

Greetings!

Welcome!

The Guild, Museum of Arts and Sciences welcomes you to our 55th Halifax Art Festival November 4th and 5th. This festival, our largest annual fundraiser to benefit the museum, is put on by an energetic group of volunteers. We are working hard to make sure that this is a successful show for you! Your booth assignment and artist information is in this email and will also be posted to our website by the end of the month. Our website can be found at www.HalifaxArtFestival.org or www.HalifaxArtFestival.com and the Festival phone number is **386-405-2140**. Please don't hesitate to contact us if you have questions.

Registration Location:

**166 S. Beach St Daytona Beach
(Corner of Magnolia Ave and S. Beach St)**

Artist Registration and Tent Set Up:

Information Packets will be provided at Artist Registration. Please have your ID ready to show us. Please let us know if additional name badges are needed. **Be aware of our new tent and weight requirements** (see website or our application for information). Tent set-up may be done either Friday, Nov 3rd starting at 3PM or early on Saturday morning Nov 4th

Registration /Set-Up Friday Afternoon Nov 3rd: 3PM to 7 PM

- Registration: **166 S. Beach St, Daytona Beach** which is the NE corner of Magnolia Ave and S. Beach Street.
- Friday Registration 3PM to 7 PM Nov 3rd

Registration/ Set-Up Early Morning Saturday Nov 4th: 5AM to 7 AM

- Saturday Morning 5:00 AM to 7AM
- Registration Location on Saturday: **Art Festival Information Booth** which is at the corner of **166 S. Beach Street and Magnolia Ave.**

Booth Set up/ Breakdown Help:

Embry-Riddle Aeronautical Univ has a student employment office. Minimum charge is \$10 an hour. Please contact them to reserve student help. Please schedule a week prior to the show.

Contact: Stephanie Rowley at 386-226-6549 or Rowleys1@erau.edu

Or Therese Davis is 386-226-7696.

Festival Hours:

10 AM-5 PM Saturday, November 4th

10 AM -4 PM Sunday, November 5th

Vehicles: South of International Speedway Blvd. Because of the Fine Art judging process, the vehicles of artists located in the Competitive Fine Art exhibit area must **be off South Beach Street by 7:30 AM Saturday.**

Vehicles: North of International Speedway Blvd. Vehicles of artists and sponsors located in our north "Non-Competitive/ Craft" section must be **off North Beach Street by 9AM**. This includes sponsors, the Veteran Park areas, and artists located on the grass. Festival opens at 10AM.

Coffee and Donuts will be available at our Information Booth and also between booth #'s 107 -108 on Saturday and Sunday mornings.

Booth Sitting: Are you interested in arranging for 20-30 min booth sitting during your time with us? If you would like to schedule in advance please let us know! Please email us at HalifaxArtFestival@gmail.com or call Maureen at 914-954-8814 with the day and preferred times.

Artist Pizza Party: 5:30 PM Saturday Next to Festival Information Booth in Food Vendor area

Artist Awards Ceremony at 8:30 AM Sunday At Chef Pappa's Due to the small size venue, the ceremony is by invitation only

Lodging Information: Please book your reservations using the website <http://bookings.daytonabeach.com> Please email us if additional information is needed. Halifaxartfestival@gmail.com

Newspaper advertising: The Daytona Beach News-Journal will be creating a 16- page Halifax Art Festival section this year (Woo Hoo)

Contact: ASAP!!! ie TODAY!!

Gaby Rodriguez, advertising multimedia consultant

Cell: 407.690.1456 O: 386.681.2351

Gaby.Rodriquez@news-jrnl.com

Quarter page – four color: \$350

Eighth page – four color: \$200

Artist Parking: There are numerous free areas for artists to park! Please see map on our website www.HalifaxArtFestival.org (under "Artist Information" menu). Please note that City Hall lot will be available **after 5PM** Friday. A map for artist parking will also be sent to you in late October by email.

Competitive Fine Art Judging Process Overview:

- **FINE ARTISTS must be set up by 8AM Saturday**
- The Booth Placard must be displayed to be eligible for judging.
- Judges will begin at both ends of the Fine Art area.
- Judges will be utilizing an in-booth judging process - so artists will not need to carry their selected works to a building on Beach Street.
- This year the 2 judges will be evaluating Originality, Execution, Presentation, and Overall body of work. Total scores will be used for determination of awards.

2017 Cash Prize Awards:

Best In Show (1 at \$3000)

Awards of Excellence (2 of \$1500)

Awards of Distinction (5 at \$1000)

Awards of Honor (22 at \$500.00)

Guild of MOAS Purchase Award (1 at \$1000)

Student Art Awards (\$4000 total)

We look forward to an exciting show – See you very soon!

Cheers,

Pam

Artist Contact, Halifax Art Festival

Festival Phone: 386-405-2140

Personal Cell: 702-524-0753