

**Commercial Exhibitor**  
**15<sup>th</sup> 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
- Product Sampling
- Demonstrations
- Business Registration
- Meet and Greet
- Membership Services
- Drawings and Prizes
- 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](mailto: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](http://www.IndianWellsArtsFestival.com) Dianne Funk Enterprises, Inc ©2017