

Application Procedure

- Submit Application, non-refundable Juror's fee (\$35), and booth fee postmarked no later than January 15, 2012. Early applicants pay a discounted booth fee:

Postmarked by	Artists' Market	Esplanade
	3 day / 5 day	5 day only
Dec. 1	\$100/\$150	\$200
Dec. 15	\$125/\$200	\$300
Dec. 31	\$150/\$250	\$350
After Jan. 1	\$250/\$350	\$450

- Any application will be considered void if not fully completed or accompanied by the fees.
- Artists may register for the entire five days or just the last three.
- Artist may apply for more than one market
- Artist must submit 4 photos of your work and one photo of your booth on a CD, URL, or 35 mm slides (no prints). *If you wish your CD/slides returned, you must enclose a self-addressed stamped envelope.*
- Artists wishing to display in more than one market must submit separate CD/slides for each market
- Each CD/slide must be labeled with artist's name. Each slide must be labeled with an arrow indicating top of slide.
- Application fee and booth fee must be submitted as two checks. The juror's fee check will be cashed upon receipt. The booth fee check will be cashed upon acceptance. Booth fee checks will be returned if you are not accepted
- Accepted artists will be notified on or before March 30, 2012.
- Make checks payable to "Mayfair, Inc."
- No booth fee refunds will be given for cancellation Period.
- An "insufficient fund fee" of \$50.00 will be charged as appropriate.
- Any questions, please call the Mayfair office at 610-437-6900 or email info@mayfairfestival.org

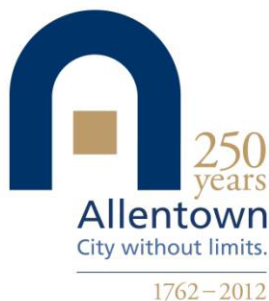
Photos by Hub Willson

Semiquincentennial



Trout Hall, completed eight years after the community was first settled, was built as a summer home by James All, son of the city's founder, William Allen.

In 2012, the City of Allentown will mark a monumental milestone- its 250th anniversary, or Semiquincentennial. Like our nation, our city has grown and changed during its long history. Beginning as a small village along Trout Creek, Allentown has evolved the third largest metropolitan area in the Commonwealth. Allentown's 250th celebrates our rich history, the present day revitalization, and ever more promising future.



Please check the appropriate market:

Artist's Market Garden Market Culinary Market

Name _____

Business Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Category of Art _____

Please give description of items on CD or slides and prices or URL .

1: _____ \$ _____

2: _____ \$ _____

3: _____ \$ _____

4: _____ \$ _____

5: Booth Display

Fees

I am enclosing TWO checks payable to "Mayfair, Inc."

Check #1

Non-refundable Juror Fee - \$35.00

Check #2 (indicate number of days and enter the corresponding amount)

3-day Booth Fee - Sat / Mon. \$ _____

5-day Booth Fee - Thurs./ Mon. \$ _____

5-day Esplanade Fee - Thurs. \$ _____

I am an Emerging Artist, vita enclosed

Mail to: Mayfair, Inc.
601 W. Hamilton Street
Allentown, PA 18101-2103

Enclosed:

Application CD or Slides

\$35.00 Juror Fee Booth Fee

S.A.S.E.

If you demonstrate your craft, are you interested in doing so at Mayfair? yes no