

# HUNTER VALLEY artFAIR

**POKOLBIN COMMUNITY HALL**

**JUNE & OCTOBER LONG WEEKENDS 2021**

**JUNE 12<sup>TH</sup>, 13<sup>TH</sup> & 14<sup>TH</sup> + OCT 2<sup>ND</sup>, 3<sup>RD</sup> & 4<sup>TH</sup>**

**STALL  
HOLDER  
KIT**

*Off the back of a wildly successful inaugural 2020 event, we are excited to invite local artists of the Hunter Region to exhibit at the Hunter Valley Art Fair. A unique one-of-a-kind indoor/outdoor event to showcase artists, makers and creatives. An event created by artists, for artists!*

## **ADVERTISING & MARKETING FOR THE FAIR**

With the unpredictability of state border closures ongoing, the vineyards continue to experience very large crowds every weekend. Our biggest asset on such a busy road in the centre of the vineyards is being able to capitalise on the large amount of passing traffic with signage at the venue and event signage coming into the vineyards from all directions.

- Large banner in front of Venue (on McDonald's Rd) for the weeks leading up to event.
- 2 x banners on McDonald's Road and Broke Road round-about over weekend.
- Large trailer mounted banners at corner of Wine Country and Broke Road over weekend.
- Event website [www.huntervalleyartfair.com.au](http://www.huntervalleyartfair.com.au) with a full page dedicated to each exhibitor.
- Facebook & Instagram Pages with boosted ads - @huntervalleyartfair
- You will be showcased as a featured artist on Instagram, Facebook and the event website.
- 5,000 DL flyers will be distributed to Hunter

Region Visitor information Centres, to Pokolbin vineyards, cafes, stores and accommodation properties throughout the vineyards.

- Giant 5m Wind Flags at Venue gate.
- Event listed on several websites and event pages, including Sydney based and NSW wide event websites.

## **EXHIBITOR SET-UP**

The site will be opened up at 7.30am each morning and closed up at 5pm Saturday & Sunday and 3pm Monday.

Additional access for INDOOR & REAR MARQUEE EXHIBITORS ONLY on the Friday before the event.

## **STALL HIRE FEE COVERS**

Administration, venue hire, COVID warden, banners, publicity and all general exhibition costs.

**PAYMENT:** Deposit of \$100 required to book your space. Balance due before 24th May 2021 for June event and 13th September 2021 for October event.

## **FAIR OPENING HOURS 2021**

**JUNE**

- > SATURDAY 12<sup>TH</sup> JUNE, 9AM - 3PM
- > SUNDAY 13<sup>TH</sup> JUNE, 9AM - 3PM
- > MONDAY 14<sup>TH</sup> JUNE, 9AM - 1PM

**OCTOBER**

- > SATURDAY 2<sup>ND</sup> OCT, 9AM - 3PM
- > SUNDAY 3<sup>RD</sup> OCT, 9AM - 3PM
- > MONDAY 4<sup>TH</sup> OCT, 9AM - 1PM

**FREE  
ENTRY**  
TO THE PUBLIC



## **CONTACT US!**

### **EVENT ORGANISERS:**

Kim Lundy & Suellyn Connolly

**BOOKINGS CONTACT:** Kim Lundy

M. 0429 995 538

E. [HunterValleyArtFair@gmail.com](mailto:HunterValleyArtFair@gmail.com)

# HUNTER VALLEY artFAIR

WE WORKED HARD TO SECURE AS MUCH MEDIA COVERAGE FOR OUR OCTOBER 2020 EVENT AS POSSIBLE. HERE'S JUST SOME OF THE FANTASTIC MEDIA SUPPORT WE RECEIVED...

JUST SOME OF  
THE OCT 2020  
**MEDIA  
COVERAGE**



Interview on  
ABC Newcastle

Newcastle Weekly Magazine  
FRONT COVER + Inside Story



Hunter Valley Magazine  
What's On Feature



NEWSPAPERS: Maitland Mercury, Hunter  
River Times, Cessnock Advertiser





# HUNTER VALLEY artFAIR

THE VIBE!  
OCTOBER  
2020

HERE ARE SOME SNAPS FROM THE OCTOBER 2020 HUNTER VALLEY ART FAIR AT  
POKOLBIN COMMUNITY HALL IN THE HEART OF THE HUNTER VALLEY VINEYARDS...







## COVID SAFETY

- The health and safety of the public and our exhibitors are of the highest priority. We have therefore undertaken COVID SAFE event planning and invested in additional staffing to ensure we meet guidelines.
- Due to the changing nature of health guidelines our COVID SAFETY PLAN will be reviewed in the weeks leading up to each event and updated information will be sent out to our exhibitors and published online for the public.
- Electronic QR registration will be used at entry to the event if required at the time of the event.
- We will have a COVID trained staff member stationed at the entry to the venue to ensure all visitors register and sanitise their hands upon entry. They will also ensure the event does not exceed restrictions for the number of people allowed onto the site.
- All stall holders should have their own COVID SAFETY plan and ensure surfaces are cleaned regularly throughout the day, social distancing is adhered to and hand sanitiser must be provided at each stall by the exhibitor.
- Depending on the restrictions at the time, you may be limited to only ONE person per stall during opening hours, this will be advised prior to each event.
- If you are unwell or have any symptoms of COVID you must stay at home and get tested.
- **NB: If event is cancelled due to a change in the NSW government enforced COVID restrictions, a FULL refund will be issued to exhibitors.**

## AVAILABLE STALLS (For pricing, see STALL COSTS following)

### INDOOR STALLS

**4m x 2.3m** (6 available, with 2.4m high event partition wall on 4m side with 1m return)

**3m x 2.5m** (3 available, against inside walls with picture rail available)

**3m x 2.2m** (2 available, against inside walls with picture rail available)

**4m x 1.5m** (2 available, against inside wall with picture rail available)

**2.8 x 1.5m** (1 available, next to main entry, against inside wall with picture rail available)

**2.3m x 1.6m** (2 available, in entry foyer area, no picture rail available)

- There are picture rails and gallery track available to use on the internal walls of the venue - exhibitors MUST NOT place extra hooks into the walls.
- Exhibitors with stalls down the middle of the room (6 stalls, 4m x 2.3m) can hang LIGHT works on their exhibition partition walls by hammering in small nails, thumbtacks or picture hooks. These are hollow timber partitions and cannot hang anything over 3kg.

### REAR MARQUEE 'INDOOR STALLS'

**3 x 2m space** (15 available inside 24 x 6m marquee)

- Limited opportunities to hang artwork from walls, it's recommended to bring your own easels or other stands/furniture to hang from.

### VERANDA STALLS (UNDER COVER)

**4m x 2.2m** (2 available, on rear veranda - located in thoroughfare between main room and rear marquee)

**2.4m x 2.4m** (2 available, on front veranda)

**2.4m x 4.5m** (1 available, on end of front veranda) NB: this stall subject to winds, a tarp/sheet can be attached to the end of veranda by the exhibitor to assist.

- FRONT VERANDA: Please be aware the grounds cannot be secured overnight, therefore anything left on verandas by exhibitors is at their own risk.
- REAR VERANDA: With the rear marquee in place, the rear veranda stalls will be more secured and could have more items left in place.
- Artworks can only be hung on external walls of building via a means that can easily be removed with no damage (i.e. removable adhesive hooks or similar). Any damage will be billed to exhibitors.

### OUTDOOR 'MARKET STYLE' STALLS

**3m x 3m space / 2.4 x 2.4m marquee** (up to 20 available)

- ALL SITES SET-UP WITH PROFESSIONALLY INSTALLED MARQUEE (see photo). The exhibitor cannot provide own marquee or gazebo, a 2.4x2.4m professionally erected and weighted marquee will be set-up for you.
- Please be aware the grounds cannot be secured overnight, therefore anything left onsite is at exhibitor's own risk.
- Any damage to grassed areas will result in losing the full or a portion of the venue bond, this will be billed to the exhibitor/s responsible for any damage

**SEE  
FLOOR PLAN  
ATTACHED  
FOR FURTHER  
DETAILS**

**MARKET STALL MARQUEES  
2.4 x 2.4m**



## STALL COSTS: 3-Day Long Weekend Events

Discounted rates listed for 'Both June & October' events are available when booking both June & October events at the same time and paying a non-refundable \$100 deposit for each event. GST not applicable.

	JUNE OR OCTOBER (ONE EVENT ONLY)	BOTH JUNE & OCTOBER (BOTH EVENTS BOOKED TOGETHER)
<b>INDOOR STALLS</b>		
4 x 2.3m	ALL SOLD	ALL SOLD
3 x 2.5m/3x2.2m	ALL SOLD	ALL SOLD
4 x 1.5m	ALL SOLD	ALL SOLD
2.8 x 1.5m	ALL SOLD	ALL SOLD
2.3 x 1.6m	ALL SOLD	ALL SOLD
<b>REAR MARQUEE 'INDOOR STALLS'</b>		
3 x 2m	<b>\$420</b>	<b>\$799</b> (SAVE \$41)
<b>VERANDA STALLS</b>		
4 x 2.2m (rear)	<b>\$430</b>	<b>\$815</b> (SAVE \$45)
2.4 x 4m (front)	<b>\$265</b>	<b>\$500</b> (SAVE \$30)
2.4 x 2.4m (front)	ALL SOLD	ALL SOLD
<b>OUTDOOR 'MARKET STYLE STALLS' FRONT LAWN</b>		
(incl. individual 2.4x2.4m market stall marquees professionally erected and taken down for you)		
3 x 3m Space / 2.4 x 2.4m Marquee	<b>\$320</b>	<b>\$610</b> (SAVE \$30)

NB: \$100 non-refundable deposit required to hold all stall bookings in both events, with balance due 24th May for June event & 13th September for Oct event. The only reason exhibitors would receive a full refund is due to changes in NSW Government restrictions which forced the cancellation of the event.



**TABLES:** A limited number of heavy timber tables (1.8m x 900mm) are available at the venue for use of exhibitors, however, these will not be allocated or set-up prior to the event. You may use one of these tables, if available, however, you must move and set it up yourself and return it to the store room at the end of the event. Please note, these tables are heavy and require 2 people to lift in most cases. We recommend bringing your own light-weight folding, portable tables with table covers.



**CHAIRS:** Plastic chairs will be stacked in the store room, please feel free to use venue chairs if one is available and return and stack neatly.

**TABLECLOTH HIRE:** We have table coverings available to hire. 2 x styles available in **BLACK ONLY** to fit 900mm x 1.8m trestle tables. Please indicate on the application form if you'd like to order table coverings. \$25 each.



BLACK 1.8M LYCRA TABLE SOCK



1.8M TABLE SURROUND

**TABLE CLOTH  
HIRE  
\$25 EACH**

## TERMS & CONDITIONS - PLEASE READ CAREFULLY

- Entry is open to all artists and makers who reside in the Hunter Region (stretching from Port Stephens, to Newcastle, to the Upper Hunter and everywhere in between).
- All applications are subject to approval by organisers. Approval to exhibit will be based on many factors, further discussion of individual approvals will be entered into on discretion of the organisers. Please ensure you provide us with high quality images of your work and all social tags and URLs so that your application has the best chance of success.
- All artworks and products must be handmade and/or designed by the stall holder attending.
- Exhibitors space will only be held with deposit.
- Choice of exhibit space will be given in order of deposit received.
- Submitting a booking form prior to booking deadline does not guarantee a stall will be available as space may run out prior to the booking deadline.
- Your booking will be confirmed via email and you will be contacted if you cannot be included in the event for any reason. It is strongly advised to book early to avoid disappointment.
- Only those who have fully paid prior to event will be allowed to participate.
- HVAF reserves the right to refuse or cancel any Exhibitor for any reason at any time.
- The Exhibitor will provide a certificate of currency for current Public Liability Insurance.
- Deposit will not be refunded if booking is cancelled by the artist.
- If balance of site cost is not received by the 20th September the organiser reserves the right to keep deposit.
- If event is cancelled due to Covid restrictions a FULL refund will be issued to the artist.
- All works must be for sale and be works/products created / designed by exhibitor.
- COPYRIGHT must be adhered to in all respects. No copies of images from magazines, books, papers, the internet or copies of Old Masters will be accepted. Rejection of works regarded as a breach of copyright will be at the discretion of HVAF.
- Exhibitors must ensure all artworks and handmade products are presented to a professional standard and ready for sale to the public.
- Paintings MUST be dry.
- Advertising: HVAF reserves the right to take photos at the event and use these photos in media and other online/ print promotions. Where possible the artist will be tagged/ credited with the photo.
- If photography is supplied to HVAF for promotional use by a photographer/artist these images will be tagged/credited - please ensure correct information is supplied with images.
- ALL artwork MUST be clearly labeled with sale price. Pricing must be inclusive of GST if required.
- Exhibitors MUST have hand sanitiser available on the stall for visitors to the art fair. They must also practice and enforce social distancing at their stalls and provide their own cleaning products to clean down surfaces regularly throughout each day of the event.
- Insurance: Works are not insured by the HVAF while part of the exhibition. If you require insurance you must organise your own. HVAF takes all possible care but accepts no liability for loss or damage while works are in the exhibition.
- Exhibitors must abide by covid safe standards.
- No size limit on artworks, however all artworks MUST remain inside the allocated area of your exhibition space.
- Exhibitors are responsible for providing their own bubble wrap, cardboard, tape, etc for the packaging of sold artworks. Space will be provided in the 'kitchen' area of the venue for wrapping artworks. Exhibitors MUST ONLY use their OWN packaging.
- Exhibitors must be able to provide purchasers with a receipt.
- Exhibitors can either accept cash or card for the sale of artworks.
- Exhibitors are responsible for receiving and processing payments for their artworks and products.
- If an exhibitor is not able to provide credit card facilities this will be available through the HVAF. The exhibitor will be charged a 10% commission on the sales that use the HVAF credit card service. This 10% fee is payable by the artist NOT the purchaser.
- Exhibitors are responsible for their own signage.
- Exhibitors must remain at their stalls and have their stalls operational within the opening times of the event. It is very important you are ready to trade when the event opens each day and do not attempt to pack down your stall early. If you have any kind of emergency or require assistance during the event please contact one of the event organisers or a COVID warden.
- Depending on COVID restrictions at the time of event, there may be a limit to ONLY ONE PERSON PER STALL during opening hours, this will be confirmed prior.
- The Event Organiser is not liable for the failure to hold the event because of, but not limited to, strikes, accidents, terrorism, acts of nature and any circumstances outside the Event Organiser's control.
- We encourage exhibitors to offer live demos of your creative / making processes, however, you must ensure you use drop sheets / floor mats where required and ensure these are no trip hazards (if using drop sheets on hard floors, please tape down the edges).
- If an exhibitor causes any damage to the venue or grounds which results in a loss of the bond or other charges to the event organiser, the exhibitor responsible will be liable for all such costs.
- Exhibitors cannot drive onto the lawn around the venue to unload or set-up stalls.

## EXHIBITOR'S APPLICATION FORM

To complete your application please email the following to [HunterValleyArtFair@gmail.com](mailto:HunterValleyArtFair@gmail.com);

- > A signed copy of this APPLICATION FORM
- > A SHORT INTRODUCTION ABOUT YOU As an artist / maker and some details about what you produce (please type this within your email message so it can be copied and pasted to your HVAF online profile if necessary).
- > At least 4 X IMAGES OF YOUR WORK (up to 10), please ensure they are at least 1200 pixels wide and good quality.
- > Copy of certificate of currency for PUBLIC LIABILITY INSURANCE POLICY

**PLEASE NOTE:** All applications are subject to approval by organisers. Approval to exhibit will be based on many factors, further discussion of individual approvals will be entered into on discretion of the organisers. Please ensure you provide us with high quality images of your work and all social tags and URLs so that your application has the best chance of success.

FIRST NAME \_\_\_\_\_ SURNAME \_\_\_\_\_

BUSINESS NAME (if applicable) \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_  
POSTCODE \_\_\_\_\_

EMAIL \_\_\_\_\_ MOBILE. \_\_\_\_\_

PUBLIC LIABILITY POLICY No \_\_\_\_\_ (Please email a certificate of currency with this form)

FACEBOOK \_\_\_\_\_ INSTAGRAM \_\_\_\_\_

WEBSITE \_\_\_\_\_

OTHER ONLINE PRESENCE \_\_\_\_\_

ABN (if applicable): \_\_\_\_\_

### PLEASE INDICATE WHICH EVENTS YOU'D LIKE TO BOOK FOR 2021

☐ JUNE LONG WEEKEND ONLY ☐ OCT LONG WEEKEND ONLY ☐ BOTH JUNE & OCT WEEKENDS

**PREFERRED EXHIBITION SPACE** ☐ INSIDE MAIN VENUE ☐ REAR MARQUEE ☐ FRONT VERANDA  
☐ REAR VERANDA ☐ FRONT LAWN MARKET STALL

Please check **FLOOR PLAN** attached and write down your stall preferences;

\_\_\_\_\_ 1st CHOICE \_\_\_\_\_ 2nd CHOICE \_\_\_\_\_ 3rd CHOICE \_\_\_\_\_ 4th CHOICE

NB: Choice of exhibition space will be given in order of deposit received - you will be notified of your confirmed space and invoiced with the full amount of your stall.

**TABLECLOTH HIRE REQUIRED:** ☐ 1.8m BLACK LYRCA TABLE SOCK ☐ 1.8m BLACK TABLE SURROUND

**PAYMENT DETAILS WILL BE EMAILED TO YOU ONCE YOUR BOOKING IS RECEIVED & \$100 NON-REFUNDABLE DEPOSIT MUST BE PAID TO SECURE YOUR BOOKING.**

SIGNED

DATE