



**CALL FOR NEW MEXICO ARTISANS AND VENDORS TO APPLY FOR
New Mexico Artisan Market Events 2024**

DATE: April 1, 2024

Artist Application Information 2024

NMAM 2024 Holiday Market Application!

Thank you for your interest in participating in our Holiday Market event hosted Thanksgiving weekend, November 29, 30, and December 1, 2024 at Hotel Albuquerque!

EVENT SUMMARY:

New Mexico Artisan Market (NMAM) is excited to launch its popular boutique shopping event, and just in time for the holiday seasons. NMAM is proud to bring guests a newly unique market experience that exclusively showcases over 100 juried artisans, bringing the best New Mexico has to offer in a high quality and curated marketplace. Located in the historic Sawmill District of Albuquerque, this widely advertised event will be celebrated over the Thanksgiving holiday weekend, which brings out over 20,000 festival shoppers alone, who value supporting local artisans. NMAM is vignettted inside the ballroom of Hotel Albuquerque which provides easy access for free parking and set-up, as well as vendor exclusive hotel rates and discounts to be enjoyed during and outside the hotel's property.

GENERAL INFORMATION

DATES: November 29th, 30th, & December 1st, 2024

TIMES for EVENT:

Friday 11/29/24: Artisans set up from 6am-10:00am / event opens 11am– 5pm

Saturday 11/30/24: Artisans set up from 9am-10:00am / event opens 10am– 5pm

Sunday 12/01/24: Artisans set up from 9am-10:00am / event opens 10am– 3pm

LOCATION:

Our event will be held inside the beautifully decorated Alvarado Ballroom at Hotel Albuquerque, Old Town (800 Rio Grande Blvd NW, Albuquerque, NM 87104).

ADVERTISING AND PROMOTIONS:

Along with online promotion through the NMAM website and with the New Mexico Multi-Cultural Foundation and Heritage Hotels & Resorts, Inc. as the main sponsors for NMAM, a robust marketing and advertising strategy will be rolled out over multi-media channels, which may include exclusive exposure through television, radio, newspapers, magazines and local publications reaching over 2 million people, extensive public relations, social media campaigns, online advertising and hotel Eblasts.

Exclusive Artisan AMENITIES:

We understand that our local artisans need opportunities that help them grow their market reach with affordability in mind. Locals supporting locals is the only way to build a successful creative economy. In doing so, along with our competitive booth pricing, we are also proud to offer our accepted artisans further discounts no other market can provide.

- Exposure to resale commercial buyers
- Steeply discounted room rates at two of Heritage Hotels' Albuquerque properties for November event. The two hotels included in the discounted rate are (pricing and links to book will go out to accepted Artisans)::
 - Hotel Albuquerque (Market venue)
 - Nativo Lodge
- Artisan Lunch Discount - Affordable and healthy lunch options provided by Garduños Restaurant and select venues at Sawmill Market. Discount amount subject to change.
- Opportunities to participate in other NMAM Events, and NMMCF/HH&R initiatives and programs.
- **Free admissions tickets** for up to 20 guests.
- **Free WiFi.**
- **Free parking.**

HOW TO APPLY:

All artisans will submit their applications via the New Mexico Artisan Market website. The application requires the completion of a handful of questions that help us learn more about you and your work. You will be required to submit an artist bio that includes information about your background, your craft, your inspiration, your materials, etc and you are expected to upload a maximum of 5 images. You are welcome to submit multiple applications for consideration in more than one category. **The images you submit should best represent you, your works, and your booth or merchandise display if you do not have a booth shot. Our application accepts PDF, JPG, and PNG image files ONLY.**

The images required for consideration are as follows:

- A portrait/headshot of you or a photo of you at work
- 3-4 images of the works, goods, or products you intend to display at the market
- 1 example image of your booth display

To complete the application and ensure your consideration for the Market, you will be required to submit a \$35 (plus tax) Jury Fee per application submission. Application Fee is waived for those applying for the NMAM Scholarship for Emerging Artists & Makers.

JUDGING CRITERIA: All artisans will be selected by a jurying committee. A panel of jurors rates each application. The selections with the highest total scores are accepted into the Market.

ARTISAN CATEGORIES:

Body products/Candles, Ceramics, Fashion, Folk Art, Furniture Design, Glass, Home Goods & Décor (Lighting, Kitchen, Living and Decor), Jewelry, Leather Goods, Metal Works, Musical Instruments, Painting, Paper/Stationary, Photography, Recycled/Upcycled, Sculpture, Textiles/Fiber (Blankets, Baskets/Rug Weavings), Woodworking/Carvings.

IMPORTANT DATES:

- June 28th 2024: Application deadline to apply.
- July 15th, 2024: Final jury selections made. Artisans will be notified of acceptance after this date.
- July 31st, 2024: Deadline for booth fees, payment must be received.
- November 29th, 2024: Opening Day! Check-in and set-up begins at 6am–10:30am. **Must be set-up by 11am.**
- November 30th- December 1st, 2024: Market continues until Sunday, with tear-down beginning at 3p.m. on Sunday.

SECURITY:

Overnight security for the shows is provided, but each artist is ultimately responsible for their own property. Neither New Mexico Artisan Market, Heritage Hotels & Resorts, Inc., or New Mexico Multi-Cultural Foundation and any of its employees, volunteers, directors, security or insurance companies are financially liable for losses or damages of any kind. Exhibitors are responsible for their own insurance coverage.

PAYMENTS:

All payments should be made by credit card or check before the deadline. \$100 will be deducted from cancellation refunds between the dates of July 15th and September 30th, 2024.

No refunds will be permitted after September 30th, 2024. Checks should be made out to: New Mexico Multi-Cultural Foundation and a memo line to read "NM Artisan Market 2024 Booth Fee".

Mailing address:

New Mexico Multi-Cultural Foundation
Attention: NM Artisan Market, C/O Jey Bernal
201 3rd Street, NW, Suite 1150
Albuquerque, NM 87102

RULES & REGULATIONS

APPLICATION REQUIREMENTS:

All applicants must:

- Be residents of New Mexico and provide valid documentation, ie: driver's license, state issued I.D., passport, or utility bill in their name. **Be prepared to present if requested.**
- Fill out an application for your discipline and you will be charged the jury fee of \$35.00 (plus tax).
- If you submit more than one application to be considered for multiple disciplines, you will be charged the jury fee of \$35.00 (plus tax) for each application.

- All applicants **must** submit a total of 5 images. All **must** be promotional quality with a variety of products displayed and no overlaid text, logos, or promotional information, one of which **must** include their booth display (3 images of products, 1 head shot of you working on your product/art, and 1 image of a booth or merchandise display). Booth display image could show an example of how you plan to display your products or could be an image of your booth set-up from a previous market or pop-up.
- Products that you plan to display must be produced or designed by you, or are products/goods that are unique to your local business.
- Include a bio, social media handles, and website addresses to best promote you by.
- Pay all event fees in full before August 1st, 2024.

ARTISAN RESTRICTIONS:

Artisan's selling products that they did not create, craft, make, design, invent, or fabricate will be exempt from the market. Products must be displayed in a clean and organized fashion. Do not display any products that have not been submitted for jurying and accepted. Artisans must have enough inventory to sell through the full duration of the market. If an artisan does run out of inventory, the artisan must still appear at their booth with samples of products and marketing collateral (business cards, postcards...) and failure to do so will exclude the artisan from future events. Alcohol sales and distribution is not permitted. Products that are highly flammable and corrosive are not permitted. No open flames are permitted. Please do not display products that would be considered offensive and not family-friendly. Artisans will be required to remove anything that does not fit within the market's guidelines and will be asked to leave for not cooperating.

WAITLIST POLICY:

If an artisan cancels, the booth will be offered to an artisan on the waitlist. Artisans selected from the waitlist are selected on an individual basis and for the best needs of the market. Artisans on the waitlist could be notified of acceptance into the market up to 2 weeks prior to the event.

ARTISAN PRESENCE:

Artisans must be present to represent and showcase the products accepted by the jury. Representatives are not allowed to attend in place of the artisan, but Assistants are welcome to help support the artisan. Artisans are permitted 1 Assistant for the weekend who will be provided an Artisan Assistant Badge and receive complimentary entrance into the Market. Artisans must appear for the full duration of the market's event. Packing up early during an individual day or leaving before the end of the 3 day event may result in exclusion from future NMAM market events.

ARTISAN SUPPORT & PROMOTION:

We are proud of our local artisans and therefore have a dedicated page on our website for showcasing them further for up to Six Months. Please provide high-quality images of yourself and your work. Images that are not professional looking may not be represented. Remember, our goal is to promote YOU! Let us know if you are not interested in participating.

In addition to participating in the Holiday Artisan Market, accepted Artisans will also be eligible for other opportunities to showcase their work, including: participation in smaller NMAM Markets throughout the following year and more.

SALES TAX AND BUSINESS REGISTRATION:

Albuquerque, New Mexico sales tax is currently 7.625%; taxes are subject to change. Artisans are responsible for collecting and reporting their own taxes.

PAYMENT, REFUNDS AND CANCELLATION POLICY:

Payments for both events are expected in full by the event payment deadline. Payment plans are permitted in special circumstances. ***All payments must be made by July 31st 2024. Cancellations made before September 30th will incur a \$100 cancelation fee, which will be deducted from the returned amount. No refunds will be permitted after September 30th.*** If booth fees are not paid in full by the payment deadlines, booths may be canceled and resold without a refund. Late payments will not be accepted and the booth will become available to an artisan on the waitlist.

PETS: Only service pets are permitted at the event and require proper documentation or proof.

CHILDREN: Children accompanying artisans must always be accompanied by an adult and may not roam freely around the market.

BOOTH INFORMATION

BOOTH SPACES & PRICING: (See “Important Dates” section for payment deadlines)

- 6x8 booths are \$450
- 8x8 booths are \$475
- 8x10 booths are \$500
- 8x10 Main Entryway booths are \$575
- 8x10 shared booths are \$600 (limited-see “Shared Booth” details)
- 8x16 booths are \$600

More info:

- Corner booths are an additional \$25. Corner booths in 6x8, 8x8, and 8x10 will be listed and priced separately at booth checkout. All 8x16 booths are corner booths.
- Electrical access is \$75 per booth.
- We will take into consideration your booth number/location preferences and will do our best to accommodate, but cannot guarantee your requests.
- 8x10 booths will sell out the fastest. Be prepared to purchase your preferred booth size **as soon as** you are accepted into the show and booth sales go live.

Included at no additional charge:

- White Pipe and drape display
- Signage - Artisans must provide NMAM with their store/brand name or personal name & city they are from to be printed on their booth signage. No logos, just the name. This signage must stay in place through the duration of the event. Any additional signage must be provided by the Artisan and adhere to the booth display guidelines.
- One 6' table and two chairs for 8x8, 8x10, and 8x16 booths, one 6' table and one chair for 6x8 booths. All booths get a white tablecloth and a wastebasket.

BOOTH DISPLAY AND STRUCTURE:

Artisans booths must be displayed in a clean, welcoming and attractive aesthetic. Artisans will be provided with a base level of display and should brand out from this.

Booth Display Guidelines:

- Displays must be contained within booth boundaries.
- Artisans that build out with extra displays/shelving, must have solid fire-proofed display panels/materials to mount on, must contain it within their booth's footprint, keep the height under 6', and not disrupt the view of their neighbor.
- Free standing fixtures are permitted, but not to clutter the booth space.
- Do not attach anything to the pipe and drape. Any fees associated with damage incurred by the artisan will be the responsibility of the artisan to pay.
- Branded booth signage must be displayed within the booth's boundaries and without obstruction to neighbors or aisles.
- No signs promoting products "For Sale" "Sale" or "% Discount" are permitted. All signs should look professional.
- No signs or flyers advertising other shows or businesses.
- Conceal any storage areas, bins, wastebaskets, etc. from view
- Do not set up exhibitor chairs in aisles. If not in use, fold and store out of view or request they be removed.

SHARED BOOTH:

Shared booths are only offered for a limited number of 8x10 spaces (not including the premium, Main Entryway 8x10 booths) and can host no more than 2 artisans. The artisans proposing to share a booth must have complementary work or work that has been shown together in the past. Both artisans must be accepted into the show via the jurying process to be eligible to share.

SET-UP/TEAR DOWN:

Artisans are responsible for set-up and take-down of their displays, and general clean-up at the end of each day. Artisans are not responsible for tear-down of anything included in the base level display, i.e. the pipe and drape and table and chairs provided.

LEGAL AGREEMENT

Risk & Liability:

The Artisan/Vendor agrees to defend, indemnify, and hold harmless New Mexico Artisan Market, New Mexico Multi-Cultural Foundation, Inc. and Heritage Hotels & Resorts, Inc. dba New Mexico Artisan Market and Heritage Hotels & Resorts, Inc. and New Mexico Multi-Cultural

Foundation, Inc. and any of their respective employees, directors, subcontractors, or volunteers (collectively referred to as the "Producer") from any damage, loss or disappearance of exhibitor's property or any personal injury to Artisan/Vendor or its employees, volunteers, or agents that are sustained during the event, including travel to and from the event (including air travel) or any events incidental to this event. It is the responsibility of the Artisan/Vendor to pay for any and all expenses arising out of any and all claims, loss or damage to personal property, liabilities and costs, including attorney's fees, as a result of participating in this event.

Artisans/Vendors are responsible for purchasing their own insurance to cover their personal property, personal liability and artwork. Artisans/Vendors are responsible for taking precautions to protect their work from theft, damage, weather conditions and acts of God. The Producer reserves the right to cancel the event due to acts of God, weather, terrorism or unforeseen events out of the Producer's control, in which case, the Producer will not be liable for refunds or other liabilities. New Mexico Artisan Market may use Artisan's/Vendor's images for publicity purposes only. The Artisan/Vendor hereby agrees that he/she has read this agreement, as well as all information in the application. With Artisan's/Vendor's submittal of its application, to participate in New Mexico Artisan Market events, Artisan/Vendor hereby agrees to abide by all of the terms and conditions contained herein.

Morality Clause:

Neither the Artisan/Vendor or the Artisan/Vendor's Representatives shall commit any act or do anything which might reasonably be considered: (i) to be immoral, deceptive, scandalous or obscene; or (ii) to injure, tarnish, damage or otherwise negatively affect the community and/or the reputation and goodwill associated with NMAM, NMMCF, and Heritage Hotels & Resorts and its affiliates. If the Artisan/Vendor or the Artisan/Vendor's Representative are accused of any act involving moral or ethical issues, dishonestly, theft or misappropriation, under any law, or any act which casts an unfavorable light upon its association with the community and/or NMAM, NMMCF, and Heritage Hotels & Resorts and its affiliates or the Artisan/Vendor is accused of performing or committing any act which could adversely impact the Artisan/Vendor's services or reputation, the Producer shall have the right to request the removal of the Artisan/Vendor from the event. The Vendor/Artisan has 10 days to attempt to cure an offense. The determination of whether and to what extent the offense is cured shall be made by the Producer at its sole discretion. If the offense is not cured, the Producer reserves the right to exempt the Artisan/Vendor from participating in any future NMAM market events.

**We're excited to have YOUR participation in this year's Holiday event with
New Mexico Artisan Market!**