



WELCOME TO BETHESDA'S PREMIERE FALL ARTS EVENT

SEPTEMBER 12-13, 2025
BETHESDA ROW, MD

WELCOME!

We look forward to seeing you at the 28th Annual Bethesda Row Arts Festival this September 6-7, 2025. 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, September 12, 11:00 am to 6:00 pm

Sunday, September 13, 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, September 12 at 4:00 am. More information is in this document.
- Load-out begins immediately after the show closes on Sunday. Artist must promptly begin breaking down and prepare for load out, and must be completed by 8:30pm.
The streets open to traffic at 9:00pm

UPDATED INFO ALWAYS ONLINE

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

FOR 28 YEARS, BRAF HAS
PROMOTED ARTS AND CULTURE
TO BETHESDA'S HIGH-END
RETAIL DISTRICT

CONTACT US

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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 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:

Facebook:	facebook.com/BethesdaRowArts	@BethesdaRowArts
Instagram:	instagram.com/BethesdaRowArts	@BethesdaRowArts
TikTok:	tiktok.com/@BethesdaRowArts	@BethesdaRowArts

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

We offer a mobile-friendly 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 needed to best promote the festival.

HOSPITALITY

ARTISTS SERVICES AND RESTROOMS

Snacks and beverages are distributed throughout the day by our Street Captains. If you need nourishment between the snack runs, contact your Street Captain.

We have installed three sets of Port-a-Potties for artists, one located on Bethesda Avenue (accessible unit), one on Elm Street, and one on Woodmont between Montgomery and Hampden. Note their locations on the site map.

BOOTH SITTERS

If you need a break, call or text your Street Captain to arrange for a booth sitter. For insurance reasons, booth sitters cannot 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

A few weeks before the show, the State Comptroller's office will receive a spreadsheet with your name, address, phone number and email address. Individuals who do not have a permanent Maryland sales tax license are required to obtain a temporary license and collect a 6 percent sales and use tax. After August 25, you may obtain a temporary license by calling 410-767-1543. The temporary license lasts for 30 days. The ultimate responsibility to report is your own.

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), indication as a new artist, and past jury winner. These signs must be hung in a prominent location for guests to locate you from information on our website. Our jury places stickers on these signs after they have reviewed your booth. Your Street Captain has extra zip ties.

NO STORAGE

Because we are guests at a very active urban shopping/dinning/entertainment mecca, storage is non-existent at this show, so please plan accordingly. Booths are placed back-to-back, and the sidewalks, bike lanes, and tree beds cannot be used for storage. Anyone violating this rule will first be asked to remove their items; a second violation will result in \$250 fine, and a third violation will result in a permanent ban from the festival. **This is strictly enforced.**

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. **While BRAF provides 24-hour police security at this show, the festival does not accept liability for loss/theft/damage.**

TENT WEIGHTS

WIND IS AN ISSUE. You must have four (4) weights on your tent, with a minimum of 40 pounds each. 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 for our full tent rental. No

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.

RENTED BOOTHS

There are a limited number of tent rentals available. A photo of the tent is online at <https://bit.ly/braftentsample>. These are heavy canvas tents; the walls and ceiling are opaque. Depending on setup, the concrete block weights may reside inside your tent. Tents are supplied with two 6' tables and two chairs. We highly recommend bringing a small step ladder to open close your tent before/after the show. BRAF staff is not available nor allowed to assist with the opening or closing of your tent.

THE JURY PROCESS

BEST OF SHOW JUDGING

The jury process begins at 11:00 a.m. on Saturday. Judges will stop by your booth and will place colored stickers on your booth space sign to indicate that you have been reviewed. 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. NOTE: Our jury is very thorough, and may not arrive at your booth until late afternoon.

BEST OF SHOW AWARDS & CERTIFICATES

Certificates 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 2026.

LOAD-IN PROCEDURE

(updated May 25, 2026)

**ALL LOAD-IN TIMES ARE SCHEDULED BEGINNING AT 4:00AM.
LOAD-IN TIMES ARE LISTED ON THE WEB PAGE
[BETHESDAROWARTS.ORG/FORARTISTS](https://bethesdarowarts.org/forartists)**

Anyone may DOLLY in your booth beginning at 4:00am, as long as you are parked outside of the show perimeter, and your vehicle does not block access for others (see site map online). Before bringing items into the show area, **YOU MUST CHECK IN** with for your Street Captain to obtain your badges, site driving permit, booth identification sign, and other items. Do not begin set up until you have spoken to your Street Captain.

LOAD IN TIMES AND POSITIONS

Please check the website bethesdarowarts.org/forartists for the latest information. Everyone has been assigned a **LOAD-IN TIME**, an **ARRIVAL TIME**, and a **POSITION ORDER**.

- **Please arrive at your ARRIVAL TIME**, not your Load-In time.
- We will bring vehicles in by **POSITION ORDER** (1, 2, 3....) as indicated

We can only allow cars into the show area after it has been cleared from the previous group, so please arrive on time.

YOU MAY ONLY LOAD IN AT THE TIME ASSIGNED TO YOU.

If you are late, we will attempt to accommodate you at another time that fits into the tight schedule. If you are too early, you may be turned away and asked to drive around the block.

On entering the show site, before you unload anything -- CHECK-IN with your Street Captain (wearing yellow safety vests), who will hand out your show badges, site driving permit, booth identification sign, and other items.

➡ ENTRY POINTS FOR S1-S117, B1-63, N18-N39 BOOTHS ON BETHESDA AVENUE AND WOODMONT AVENUE SOUTH

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 20814. Please line up on Bethesda Avenue -- not Woodmont Avenue.

➡ ENTRY POINT FOR E1-E147 BOOTHS ON ELM STREET

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

➡ ENTRY POINT FOR N1-N17 WOODMONT AVENUE NORTH (ONLY)

The entry point is the corner of Montgomery Lane and Woodmont Avenue. If using a GPS device, set the address to 4806 Montgomery Lane, Bethesda, MD 20814

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.

YOU HAVE 45 MINUTES TO DRIVE IN, DROP OFF, AND DRIVE OUT THEN PARK YOUR VEHICLE AND RETURN TO SET UP

**ALL VEHICLES MUST MOVE OUT BY THE :45 MINUTE MARK (Woodmont and Elm Streets)
or :15 MINUTE MARK (Bethesda Ave).**

If your load-in time is 4:00, you should be ready to drive off-site at 4:45, etc.

Not exiting on-time affects the artists that come in next after you.

Anyone storing or placing items in the tree containers, flower beds, sidewalks, bike lanes, or curbs will be fined \$250. Payment will be taken during the show. Be respectful of your surroundings.

For booths on Woodmont Ave. backing onto the bike lanes: this not a storage area. While the streets are closed, please take caution when entering the lanes, as bikes will mistakenly use the lane.

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.

VEHICLE PARKING

Only trailers and RVs scheduled for the 4:00am load-in will be offered parking permits for parking at Bethesda Elementary School (7600 Arlington Road). Access to this lot begins Saturday morning at 4:00am. We do not have legal access to the lot before that time. If you choose to park there on Friday night, we are not responsible if you receive a ticket or are towed.

All other vehicles, including Sprinters, vans, and cars, must be parked elsewhere. A list of county-run parking lots is online at bit.ly/braf-parking. The parking lots closest to the event are Capital Crescent (Garage 31, underground), Farm Women's Market (Lot 24, surface lot), Metropolitan Garage (Garage 49), and Leland Street (Lot 10, surface lot).

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.

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 -- and you have a load-out pass from your Street Captain.

- Please close your booth promptly at 5:00pm. Do not close early, and do not extend your hours.
- 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 with an assigned load-out time. We actively manage the site to balance site access with existing traffic. We want to get you on the road as quickly as possible, but you may have to wait up to 90 minutes for a load-out time.
- **No vehicles will be allowed onto the show site without a load-out pass.**
- The streets open to the public at 8:00pm. It is imperative that you are off site by that time. If you need assistance with breakdown, we recommend using [TaskRabbit](#) or another vendor. BRAF Staff is not allowed to help with break-down or load-out.

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.



Show Entry Point
N1-N17

Show EXIT Point

Elm Street 55

Woodmont
North 39

Woodmont
South 51

Bethesda Ave 55

* PortaPotties
Total booths: 200

Show EXIT Point

DOLLY

BIKE RACKS

Show Ent
B1-B63,
S1-S116,
N18-N39

Show Entry Point
E1-E147

E1 E2 E3 E4 E5 E6 E7 E8 E9 E10 E11 E12 E13 E14 E15 E16 E17 E18 E19 E20 E21 E22 E23 E24 E25 E26 E27 E28 E29 E30 E31 E32 E33 E34 E35 E36 E37 E38 E39 E40 E41

E131 E132 E133 E134 E135 E136 E137 E138 E139 E140 E141

E142 E143 E144 E145 E146 E147

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