

Commercial Exhibitor
15th Annual Indian Wells Arts Festival
Mar 31, Apr 1 & 2, 2017



EXHIBITOR REGISTRATION

“Festival visitors are among the most approachable of customers; relaxed and open to new ideas...often spending long hours at events over multiple days with no personal agendas, curious and receptive to sponsor and product ideas.” – International Festival & Events Association.
 Rated “Best of the Best” by Palm Springs Life magazine, the Indian Wells Arts Festival is ranked in the top 100 fine art and fine craft shows in the nation by Sunshine Artist magazine and Greg Lawler Art Source Review.

- Product Display
- Meet and Greet
- Product Sampling
- Membership Services
- Demonstrations
- Drawings and Prizes
- Business Registration
- Community Goodwill



For three days the Indian Wells Tennis Garden transforms into a festive artisan village. Over 200 juried artists from across the country participate in this event which boasted over \$750,000 in art sales last year with an audience of approximately 12,000 visitors.
 The festival takes place in the garden plaza of the newly expanded \$175 million, state-of-the-art Indian Wells Tennis Garden - home of the BMP Paribas Tennis Tournament. Indian Wells is in the heart of the Palm Springs Desert Resort Communities.
 Civic interests plus a strong marketing plan have been developed to attract serious buyers and collectors. Exhibitor space is limited and requests for participation are reviewed for acceptance on a first-come first-served basis. **Deadline: March 6, 2017**

FEES: \$950.00 due in full. Your check is held until acceptance notification.
 Commission on Sales is waived
 Commission on Sales is NOT waived

PARTICIPATION
 Submit brochures and information which will be distributed and image of booth/display

Provide a statement of information on the services or products of your organization.

Is your organization:
 Commercial
 Non-profit
 Participating Partner

- Tent, tables, chairs and display walls are not provided, but can be rented
- Pay California Sales Tax if applicable;
- Provide a certificate of insurance;
- “Whisper” generators ONLY

PROCEDURES
 Upon receipt of your application and selection of your product/services an acceptance package will be sent outlining event procedures.

Produced by:
Dianne Funk Productions
Info@IndianWellsArtsFestival.com
 760-346-0042

Send completed application to: Indian Wells Arts Festival Exhibitors
 PO Box 62, Palm Desert, CA 92261 **You will be notified upon acceptance**

NAME _____

BUSINESS NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ CELL _____

EMAIL _____ www. _____

PRODUCTS/ PRICE _____

YES, I will have Product Sampling YES, I will be using a “whisper” generator

YES, I will be selling product YES, I need other rental equipment

YES, I have enclosed fees, product samples, literature and a booth photo for consideration

I understand Indian wells Arts Festival does not provide property or liability insurance for participants and that I should do so at my own expense. Through this agreement, I expressly release and agree to hold harmless Dianne Funk Enterprises, Inc., Desert Champions LLC, and all representatives, volunteers and sponsors of the event from any and all liability and responsibility for damages including but not limited to: loss suffered before, during or after the event, or as a result of the display of my product, equipment and materials.

I will abide by show regulations and understand there are no refunds due to inclement weather.

SIGNATURE: _____ DATE _____

Questions call 760-346-0042 or visit www.IndianWellsArtsFestival.com Dianne Funk Enterprises, Inc ©2017