

# HISTORIC **FOURTH** AVENUE STREET FAIR

## FREQUENTLY ASKED QUESTIONS

### **Can I mail in an application?**

All applications must be processed through ZAPP®, which supports our jury process, invitations to participate in our Fair, and communication with our artists. As a courtesy, we can assist you in setting up your account and applying to the Fair, but you are ultimately responsible for your application.

### **How do I improve my chances with the jury?**

We maintain a jury pool and rotate them through the panel every Fair to change perspective and keep the Fair fresh. We bring in local and national artists (who are not applying to the Fair), makers from Fourth Avenue and Fair Staff.

Keep in mind the jury is looking at the pictures you submit through ZAPP®. This is their only basis for scoring your application. You need to make these photos the best they can be! Your pictures need to sell your art or craft. It is also very important to have an appealing booth shot. The jury is asked to consider the overall look of the event, which includes the look of your booth.

### **When is the deadline to pay?**

The payment due date is listed in our Event Prospectus. However, artist placement is based on time of payment, so it critical you accept your invitation and pay for your booth and any add-ons as soon as you are invited. Corner Locations and Second Booths sell out quickly. You must buy your booth to become Confirmed for our Fair~ just accepting your invitation does not confirm your placement. Any artist who has not Confirmed their placement by the deadline will automatically be placed on the Wait List.

### **Why won't ZAPP® let me pay for a Corner Location or Second Booth?**

There are a limited number of these booths available and they sell out quickly. We always recommend you buy your booth and any add-ons as soon as you receive your invitation. Invitations are released by email through ZAPP® at 10:00 a.m. Mountain Time, but do not wait for your email as it may take up to 20 minutes to receive it once it is sent. Refresh your ZAPP® account page at 10:00 a.m. and it will show your status. If you are invited, accept the invitation and buy your booth and any add-ons!

### **Why am I on the Wait List?**

Invitation to the Fair is based on your jury score. Artists with the highest scores are invited to fill our limited number of booths.

Once the Purchase Deadline passes we begin drawing from the Wait List. Some of our Fairs have been completely sold out prior to deadline, while for others we have several booths to fill. We can never predict the number of vacancies.

### **Where am I on the wait list?**

There is no numerical list. Placement from the Wait list is based on your jury score and the appropriate medium needed to fill the vacancy. For example, if someone in the Wood category drops out, we try to fill the booth with another artist from the Wood group. We do not mind if you call or email to let us know you are still interested in booth placement or to see if anything has become available.

### **How do I get the booth location I want?**

Booth placement is based on the payment time stamp in ZAPP®. The sooner you pay the more likely you are to get the space you want. Also, we provide an option to further help you get the booth you want with a Special Location Request add-on, which is available when you purchase your booth. If we cannot honor your request, the Special Location Request fee will be refunded.

### **When is registration and what time can we set up?**

Registration takes place at the North Fourth Avenue Merchants Association office on Thursday from 9:00 a.m. to 7:00 p.m. and Friday from 7:00 a.m. to 9:00 a.m. Setup can begin as soon as all vehicles are moved out of the fire lane on the east side of 4th Avenue. Our goal is to begin setup as close to 1:00 p.m. as possible.

### **What are the Fair hours?**

The Fair runs from 10:00 a.m. to dusk all three days. We encourage our artists to consider opening early as we always see early birds wandering the Fair prior to 10:00.

### **Is there night time security?**

There is professional, overnight security Thursday thru Saturday. Our security is good but we recommend you do not leave small items in your booth and always remove valuables.

### **How soon can we bring our car on the street in the evenings?**

As soon as most Fair guests are off the Avenue. Generally, 30 to 40 minutes after the Fair ends. Please follow all directions from our Fair Staff.