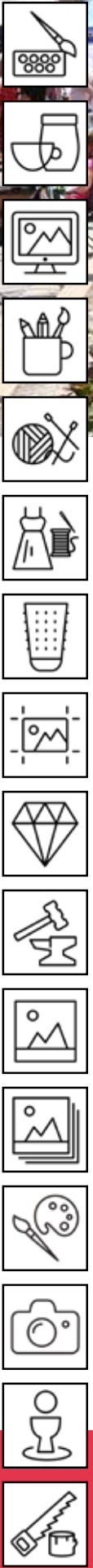




WELCOME TO BETHESDA'S PREMIERE FALL ARTS EVENT

OCTOBER 9-10, 2021
BETHESDA ROW, MD



WELCOME!

We look forward to seeing you at the 23rd Annual Bethesda Row Arts Festival this October 9-10, 2021. We are so pleased that you are part of our arts family, and look forward to working with you to ensure a smooth registration, setup, and sales process.

SHOW HOURS

Saturday, October 9, 11:00 am to 6:00 pm

Sunday, October 10, 10:00 am to 5:00 pm

ARTISTS MUST ADHERE TO THE SHOW HOUR SCHEDULE AND ATTEND THEIR BOOTHS DURING SHOW HOURS AND CLOSE PROMPTLY

- *Load-in begins on Saturday, October 9 at 4:00 am. More information is in this document.*
- *Load-out begins immediately after the show closes on Sunday, and must be completed by 9:00pm. Artist must promptly begin breaking down and preparing for load out. Streets open to traffic at 9:00pm*

NEW FOR 2021

Revised Layout: Because of street closures and pandemic precautions, the show layout is significantly different from past years. Volunteers and signs will connect the three areas.

**FOR 23 YEARS, BRAF HAS
PROMOTED ARTS AND CULTURE
TO BETHESDA'S HIGH-END
RETAIL DISTRICT**

CONTACT US

**JIM TAGLAUER AND JON GANN
DIRECTOR@BETHESDAROWARTS.ORG
301-637-5684**

IMPORTANT INFORMATION

You can always find updated information on the ARTISTS PAGE of our web site at bethesdarowarts.org/forartists



MARKETING

SOCIAL MEDIA

We have a strong social media presence on Facebook, Twitter and Instagram. A majority of this year's marketing efforts are going into social media, including a post on each artist with active social media accounts of their own. Please "like" and "follow" us on these platforms at:

<i>Facebook:</i>	<i>facebook.com/BethesdaArtsFestival</i>	<i>@BethesdaArtsFestival</i>
<i>Instagram:</i>	<i>instagram.com/BethesdaRowArts</i>	<i>@bethesdarowarts</i>
<i>Twitter:</i>	<i>twitter.com/BethesdaRowArts</i>	<i>@bethesdarowarts</i>

Please be sure to include your social media information and website address when completing your booth payment information. We want our audience to reach out to you and share their enthusiasm.

EXPANDED WEBSITE

By the beginning of the show, we will have a completely new, and mobile-friendly and location-aware website where guests can find out more information about each artists, look at photos, and connect via social media.

PUBLIC RELATIONS

Our public relations team may reach out to you for quotes, to book radio or television appearances, or to gather information they may need to best promote the festival.

HOSPITALITY

HOTELS

Hotel and housing packages are updated as they are offered on bethesdarowarts.org/forartists. Please check back often for new and updated deals.

ARTISTS SERVICES AND RESTROOMS

Snacks and beverages will be distributed throughout the day by our Street Captains. During the weekend, one of our new sponsors, Heyday, will visit each tent to offer a break with samples of custom facial products.

We provide two sets of port-a-potties for artists, one located on Bethesda Avenue, and one on Elm Street. Restrooms are also available at the Bethesda Row Cinema at the corner of Woodmont and Bethesda. Restrooms are located downstairs. You must show your artists badge for access.

BOOTH SITTERS

If you need a break, text your Street Captain to arrange for a booth sitter. For insurance reasons, booth sitters are not able to make financial transactions in your behalf. You may instruct them to either hold a patron on site until your return, or will ask the patron to return at a later time.



MARYLAND SALES TAX

Each artist is responsible for collecting and remitting Maryland sales tax (6%). The Department of Revenue will have a list of participants. If you do not have a Maryland tax number, the state will send you a form for payment due after the show.

BOOTH INFORMATION

ELECTRICITY

There is no electricity at this show, and generators are not allowed. Artists are welcome to use battery-powered lighting.

BOOTH IDENTIFICATION SIGNS

All booths will be provided with a hanging sign with the artists name, hometown, website (if provided), and indication of a returning artist, new artists to BRAF, and past jury winner. These signs must be hung in a prominent location for guests to locate you from information on our website.

STORAGE

Because we are guests at a very active urban shopping/dinning/entertainment mecca, storage is very limited at this show, so please plan accordingly. Most booths are placed back-to-back, and the sidewalks cannot be used for storage.

THE JURY PROCESS

BEST OF SHOW JUDGING

Begins at 11:00 a.m. on Saturday. Judges will stop by your booth and will leave behind different colored stickers on your booth space sign. **Place the provided booth sign on the outside entrance of your tent — the jury will not judge any tent that does not display the booth sign.** If for some reason you did not speak with a judge or a colored sticker was not left on your booth sign, please notify your Street Captain.

BEST OF SHOW RIBBONS

Ribbons will be awarded first thing in the morning on Sunday. Best of Show will receive \$2,500, Second Place will receive \$1,500 and Third Place will receive \$1,000, Category Winners will receive \$50. Award winners will be jury exempt and receive preference for corner booth requests in 2022.

INFORMATION ANYTIME

You can always find updated information on the ARTISTS PAGE of our web site at bethesdarowarts.org/forartists

OVERNIGHT ARTWORK REMOVAL

Please notify your Street Captain if you plan to remove your artwork Saturday night to arrange a set load-out time. You may not drive up to your booth without an assigned time. Artists leave artwork in their booth at their own risk. **PLEASE NOTE: while BRAF provides 24-hour police security at this show, the festival does not accept liability for loss/theft/damage.**



TENT WEIGHTS

All tents must be weighted. No stakes, drilling into the street, or tying down to Bethesda Row property is allowed. You must have four (4) weights on your tent, with a minimum of 40 pounds each. WIND IS AN ISSUE. If you do not bring enough weights, you will be asked to remove your tent and/or leave the show. **Because of insurance issues, we are unable to supply weights without a full tent rental.**

RAIN OR SHINE

As your application guidelines indicate, the show is held rain or shine. We monitor for inclement weather, and the show will close early if in our sole judgement, weather is considered potentially dangerous,

LOAD-IN PROCEDURE

All load-in times are scheduled, with the first wave beginning at 4:00am.

Load-In times are listed on the webpage bethesdarowarts.org/forartists

You may DOLLY in your booth beginning at 3:30am. Look for your Street Captain to check-in. Do not set up until you have spoken to your Street Captain,

YOU MAY ONLY LOAD IN AT THE TIME ASSIGNED TO YOU. If you are late, we will attempt to accommodate you at a time that fits into the tight schedule. If you are early, you will be turned away. Only arrive at the designated intersection at your scheduled time.

On entering the show site, you will check-in with your Street Captain, who will hand you your show badges, site driving permit, booth identification sign, and other items.

Please access your booth from the following locations:

Bethesda Avenue Booths — Cars enter through the intersection of Bethesda Avenue and Woodmont Ave. If using a GPS device, set the address to 4750 Bethesda Ave., Bethesda, MD 2014

Woodmont Avenue Booths — Cars enter at the intersection of Woodmont Ave and Hampden Lane. If using GPS device, set the address to 4900 Hampden Lane, Bethesda, MD 20184

Elm Street Booths — Cars enter from corner of Elm Street and Arlington Road. If using GPS device, set the address to 4965 Elm St., Bethesda, MD 20184

Artists must unload their contents and promptly remove their vehicles prior to booth setup to allow access for other artists/partners — this is an essential courtesy, and is key to smooth festival operation.



All vehicles must be off-site by 9:30am.

Booth set-up must be completed by 10:30am on Saturday, and 9:30am on Sunday.

Oversized vehicles and trailers may obtain a parking permit for parking at Bethesda Elementary School (7600 Arlington Road) from their Street Captain.

Smaller vehicles and cars may be parked elsewhere. A list of county-run parking lots is online at www.j.mp/braf-parking. The parking lots closest to the event are Capital Crescent (Garage 31), Farm Women's Market (Lot 24), Metropolitan garage (Garage 49), and Leland Street (Lot 10). We recommend visiting the website at www.j.mp/braf-parking for parking fees and lot times.

No one is allowed to park in the county garage between Bethesda Avenue and Elm Street. If you are found parking in this lot, you will be towed and not invited back to the show.

Street Captains will monitor all load-ins, and you may be asked to remove your car if it has been unloaded. Please do not set up your booth until your vehicle is off the property.

LOAD-OUT PROCEDURE

You may not bring your vehicle to the booth location until your booth has been completely broken down and is ready to quickly load.

- Please close your booth promptly at 5:00pm. Do not close early, and do not extend your hours.
- Break down your booth. *Breaking down before 5:00pm will result in not being invited back to the show.*
- Once your booth is completely broken down, please check out with your Street Captain. Entrance passes to bring in your vehicle will be provided as promptly as possible, while we actively manage the site to balance your access with existing traffic. We want to get you on the road as quickly as possible.

Your patience is greatly appreciated, we know what we are doing, these are tight urban quarters, and we are all working together as a team.