th & Market



The Art & Wine Walk at the Taste of St. Louis

The Art & Wine Walk is a truly unique experience where event-goers can peruse work from both local and national artists, while enjoying wine tastings from more than 100 wines from all around the world. As a juried-only art event, we are proud to have some of the best local artists, as well as national exhibitors, take part in our event.

This year's jurors include **Kate Poss**, Career Advisor at Washington University's Sam Fox School of Design & Visual Art and Director of Development at Circus Flora; **Philip Hitchcock**, artist and owner of PHD Gallery; and **Cbabi Bayoc**, artist and owner of Sweet Art Bakeshop & Art Studio.

Art & Wine Walk juried artists receive the following:

- 10'x10' booth space* in the **Art & Wine Walk** for promotions, sales and lead generation. **Note: You must provide your own tent, table, chairs and lighting. If you need a tent, we can provide you with a contact for a local tent rental company.**
- One 110 electrical outlet
- Ability to place signage at booth location (self-provided, see rules and regulations)
- Name and website hotlink on TasteSTL.com
- Name listed in Taste of St. Louis Event Program—200,000 copies distributed via the *Riverfront Times*, *St. Louis Magazine*, the *Post Dispatch* and at the event
- Complimentary "booth sitters" at the event
- Eligibility for cash prizes and awards

Please read all of the attached information and call our office with any questions. Thank you for your consideration, and we look forward to seeing you at the *Taste of St. Louis*.

Rebecca Brooks, Art & Wine Walk Director

Rebecca@TasteSTL.com • 314.534.2100 x24 • Fax 314.534.2101



THE TASTE OF ST. LOUIS 2012 ART & WINE WALK APPLICATION

Please complete this application in full, make a copy for your files, and return pages 3-7 with payment and jpg images. You will be notified of your acceptance (which is up to the sole discretion of the jurors of the Taste of St. Louis, Inc.) no later than **Monday, June 25**, and your booth fee check will be deposited. The Artist Advance, containing load-in information and any revised rules or event details, will be sent out one month prior to the event.

■ Deadlines & Important Dates for the 2012 event

May 21 – Deadline for artist application/entries (\$250/booth space)

June 11 – Final deadline for artist application/entries (at \$350/booth space)

June 25 – Notifications of acceptance sent out

August 31 – Artist advance (with load-in information and any revised rules/event details) emailed out

September 28, 29, 30 – Taste of St. Louis event

September 28 – Winning Artists notified at Taste

IMPORTANT: *Absolutely no refunds will be given after you have been notified of acceptance.*

■ Participation Fees

Jury Fee: \$25 non-refundable – separate check. **Checks for jury fee will be cashed upon receipt.**

Booth Fee: \$250 (if received by **May 21, 2012** or **\$350** if received by **June 11, 2012**) for a 10x10 space (artist must provide tent). Checks for booth fee will be cashed if you are accepted into the event (or mailed back to you if you are not) by June 25, 2012.

Fees must be postmarked or hand-delivered by **May 21, 2012 (\$250)** or **June 11, 2012 (\$350)**. Make checks payable to: **Taste of St. Louis • 227 S. Jefferson Ave • St. Louis, MO 63103**

■ Eligibility for Juried Work

Art submitted for jury and displayed/sold at the Taste of St. Louis **MUST** be the original work of the participating artist or a reproduction of the artist's original. Artists must be at least 18 years of age.

■ Submission Instructions for Juried Work

Artists must submit three **(3) jpegs** of *original and unique artwork* completed between 2010-2012 and one **(1) jpeg** of your booth set up from a previous art show/festival for consideration of the jury.

Note: Poor image quality (i.e. sideways, fuzzy, or poorly lit images) will affect scoring.

Submissions that do not comply with rules of entry will not be presented to the jurors.

Your Jpegs must be:

- Presented on **one (1) non-returnable CD**, readable by **both Mac & PC**, postmarked or hand delivered by **May 21, 2012 (\$250) or June 11, 2012 (\$350)**.
- Limited to 2 jpegs per artwork piece: 1 full view and 1 detail or alternate view.
- RGB Color, 300 dpi, and minimum 800x800 pixels.
- Titled as: **yourlastname.image1.jpg** (i.e. **jones.image1.jpg**). If an alternate jpg is included, label it: **yourlastname.image1a.jpg**.

■ Prizes and Awards

Prizes will be awarded based on originality, consistency, mastery of technique and overall presentation. Award-winners will be selected on **Friday, Sept. 28th** at the event (details to follow).

First-Place Juried Award: Cash and/or prizes totaling \$1000

Second-Place Juried Award: Cash and/or prizes totaling \$500

Third-Place Juried Award: Cash and/or prizes totaling \$250

Best Booth Award: Prize for best booth presentation (non-cash prize)

Honorable Mention: Two (2) honorable mention awards (non-cash prize)



■ **Checklist and Application**

Please send the following items, postmarked or hand-delivered **by May 21, 2012 (\$250), or June 11, 2012 (\$350)** to: **Taste of St. Louis/Art & Wine Walk • Attn: Rebecca Brooks 227 S. Jefferson • St. Louis, MO 63101**

- Completed Art & Wine Walk Application form (pages 3-7). Please keep a copy for your records.
- A stamped, self-addressed envelope for notification of acceptance.
- Jpegs of three (3) pieces of artwork** completed between 2010-2012 and **one (1) booth photo** on **one (1) non-returnable CD**, readable by **both Mac & PC** (see full instructions on page 2).
- \$250 check (by May 21)** or **\$350 check (by June 11)** payable to the Taste of St. Louis.
- Separate **\$25 check** for jury fee.

NOTE: Booth fee checks will not be cashed unless accepted into the event. There will be a \$20 fee for checks returned due to insufficient funds.

Artist's full name (First, Last) _____

Name as you wish it to appear on website (if different): _____

E-mail _____

Your website (for TasteSTL.com) _____

Address _____

City _____ State _____ Zip _____

Phone _____/_____ Cell phone (for event-day contact) _____/_____

How did you hear about us? _____

Note: Items listed below MUST be the original work of the artist applying.

ENTRY #1 (Labeled on CD: yourlastname.image1.jpg/yourlastname.image1a.jpg if second image is included)

Title: _____ Medium: _____

Date completed: _____ Size: _____

ENTRY #2 (Labeled on CD: yourlastname.image2.jpg/yourlastname.image2a.jpg if second image is included)

Title: _____ Medium: _____

Date completed: _____ Size: _____

ENTRY #3 (Labeled on CD: yourlastname.image3.jpg/yourlastname.image3a.jpg if second image is included)

Title: _____ Medium: _____

Date completed: _____ Size: _____

BOOTH IMAGE (Labeled on CD: yourlastname.booth.jpg)

Date/Location of booth image _____

Does your booth currently look like this? (if not, please explain) _____



THE TASTE OF ST. LOUIS 2012 ARTIST VENDOR APPLICATION (CONT.)

This agreement is between (responsible party) _____ and the *Taste of St. Louis, Inc.* for participation in the *Taste of St. Louis 2012* (September 28, 29 & 30, 2012) as a non-food vendor.

■ Rules and Regulations

1. All vendors **must sign** the attached **Eco-Contract** on page 6 to participate.

2. Tents and Booth Space

Your participation fee includes a 10'x10' space in the Art & Wine Walk. You must bring your own 10'x10' tent, tent pole weights, tables, chairs, lighting, display system for art, etc. We suggest a tent with four sides so that it can be secured overnight. (No stakes allowed). All self-provided tents **must be professional in appearance**. The Taste of St. Louis reserves the right to reject any inappropriate tents. 10x20 spaces are available for \$500 and corner spaces are available for an additional \$150 on a first come, first serve basis, please contact Rebecca Brooks: rebecca@tastestl.com or 314-534-2100 x24 for more information. **No tents larger than 10'X10' will be permitted without prior notification.**

IMPORTANT: Vendor location assignment will be at the sole discretion of the TSL Board. *You will receive your assignment upon loading into the event site.*

3. Electrical

One 110 electrical outlet per booth space will be provided. Power is limited; artists are asked to use electricity for lights, registers and credit card machines only. Artist is responsible for providing lighting, extension cords, power strips, clips, etc. You **MAY NOT** bring a generator.

4. Signs

All signs and banners must be contained inside the vendor's tent. All signage must be professional in appearance. The Taste of St. Louis, Inc. reserves the right to reject any inappropriate or unprofessional signage.

5. Permits

The Taste of St. Louis will submit your information to the License Collector's Office for a Temporary Festival Waiver. A copy of the waiver will be emailed to you at two weeks prior to the event, and **MUST** be must be displayed in your booth at all times.

6. Vehicle Access

Vendors will be allowed to utilize vehicles to move equipment and goods to the site up to **three hours prior** to the start of the event. **You must drive into the footprint, unload your goods and immediately remove your car from the event site. You may not load out until the event hours have come to an end and the Taste of St. Louis gives permission to do so.** Details will be included in the Vendor Advance that you will receive before the event. The Taste of St. Louis does not provide designated parking.

(continued)



7. Hours of Operation

All vendors **MUST** operate during the entire duration of the *Taste of St. Louis* event hours for all three days.

8. Noise and Sound Systems

Vendors are **not allowed to operate music or public address systems** on the event site.

9. Trash and Clean Up

Vendors must maintain the cleanliness of their event site and throw all trash away in the dumpsters provided by the TSL. You must leave your area **100% free of all trash** and display items at the end of the event.

10. Sales Tax

Vendors are responsible for collecting, reporting and paying all Missouri state, local & city sales tax.

11. Disclosure of Vendor Ownership

Each application must disclose the name of the owners of the business including the name of a sole proprietor and/or names of all partners in a partnership.

12. Publicity

The Taste of St. Louis reserves the right to photograph all exhibited works and/or artists for publicity purposes.

13. Security

All vendors are responsible for the security of their booth area, goods and personal items. Although there will be 24-hour security provided for the event area, we suggest all items of value are removed each night. **TSL WILL NOT be liable for lost/damaged/stolen items.**

14. Prohibited Merchandise

The following items are not authorized and **MAY NOT BE SOLD BY ANY VENDOR AT ANY TIME**. If any vendor is found selling any of the following items, they will be asked to leave the event site immediately and forfeit 100% of their participation fee. ***Prohibited items include:***

- Food or beverage sales or giveaways of any kind without prior consent by TSL.
- Merchandise of any kind containing logos, phrases or words regarding the Taste of St. Louis.
- Pornographic or publicly offensive merchandise, drug paraphernalia or any other items that conflict in keeping with standards of public policy and local ordinances.

15. Operations

TSL reserves the right to restrict vendors with respect to operations and display of materials.

16. Intoxicants

Vendors may not possess illegal drugs, alcohol or other intoxicants inside their vending area, on the event site or anywhere near the event footprint.

17. Insurance

Vendors must maintain current and valid liability insurance for the duration of the event.

(continued)



The Taste of St. Louis 2012 EGS Eco-Conscious Agreement



Since the creation of **EGS** (Event Greening Systems) in 2010, the Taste of St. Louis (In cooperation with our sponsors, vendors, artists and other participants) has made unprecedented strides toward decreasing our carbon footprint, most notably in these areas:

Event Operations and Waste Diversion: By implementing a comprehensive waste management program unparalleled by any other event of its size, the Taste of St. Louis has an average diversion rate of more than 50% from landfills. With the introduction of compostable serviceware in 2010, we've contributed nearly 30 tons of waste to a composting facility and almost 4 tons of mixed plastics, aluminum, and cardboard to the recycling plant. With the introduction of mobile beverage stations in 2011, the event was able to eliminate and *additional* 40,000 aluminum, plastic and glass containers from the event footprint.

Event Marketing and Signage: Because printed materials are produced only when necessary, and on recycled paper with soy-based inks whenever possible, the Taste has achieved a 60% reduction in printed materials since 2010 – saving 15,000 pounds of paper; the equivalent of 50 trees.

Power Generation and Usage: The use of 20% BioDiesel blend in event generators reduces yearly CO2 emissions by 15%, or 3,800 pounds. In addition, approximately 2,100 lbs of waste oil are captured at the event each year to be recycled into 270 gallons of BioDiesel. The use of nearly 500 CFL light bulbs reduces event power usage by 83%.

Moving Forward in 2012

Our environmental goals at the Taste of St. Louis are to reduce our carbon footprint through every avenue possible. To help us reach our carbon footprint reduction goals in 2012 we require all of our sponsors, vendors, artists and other participants to cooperate with the following rules and requirements:

- All items distributed at the event, including giveaways, handouts, promotional items/material and samples must be approved by the Taste of St. Louis. Every effort must be made to minimize the amount of non-compostable/non-recyclable items given away at the event. Event organizers will assist you in finding compostable/recyclable alternatives when applicable.
- The following items are NOT allowed to be distributed to the public at the Taste of St. Louis; **COMPOSTABLE replacements are REQUIRED** (unless the item is the subject of or permanently affixed to your art work):
 - Styrofoam of any kind
 - Plastic wrap
 - Glass bottles
 - Saran/Cling wrap
 - Plastic containers
 - Plastic straws
 - Burlap
 - Waxed paper
 - Plastic bags
 - Drink boxes/pouches
 - Cork
 - Metal of any kind
 - Plastic bottles
 - Aluminum bottles
 - Coated paper products
 - Colored napkins
 - Plastic film
 - Aluminum cans
 - Aluminum foil

PROTECTIVE COVERING FOR ART (PICTURES, PAINTINGS, JEWELRY, ETC.) IS ACCEPTABLE.

Aluminum cans and plastic bottles are allowed **for personal use only** and **MUST** be disposed of in recycling bins provided at the event. If you require other personal items that are not compostable or recyclable you **MUST** use the **PACK IT IN, PACK IT OUT method** (you are required to take it with you and dispose of it outside of the event footprint.)

NOTE: Throughout the event weekend, we will be checking that all participants are abiding to the eco-contract. You must provide the compostable service items all weekend long and there will be no exceptions to the rule. Non-compliance will result in removal from the festival without a refund.

Signed and Agreed _____ **Date** _____

If you have questions, please contact Rebecca Brooks at rebecca@tasteSTL.com or 314.534.2100 x 24



■ **Force Majeure**

In the event of inclement weather, or for any reason whatsoever that the *Taste of St. Louis* is delayed, rained-out or unfeasible by any act or regulation of any public authority or bureau, civil tumult, strike, epidemic, war conditions, emergencies, act of God, or any other cause or causes beyond the control of the *Taste of St. Louis, Inc.*, the Vendor agrees that there shall be no claim or action against of the *Taste of St. Louis, Inc.* Attendance is not guaranteed and no refund of vendor participation fees will be given for any reason.

■ **Indemnification**

The Vendor shall release, indemnify, and hold harmless the *Taste of St. Louis*, City of St. Louis, all sponsoring organizations and all trustees, officers, employees, and agents from any and all liability, claims, suits, actions, damages, settlements and expenses, including reasonable attorney's fees, arising out of injuries to persons or damages to property directly and exclusively resulting from said vendors actions and participation in the *Taste of St. Louis* event. The *Taste of St. Louis*, or any subsidiary thereof, will not be responsible for any kind of injury sustained by participants or guests while in agreement. By signing this release and request, I agree to follow all rules and policies as outlined in these documents and/or any addendum thereto.

Signing and submission of this application implies understanding and consent to the conditions set forth herein. Submitting a signed application indicates that you have read, understand and have accepted the rules in their entirety. **Agreed and Accepted:**

Signature _____
Date

Print Name

For Office Use:

Check # Amount/Description _____
Date

Check # Amount/Description _____
Date

