



FITCHBURG AGORA ART FAIR CELEBRATING 13 YEARS

13th Annual Agora Art Fair, Fitchburg, WI

August 21, 2021—10 am-5 pm, 5500 East Cheryl Pkwy.

We celebrate our 13th anniversary! Our commitment is to make the art fair better each year. The Agora Art Fair provides a perfect setting to provide dynamic interaction between residents/visitors and the surrounding environment. Its stunning location, building, and landscape provide a natural backdrop to enhance the visitor experience. We anticipate 15,000+ attending and 100+ exhibitors. Niki Russos and Steven Leverentz head the organization's event logistics.



Publicity and promotional advertising are announced through posters, press releases to local media and newspapers, social media, and program listing of artist information. Electronic postcards, notices and a poster are sent to artists to be forwarded to their marketing lists.

April 15, 2021—Application, jury fee (\$20), and image submission deadline

May 15, 2021—Jury committee decision emailed to artists

June 15, 2021—Accepted artists deadline for \$150 booth fee payable to Orion Seven, LLC

Send to: Orion Seven, LLC, Attn: Steven Leverentz, 5500 E. Cheryl Pkwy., Suite 110, Fitchburg, WI 53711

August 21, 2021—Set-up 6-9:30 am, art fair 10am-5pm

For more information contact: Artistic Coordinator Niki Russos (608-332-7900) or AgoraArtistInfo@gmail.com

APPLICATION PROCESS

- Applications are only available online at www.agoraartfair.com.
- With application include a \$20 jury fee check (non-refundable) payable to Orion Seven, LLC. Send to: Orion Seven, LLC, Attn: Steven Leverentz, 5500 E. Cheryl Pkwy., Suite 110, Fitchburg, WI 53711 See application instructions.
- Images are submitted by email to Niki Russos. See application instructions.
- \$150 per 10x10 space with area behind each booth for storage. No commission on sales. Collecting 5.5% WI sales tax is responsibility of artist. No double booths available.
- Upon acceptance to the show send a \$150 booth fee payable to Orion Seven, LLC to: Orion Seven, LLC, Attn: Steven Leverentz, 5500 E. Cheryl Pkwy., Suite 110, Fitchburg, WI 53711
- Booth fees are not refundable. Cancellations for emergency reasons are reviewed on an individual basis.
- A waiting list will be created from juried applicants. Applicants on the waiting list pay the booth fee when notified.

STANDARDS AND RULES

This is a juried fine arts and crafts fair open to Wisconsin residents only. Each art piece must be an original design and executed by the exhibiting artist. No purchased items made from patterns, plans, kits, can be resold as artwork. Mechanical reproductions must be labeled. Categories of acceptance include:

- 2-D mixed media
- 3-D mixed media
- Ceramics
- Fiber
- Glass
- Graphics
- Jewelry
- Painting
- Photography
- Printmaking
- Sculpture
- Wood
- Other

DISPLAY AND SET-UP

We are committed to following Public Health Madison & Dane County orders for the safety and well-being of our vendors, customers and visitors. The Agora Art Fair, Procedures, Layout and Event are subject to change without notice and in accordance with new COVID-19 regulations.

- Artists check in with the information booth before set up on Saturday, August 21, 2021.
- Set up is 6-9:30 am the day of the show only. Vehicles need to be removed by 9:30 am.
- There is no indoor location or fee refund due to inclement weather. The artist is responsible for protecting their work and display materials from the elements.
- Spaces are pre-assigned and non-transferable.
- White or off-white tents and tent weights are required. No staking of tents on black top or concrete.
- Artist is responsible for preparing, exhibiting, set-up and take-down of their work.
- Food and drink concessions are available on the grounds.



FITCHBURG

AGORA ART FAIR CELEBRATING 13 YEARS

2021 Agora Art Fair Application

Agora Art Fair—a juried fine arts and crafts show open to WI residents only

August 21, 2021—10 am-5 pm, 5500 East Cheryl Pkwy., Fitchburg, WI 53711

April 15, 2021—Application, jury fee \$20 (only), and image submission deadline

May 15, 2021—Jury committee decision emailed to artists

June 15, 2021—Accepted artists deadline for \$150 booth fee payable to Orion Seven, LLC

August 21, 2021—Set-up 6-9:30 am, art fair 10am-5pm

APPLICATION

Complete artist information, description code, jury fee, and signature

Send to: Orion Seven, LLC, Attn: Steven Leverentz, 5500 E. Cheryl Pkwy., Suite 110, Fitchburg, WI 53711

Complete image request

Email to: Artist Coordinator Niki Russos (608-332-7900) at AgoraArtistInfo@gmail.com

ARTIST INFORMATION

Artist name _____ Business name _____

Address _____ City _____ State _____ Zip _____

Home phone _____ Cell phone _____

Email _____ Website _____

WI Seller's Permit or SSN _____

DESCRIPTION CODE

- 2D: mixed media 3D: mixed media CE: Ceramics FI: Fiber GL: Glass GR: Graphics
- JE: Jewelry PA: Painting PH: Photography PR: Printmaking SC: Sculpture WO: Wood
- OT: Other

\$20 JURY FEE

Non-refundable check, postmarked no later than April 15, 2021, and payable to Orion Seven, LLC

IMAGES

4 total images include 3 artwork (images 1-3) and 1 booth (image 4)

File: Save as .jpg with size no greater than 1 MB

File name: Begin with 2-letter description code from application above, followed by last name, first name, and image number

Example for image 1: CE_JonesJohn_1.jpg

TERMS

I give permission to the Agora Art Fair to use my images and business name/artists name, medium, city, website or email address (defaults to website when available) to be used on the art fair website and directory and for promotional purposes.

Cancellation Policy: Your booth fee will not be refunded if you cancel. Cancellations for emergency reasons only will be reviewed on an individual basis.

Waiting list: The waiting list will be created from juried applicants.

In consideration for being allowed to use the Agora Grounds and Pavilion and participate in the Agora Art Fair ("Fair") the Artist identified above shall indemnify Promega Corporation, Fitchburg Research Park Associates, LP, Orion Seven, LLC, or any of its retail tenants (collectively "Orion") against any claims, actions, demands, expenses and judgments for loss, damage, or injury to property or person resulting or occurring by reason of participation in the Fair. Orion shall not be liable for any damages, loss, theft or injury incurred at the Fair.

Signature _____ Date _____