



5th Annual Keystone River Run Art Festival

Keystone, CO

July 24th – 25th, 2021

Times:	Saturday & Sunday, 10AM – 6PM (note later ending time)
Navigational address:	120 Ida Belle Drive Keystone, CO 80435
Parking:	Detailed artist parking is on the parking pass on page #8
Set up:	Friday: 11AM – 5PM; set up resumes on Saturday at 6:30AM (see page #3 for details)
Sales tax rate:	Tax requirements for Keystone are on page 2. Action required.
Space size:	Space size is approximately 10' X 10'. All work, display and storage will not go beyond the assigned exhibitor space. IMPORTANT: Please bring extra weights for your canopies due to possible unforeseeable weather!!
Booth set up:	Your booth display should match the booth display picture that was submitted with your Zapp application. There are no exceptions to this rule. If you have any display changes prior to the festival (including browse bins and tables), you must resubmit your booth image for approval. At the show, if any unapproved items are added to your display such as a second medium, tables, easels, unsightly browse boxes, etc., we will ask you to remove them.
Space numbers:	<p>Space assignments will be posted on Thursday prior to the show on our website http://www.artfestival.com/ (click on ARTISTS then SPACE NUMBERS).</p> <p>A certain space number or location may be requested at least two (2) weeks prior to the show, but please remember this is only a request and not a guarantee.</p>
Cancellations:	<p>Cancellations must be RECEIVED in our office by TUESDAY, MAY 25, 2021 to avoid loss of show fee.</p> <p>All cancellations must be in writing (preferably emailed) and submitted to the office 60 days prior to the event in order to be issued a credit, good for 2 years. Declining on Zapp is not a valid cancellation; we do NOT receive notifications from Zapp. If you cancel less than 60 days prior to the show, you will be responsible for the entire show fee.</p>
Show fees:	<p>Show fee balances must be RECEIVED in our office by THURSDAY, JUNE 24, 2021 to avoid paying the \$50 late fee. (see page #5 for details)</p>
Emergencies:	Please email emergency@artfestival.com (this is the preferred method of contact as it is monitored 24 hours per day) or call 954-649-1211 for EMERGENCY SITUATIONS ONLY AFTER OFFICE HOURS OR WEEKENDS! Do not call this number asking for your space number.



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PLEASE VIEW OUR WEBSITE THE THURSDAY PRIOR TO THE SHOW UNDER "ARTISTS/SPACE NUMBERS" FOR UPDATED INFORMATION INCLUDING SETUP TIME, BREAKDOWN TIME, SHOW HOURS, PARKING AND OTHER RELEVANT INFORMATION. **INFORMATION IN THIS DOCUMENT MAY CHANGE PRIOR TO THE EVENT.**

You can now manage your show schedule, update your personal account information and pay your show fee balances online! Log in here: [ONLINE BALANCE PAYMENT SYSTEM](#)

IMPORTANT Tax Requirements:

1. **Colorado State Special Event Sales Tax:** ([Click Here for information](#))

- a. You are required to obtain a state of Colorado Special Event Sales Tax license prior to the event using Sales Tax Special Event Application [Form DR 0589](#). There is a single event license or a multiple event license if you are participating in more than one event in Colorado.
- b. After the event, you are required to file and remit State of Colorado sales tax by either filing online or submitting a Special Event Retail Sales Tax Return [Form DR 0098](#).

2. **Keystone Neighbourhood Company Tax:** ([Click here for form](#))

The KNC must collect **.5%** (1/2 of 1%) in surcharges of the TOTAL GROSS SALES from all exhibitors selling wares and providing services in the River Run Village. For example, if you sell \$100 in wares, the KNC must collect \$.50. Please fill out the form along with documentation of total receipts collected from the festival weekend. You will have 14 days to submit the documentation and payment to the **KNC at 140 Ida Belle Drive, Ste. F4 Keystone, CO. 80435**. If you have any questions regarding this policy, please contact our Business Manager at 970.423.8999.



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Exhibitor Safety Measures for COVID-19 will be in effect as long as we are in the pandemic.

- **Masks are MANDATORY inside the show site for EVERYONE,** except children under the age of two. **A face shield is an option for extra protection over your mandatory mask, but the mask must be on underneath.** We also suggest that exhibitors practice wearing different types of masks. This will help you determine which masks are the most comfortable to wear during set up, break down, heat, rain and during the show. Make sure that your mask covers your mouth and nose at all times, especially when talking.
- Social distancing of 6 feet is required between exhibitors and patrons. We know that you have missed your friends, but please do not congregate and maintain at least a 6-foot distance from each other. Please limit the number of patrons in your tent to 2 people or 1 family group.
- Booths will be 6 feet apart. Your booth will essentially be on an island, so try and use your COVID-19 artist brain and make it visually appealing from all angles with your artwork. We suggest and encourage rearranging your booth so it is COVID-19 friendly.
- Please stay home if you have been diagnosed with COVID-19, awaiting test results for COVID-19, or show any symptoms of the virus. Please take your temperature every morning before entering the show site.
- Please utilize hand-washing and sanitizing stations on a regular basis and avoid casual touching.



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Set up:

Set up and space assignment will begin on Friday, July 23rd from 11AM – 5PM (you may stay later). Set up resumes on Saturday morning at 6:30AM (you may arrive earlier). All vehicles must be out of the show area by 8:30 A.M. and set-up must be completed by 9:15 A.M. Your booth must be open and ready for business each day of the festival by 9:30 A.M. **YOU MUST BRING A DOLLY** to facilitate set up. **PLEASE BRING YOUR VEHICLES IN AND OUT THE LEGAL WAY OF TRAFFIC.** If you have not arrived by 7:45 A.M. on Saturday, we will consider you a “no show” and you will be at risk of losing your space. We appreciate your attention to this matter. For the courtesy of others, please do not smoke near your booth or your neighbors’ booths for set up, breakdown or show hours. Please remember that you can only display the category that you were juried in for. For example, unless you were juried in for jewelry, you can't display jewelry. (Please refer to our rules and regulations list.)

Please keep storage off the sidewalks, walkways and away from store fronts. Please adhere to this especially if your booth is near a restaurant that has outdoor seating. All walkways must be kept handicap accessible.

Your booth display should match the booth display picture that was submitted with your Zapp application. There are no exceptions to this rule. If you have any display changes prior to the festival (including browse bins and tables), you must resubmit your booth image for approval. At the show, if any unapproved items are added to your display such as a second medium, tables, easels, unsightly browse boxes, etc., we will ask you to remove them.

Please do not bring any oversized vehicles or RVs into the show site prior to the time designated on this confirmation. These are parking lots of active businesses. You will be asked to leave and run the risk of being towed. We have adopted a policy of ZERO TOLERANCE in this matter, as it puts our parking sites in jeopardy for future use when you fail to adhere to the rules.

Tent rental recommendation:

Tents and Events
970-262-6858
Please book early!



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Tent weights:

For your safety, as well as your wellbeing and that of your neighbors', your booth, display and art must be properly weighted and secured (40 pounds per leg is recommended). Please adhere to this policy, as Howard Alan Events' staff and city Fire Marshals will be checking your weights periodically. Non-compliance may result in your removal from a show. **PLEASE HELP US IN AVOIDING THIS FROM HAPPENING TO YOU.**

Fire Marshall Regulations

- 1. Your tent must have weights that are 40lbs. per leg.**
- 2. Your tent top needs to be affixed to the weight.**
- 3. The weights must be attached to the tent legs.**

Show fees:

Show fees are due 30 days prior to the show date. Art show balances received within 30 days of the show will be subject to a late fee of \$50. This fee is in addition to any applicable jury fees and full show fee(s). Please also remember that along with your deposits, you may also include a post-dated check, or post-dated credit card authorization form that we will charge on the date you specify. Post-dated checks and credit card forms are meant to save you the worry of remembering to pay your balance before the deadline. All post-dated checks and credit card forms **MUST** be flagged with either a Post-It note or a highlighter, and the charge date must be clearly indicated. **SEE ATTACHED INVOICE AT THE END OF THIS CONFIRMATION.**

You can pay your show fee balances online! Log in here: [ONLINE BALANCE PAYMENT SYSTEM](#)

Show Fee Balances must be RECEIVED in our office by THURSDAY, JUNE 24, 2021 to avoid paying the \$50 late fee.

Social media:

Social media is an integral part of our event marketing plan. We encourage all artists and crafters to engage in our Facebook, Twitter, Instagram, Pinterest, and LinkedIn pages. You can find links to these pages on the bottom of our website pages. Just look for the icons.

Currently, Facebook is our strongest social media advertising platform. Each of our shows are listed as separate events on Facebook. You will receive emails from our team periodically reminding you to post examples of your work.

Be sure to take advantage of these opportunities, as many artists and crafters have found them to be very successful.



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If you have any published articles, stories or blogs that you would like to share on the Howard Alan/American Craft pages, please send the links to MalindaR@ArtFestival.com. For instance, if you and your art were featured on a blog site such as BoredPanda or Patch, or you have a video discussing your art process, we'd love to share it!

Also, join our Howard Alan Artists Facebook page for a place to exchange information, tips, goods, hotel, meal info and other forms of support with fellow HAE artists.

From one exhibitor to another:

“I must confess that I've never taken advantage of the social media that is put out by HA until Coconut Point last weekend. What a mistake it was not doing so before. I sold 7 reproductions, 2 large framed pieces AND the original for the composition that I posted on their site. Each of those clients told me that they specifically sought me out for that particular drawing. That was about 3K for spending less than 5 minutes writing a quick post. I am not likely to make that mistake again...”

~ Marjorie Bowers, Printmaking

***Navigational
address:***

[120 Ida Belle Drive](#)
[Keystone, CO 80435](#)

Breakdown:

Breakdown will begin at 6:00 P.M. on Saturday & Sunday, but vehicles will not be allowed in until 7:00 P.M. on Saturday & Sunday. *ON SUNDAY, WE URGE EVERYONE TO PLEASE BREAK DOWN YOUR ARTWORK and BOOTH, BEFORE GOING TO GET YOUR VEHICLE *** PLEASE BRING YOUR VEHICLES IN AND OUT THE LEGAL WAY OF TRAFFIC. If there are still spectators walking around, vehicles will not be allowed in until the show coordinator gives the O.K. PLEASE BE CONSIDERATE AND LEAVE YOUR AREA CLEAN (I.E., CABLE TIES, GARBAGE, ETC.) Although security will be provided, we strongly urge you to take your items out of your booth on Saturday night. Your tent will stay up on Saturday night.**

Restrooms:

Located on site

Hotel:

For special discount rates, please access www.ArtFestival.com and click on the Festival Rates button. Feel free to share this with your customer/collectors too if they are traveling to a show as this discount will apply to them as well.



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RV & overnigher etiquette:

No outdoor cooking and no dumping of any kind. No parking until after 6:00 P.M. Friday, and absolutely no Sunday night overnight parking. These rules will be strictly adhered to. Because parking space is at a premium, all trailers should be detached from your vehicles and placed in a parking stall. All RVs must be stacked into a parking spot as tightly as possible. Our properties do not want RVs that are loosely packed across 5-6 parking spots, taking up all the room.

Parking pass:

A parking permit (ENCLOSED) must be displayed in vehicle's front windshield, identifying the artist. Failure to do this can result in the towing of your vehicle. Artist parking locations are listed on the parking pass. **See staff on site for a Keystone parking pass.**

If we can be of any further assistance, please call the main office at (561) 746-6615 or email info@artfestival.com, 8:30 A.M. to 5:00 P.M., Monday – Friday.

Do you have any questions, comments, complaints or suggestions regarding the festivals, show coordinators, office procedures, etc.? If so, please email at info@artfestival.com or mail directly to our office at 270 Central Boulevard, Suite 107B, Jupiter, FL 33458. Your opinion matters to us! All correspondence will be kept confidential.

Looking forward to a great show!

Howard, Debbie, Helayne, Elaine and the entire staff at Howard Alan Events



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ARTIST PARKING PASS

NAME:

CELL PHONE #:

This parking pass authorizes parking in HAE designated areas ONLY as outlined below or on the website. Failure to comply will result in fines issued by local or state police or towing at your expense. Please do not let this happen to you. This parking pass does not give you the right to park in any unauthorized spaces. This parking pass does NOT waive required parking fees.

All parking is located at The Montezuma Lot. You must obtain a property parking pass from Helayne during set up to park in the lot. You must have the correct parking pass in order to park here. Directions on where to park will be provided on the pass. Parking without a pass will result in ticketing. Parking is only permitted at the far WEST (towards Dillon and the Lake) end of the lot; please leave the rest of the lot for guest parking and HIKE MS people. The Montezuma Lot is the big surface lot located just north of the show site on Gondola Road. You will pass the lot as you come off the highway to enter River Run Village. This is walking distance to the show site.



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270 Central Blvd., Suite 107B, Jupiter, FL 33458

Tel: (561) 746-6615 Fax: (561) 746-6528

www.artfestival.com

INVOICE

Please separate this invoice from your confirmation and keep with your accounts payable records. You can pay your show fee balances, manage your festival schedule, and update your personal account information through our [online payment system](http://www.artfestival.com). You may also mail a check, mail/fax the credit card authorization form, or call the office to charge your balance.

****ALL BALANCES SHOULD BE RECEIVED IN THE OFFICE 30 DAYS PRIOR TO THE SHOW ****

Show Name	5 th Annual Keystone River Run Art Festival	
Show Date	July 24-25, 2021	
Show Fee	\$465	
Deposit Paid	-	
Balance Owed	\$	DUE: JUNE 24, 2021

**** If balance is received after this date, a \$50.00 late fee will be imposed.**

If you have any credits on file, you must advise us on how to allot your funds by the due date. We will not automatically apply funds without your expressed consent.

Disregard if payment was paid in full and accept our thanks.

Thank you for your kind cooperation,

Howard Alan Events



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Credit Card Authorization Form

CREDIT CARD PAYMENTS - PLEASE PRINT CLEARLY



Artist Name: _____

*AMEX accepted for ART shows only

Name on Credit Card: _____

Billing Address: Street: _____

City: _____ State: _____ Zip: _____

Credit Card #: _____

CCV# _____

Expiration Date ____/____

\$ Amount HAE/ACE is authorized to put on card (YOUR CARD WILL NOT BE CHARGED UNLESS ACCEPTED TO A SHOW) \$ _____

If accepted to the show, the balance will be due 30 days prior to the event. Please indicate the amount of money to be charged per show.

Show Name(s) and amount per show:

Preferred Phone Number: _____ (circle one) cell home office/studio

Address: _____

License Plate # _____ Trailer Plate # _____ State: _____

Cell: _____ Email: _____

Company Name: _____ Website: _____

Do you use a quiet generator (i.e., Honda 2000) at the shows? (circle one) yes OR no

Signature: _____

By signing this form, I agree that I understand the sixty (60) day cancellation policy Howard Alan Events instates for ART shows; I agree that I understand the thirty (30) day cancellation policy American Craft Endeavors instates for CRAFT shows. I understand and agree to these terms and expressly waive any rights to credit card charge backs as a means to mediate disputes. Please note that we do not give refunds. If exhibitor cancels an ART show 60 days prior to the event, we will issue a company credit. If exhibitor cancels a CRAFT show 30 days prior to the event, we will issue a company credit. This card will not be kept on file for future charges.

*If you have any additional updates, please contact us.

Howard Alan Events/American Craft Endeavors
270 Central Blvd., Suite 107B, Jupiter, FL 33458
Phone: (561) 746-6615 Fax: (561) 746-6528
Info@ArtFestival.com

updated 5/13/2020