

FITCHBURG AGORA ART FAIR CELEBRATING 17 YEARS

17th Annual Agora Art Fair, Fitchburg, WI

August 16, 2025—10 am-5 pm, 5500 East Cheryl Pkwy.

We celebrate our 17th 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, 2025—Application, jury fee \$30 (check dated 4/15/25), and image submission deadline. Complete and return pgs 2 and 3.

May 15, 2025—Jury committee decision emailed to artists

June 15, 2025—Accepted artists deadline for \$165 booth fee payable to Promega Corporation

Send to: Promega Corporation, Attn: Steven Leverentz, 5500 E. Cheryl Pkwy., Suite 110, Fitchburg, WI 53711

August 16, 2025—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 \$30 jury fee check (non-refundable, dated April 15, 2025) payable to Promega Corporation. *Send to:* Promega Corp., 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.*
- \$165 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 \$165 booth fee payable to Promega Corporation to: Promega Corp., 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. Waiting list applicants pay 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

- Artists check in with the information booth before set up on Saturday, August 16, 2025.
- 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 17 YEARS

2025 Agora Art Fair Application

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

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APPLICATION

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

Send to: Promega Corporation, 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 and SSN last four digits _____

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

\$30 JURY FEE

Non-refundable check dated 4/15/25, postmarked no later than April 15, 2025, and payable to Promega Corporation

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 _____

Wisconsin Department of Revenue

Required Information for all vendors

MUST be submitted with application for the Agora Art Fair 2025

PART C: VENDOR INFORMATION

If the vendor does not have a Wisconsin seller permit number and claims their sales are tax exempt, enter the exemption code number provided by the vendor.

- | | |
|---|---|
| 1. Exempt sales only or display only | 3. Nonprofit occasional sales exemption |
| 2. Multi-level marketing company pays sales tax | 4. Exempt occasional sales |

Wisconsin Seller's Permit Number (15 digits starting with 456) 456-		SSN (last 4 digits)	FEIN (last 4 digits)	Exemption Code
Legal Business Name (if not sole proprietor)			Doing Business As (DBA) Name (if applicable)	
Vendor/Contact Name (Last)		Vendor/Contact Name (First)		Vendor Phone Number
Mailing Address			Email Address	
City	State	Zip	Multi-Level Marketing Company (if claiming Code 2 above)	

- **Wisconsin Seller's Permit Number:** A Wisconsin seller's permit number has 15 digits and begins with 456 (456-xxxxxxxx-xx). Sellers may apply for a Wisconsin seller's permit at tap.revenue.wi.gov/btr.
- **SSN and FEIN:** The last 4 digits of the SSN are required. If the vendor has a FEIN enter both numbers.
- **Exemption Code:** If the vendor claims an exemption from collecting and remitting sales tax, enter the exemption code number. Exemptions are limited to the following four reasons:
 1. **Exempt sales only or display only:** Exempt sales refers to nontaxable sales. Display only refers to a vendor advertising goods and services but not selling merchandise.
 2. **Multi-level marketing (MLM) company pays sales tax:** Multi-level marketing companies are those companies that sell their products through distributors. The department regards the multi-level marketing company as a retailer required to remit sales tax on sales to its distributors. Distributors for such companies may use this exemption code if the distributor only sells products for which the multi-level marketing company has already collected and remitted Wisconsin sales tax on the retail sales price of the products.
 3. **Nonprofit occasional sales exemption:** Sales by nonprofit organizations may qualify for exemption from Wisconsin sales and use tax. Refer to Fact Sheet 2106 or Publication 206, Sales Tax Exemption for Nonprofit Organizations, for more information.
 4. **Occasional sales exemptions:** A person is not required to hold a Wisconsin seller's permit if the person's taxable sales are less than \$2,000 in a calendar year. Refer to Publication 228, Temporary Events, for more information.
- **Legal Business Name:** If the vendor is a sole proprietor leave blank.
- **Doing Business As (DBA) Name:** The name commonly used by the business if different than the legal business name. Leave blank if not applicable.
- **Vendor/Contact Name:** Vendor's first and last name are required.
- **Mailing Address:** We may send confidential information to this address.
- **Email address and phone number:** Contact information for the vendor selling at the event.
- **Multi-Level Marketing Company Name:** Required if claiming exemption code 2. Enter name of company that remitted the tax.