



AAA Gift Shop Prospectus Scottsdale Pavilions - March 18-21, 2010

The gift shop will be open to all artists participating in the Pavilions show, **including 3-D**. The gift shop is being presented in a 1,000 square foot section of the show space. All items will incur a 30% commission to AAA.

Items may be cards, bookmarks, prints, giclees, and other gift items made with the artwork for *which that artist has been juried by AAA*. (eg: If you're juried as a painter, you may not enter jewelry.) AAA reserves the right to refuse or remove items that are inappropriate, or deemed in any way not up to the standards of AAA Fine Art shows.

Breakable items may be entered, but should be presented in a manner to avoid damage. 3-D items will be interspersed with 2-D items on the tables, plus may be placed on stands.

Cards may be of any size and must include a matching envelope. Card racks will be available for individual standard sized cards. Artists may turn in cards in a small display box. Card display boxes should be white cardboard either 6.5x12 or 9x12. The artist's name should be clearly marked on the front of the box (hand-written or business card). All cards must be sleeved. If selling bundles of cards, each bundle must be wrapped, sleeved or boxed and decoratively tied or sealed. Loose cards may be listed separately on the inventory sheet, or as simply a total number of individual cards.

Prints may be any size up to 16x20. (Limited space may be available for a few larger prints). Prints should be placed in a **cardboard** display box no larger than 12x18. A paper case box is perfect. (Really small prints may be placed in card display box(es).) Prints from multiple artists may be combined into one box, depending on space available. Print display box should be painted inside and out with either black or dark grey. Each print must be sleeved or shrink-wrapped and should have stiff backing. There will be wall and panel space available to hang a limited number of framed items. Framed prints must have wire attached for hanging onto grids. Print display boxes should have the front of the box cut down for easy viewing of the prints. **Boxes may be no more than 2/3 full**. The artist's name should be clearly marked on the front of each box (hand-written or via business card). See attachment A for print box configurations.

Other Items: There will be some space above the tables to hang other items. These items should be presented with wire or string for hanging that is at least 4' long. Be sure that identifying labels are securely attached to these items. Other small items such as bookmarks or magnets will be placed where best suited. They should be presented in some sort of container or holder suitable for presentation.

Labeling: All items presented to the gift shop must be clearly titled, priced, and marked with artist's identifier (eg: name, initials). All labeling must be exactly as listed on the Gift Shop Inventory sheet (XL or PDF provided). Labels for each item must match the information for that item on the artist's GS inventory form. (For example, if your identifier is your initials, then use your initials on your item label.) If any item on the inventory sheet is not presented to the gift shop, it should be crossed off *prior to* turning in items to the gift shop.

NOTES:

1. Artist's identifier is the same for every item entered by that artist.
2. Use clearly identifying name/title for your items. **DO NOT** use, for example, "11x14 print." Each item name must be clearly distinguishable as being only for that particular item from that particular artist. If entering prints of the same size but for different prices, separate (and title) them by price and list as a different item on the inventory. Example: "Grand Canyon Prints, 11x14 - \$50.00," Grand Canyon B&W Prints, 11x14 - \$45.00."

Check-in/Pick-up: Each artist will check items into the gift shop no later than 1:00 PM, Thursday, March 20 and will pick up all unsold items **AFTER** 6:30 PM on Sunday, March 21. A printed copy of the inventory sheet must accompany items. Items will be placed in the gift shop by the gift shop management.

Deadlines: Entry form, hold harmless, and inventory sheets required. Entry and hold harmless forms are due *no later than February 15, 2010. Please give them to your rep to turn in*. Inventory of items is due to Gift Shop manager **NO LATER THAN** March 5, 2010. Completed inventory sheets may be e-mailed to kcmpics@juno.com. Please use the Excel for to e-mail. Attach additional pages as necessary. If they are mailed, please mail them no later than March 1, 2010, to "AAA Surprise Gift Shop, PO Box 511, Queen Creek, AZ 85142." Space will originally be allotted in 30" segments. Depending on the number of artists wishing to participate, space allotment may be changed. You will be notified if more or less space will be available.

Attachment A

Below are sample labels and a sample inventory sheet to assist participants in completing these forms. Labels may be hand-written (please print clearly!) or typed, must be clearly visible on the items, and must be firmly *attached* to the item.

Samples of Labels:

Canyon card \$4.00 KCM	Grand Canyon 16x20 Print \$50.00 KCM	Lupine Bookmark \$2.00 KCM	AZ Views: Bundle of 5 Cards \$22.50 KCM
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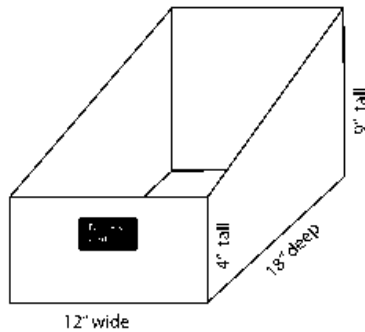
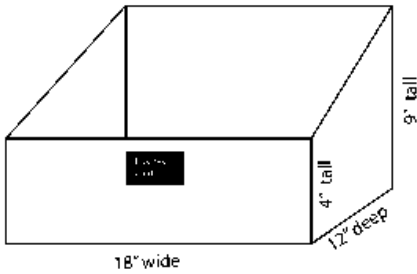
Sample Inventory form for above labeled items:

Item Type	Name/Title	Quantity	Price EA	Artist's Identifier
Card	Canyon Card	5	4.00	KCM
Print	Grand Canyon 16x20	3	50.00	KCM
Card bundles	AZ Views	2	22.50	KCM
Bookmark	Lupine	10	2.00	KCM

Display Boxes for Prints-

Painted Black or Grey
 with business card or small card with name on front

sizes are approximate...





Gift Shop Registration Form and Hold Harmless
Spring Show - March 18-21, 2010

Name: _____

Phone: _____ Cell: _____

E-Mail: _____

League(s) with which you are participating in the show: _____

Juried Medium (Media): _____

Items to be sold in Gift Shop: _____

HOLD HARMLESS

I understand that I am entering items into the AAA Gift Shop at my own risk and agree to hold harmless the Arizona Art Alliance, De Rito Pavilions 140, LLC, De Rito Partners Development, Inc , their volunteers and hired workers, and other participating artists from any and all liability to myself, my artwork and property entered in the Gift Shop. None of these parties will assume any responsibility or liability for loss or damage of any kind..

I have read the Gift Shop Prospectus and agree to abide by its direction.

Further, I certify that all items entered into the AAA gift shop are of my own making (using my own original artwork, or directly made entirely by me) and represent the artwork for which I have been juried by the Arizona Art Alliance.

Artist's Signature: _____
