

2026 RULES & REGULATIONS FOR ARTISTS

1. Every booth is a corner booth. Your booth space will be sent to you on via email. The artist committee and Scotts Valley Chamber Executive Director will be solely responsible for both the arrangement and assignment of booths and will take into consideration information you have listed on this application. However, we cannot ensure that all your requests will be met. Committee booth placement decision is final.
2. Exhibit single spaces are 12' x 12'. Double spaces are 12' x 24'. All tables, art, etc., must be within the single or double booth space by festival opening, and remain within the space throughout the festival. The walkway lanes between the booths must remain clear.
3. Only one artist per booth. No booth sharing is allowed.
4. Tents and/or display set-ups are not provided by the Festival and are the responsibility of the artist. WHITE tents and walls are required. Branding and signage is acceptable.
5. All tents MUST be weighted (stakes optional). Weight must be 50lbs. per corner. All tents not weighted upon inspection, will be required to either remove tent or add weight. The Festival is not liable for broken tents or damaged/destroyed product. Please be aware we have had strong wind gusts in the past.
6. Set-up times will be pre-assigned. Set up will be on Friday, August 14th as early as 8:30 am. All belongings are to be off the field by Sunday, August 16th 8:00 pm.
7. Cancellation policy is as follows: You have until July 14th to cancel your placement. Cancellations must be made in writing by emailing svartwinebeer@gmail.com. The \$35 Jury Fee is non-refundable. After July 20th, no refunds will be made for any reason.
8. Festival volunteers and festival staff will be available to provide bathroom breaks and food breaks, as well as help you load/unload your booth.
9. Do not ask volunteers or staff to use personal funds to purchase any products for you.
10. Treat all volunteers and staff with kindness. We will dismiss you from the event and you will not be welcome back if your behavior is not kind and respectful.

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11. Overnight security will be provided Friday and Saturday night. Art may be left at your own discretion. Artists are ultimately responsible for booth and contents. If you are concerned about damaged, lost, or stolen goods, we recommend acquiring vendor event insurance.
12. To help ensure everyone's success, we encourage you to like, share, and post on your social media channels letting your followers know that you will be at the festival. Please follow us on Facebook and Instagram.
13. A paper festival map will be provided for you and available to each guest at the festival entrance.
14. We ask each Artist to donate 1 item to be raffled off at a future Chamber event to raise money to help us continue supporting the community and hosting events. Please have your donation ready at artist check-in. Please keep in mind that the Donation Committee meets with the jury to express concerns about artists' donations before selecting vendors. Your donation should be a representation of your work and something you would be proud to present to the public.
15. Scotts Valley has a moderate climate with a possibility of cool morning fog and/or high humidity in the night hours and dew on the grass is common. The most common day in August would be described as dry and sunny with temperatures reaching to the high 80's. We have had occasional strong wind gusts in the past. The festival will be held rain or shine.