

Dear Artists,

We are excited about the Fall *Best of the Northwest Show* and pleased that you will be joining us at the Smith Cove Cruise Terminal on Pier 91, in Seattle for the show November 18th – 20th, 2011 with load-in occurring on November 17th. I know in your busy day, you may not have time to read all your email so **we have bulleted the important information and have more detail below**. You may now find your booth number posted on Zapp.

Pre Show:

- **Get Material's flame treatment done** if needed - avoid having your booth shut down (and the show shut down) by the Fire Marshall!
- **Deadline for electrical and/or pipe & drape** orders is November 4th. Thereafter a 20% late fee applies. Contact Columbia Hospitality at 206-269-4179 or exhibitororders@bellharbor.com
- **Want to offer a room to a visiting artist?** If you live in the Seattle area please let us know
- **Schedule your booth shot** in advance and get a \$10 discount
- **Get your facebook page up** and your postcards mailed www.facebook.com/bestofthenorthwest
- **Volunteer:** We are looking for area friends, neighbors, and countrymen to help with the show!

For the show:

- **Bring your own cart and handtruck:** There are only 6 carts provided by the venue for all to share. You may want to bring your own to speed up your loading and unloading.
- **There will be an ATM on site** - The venue reminds us it's not for vendor use. Please bring your own change.
- **Load-in times** will be staggered by artist last name
- **Buy 3 day parking pass** with in & out privileges can only be purchased during load-in
- **Pizza and salad party on Saturday?** Sign up during load-in at registration desk. \$9
- **Wish to support Seattle Children's Hospital Guild?** (Preston Kuppe) bring art donation

Some Changes this year:

- **Parking lot Shuttle capacity has been doubled** to avoid any long waits for patrons in the parking lot. Tickets will be sold both in the lot and the entrance lobby to minimize waiting in lines for our patrons
- **Wine Garden** pricing has been structured to encourage patrons to enjoy fine local wines, and then continue shopping the event. Our goal is no camping in the wine garden!
- **Wifi and a new antenna** will be available on the ground floor to ease credit card purchases – upstairs remains with great reception. Coverage on ground floor good for AT&T, T Mobile and Verizon – Sprint wasn't too good

Please read through this as there is some time sensitive information that needs to be acted on before the show.

Pre Show:

Flame Treatment: Since January 1, 2009 the only acceptable means of having decorative material in a booth within 18 inches of ignition sources, such as lights fixtures, heaters, electrical outlets, electrical connections and flame-producing devices, is to provide a Flame Certificate. The fabrication will not be accepted if it is treated by the artist. It may only be allowed to be in the booth if it has an accompanying Flame Certificate indicating it has been treated to meet NFPA 701 Flame requirements. Nothing else will be accepted. The fire department has progressively been tightening up on our adherence to the regulations. Artists will be required to remove items that do not have a certificate. It would be embarrassing to have the show not able to open because something in your booth was out of compliance. Please review the requirements at: <http://www.seattle.gov/fire/FMO/specialEvents/Flame-Proofing%20and%20Combustible%20Storage.pdf>

Kurt Berschauer at American Flamecoat, Inc. will provide certification and treatment of drapes or table clothes for \$150 minimum charge for 240 square feet. Phone: 206-789-9404 Address: 1143 NW 52nd St. Ballard, WA 98107

Power, Pipe and Drape: Please download the form at <http://www.nwartalliance.com/AVExhibitorOrderForm.pdf> or contact Kate or Jennifer at (206) 269-4111 with Columbia Hospitality who will be handling this. They have asked that we tell you the forms are due no later than November 4th or late fees will apply.

Guest rooms?: If you are a Seattle area artist wishing to offer a room to a visiting artist, or a visiting artist needing a room, please contact Luke at info@nwartalliance.com

Photography: There will be a professional photographer at the show who specializes in booth photographs – It is very important to have high resolution images now for your Zapplication submissions - **SCHEDULE YOUR APPOINTMENT EARLY, BEFORE THE SHOW, AND RECEIVE A \$10 DISCOUNT ON PHOTOGRAPHY FEES!**

- *To Make an Appointment or to Ask Questions about Photography, Call or Email Jeff Miller*
jeff@jeffmillerphoto.com (206) 323-3370 – you can also reach him on this # during the show

Cash: The venue has also asked us to tell you that they suggest you bring the cash and change you will need for your customer's purchases. They will have an ATM set up for the event for your customers, but it is a good idea to come prepared.

Day of Show

Check-in: when you first arrive, please check-in and get your booth number, artist badge and info sheet.

- **Pizza and Salad party** to be held at Karen Seymour's home immediately following the show on Saturday night – pay \$9 at check-in and we will have plenty for you to enjoy. Karen's address is: 5415 Greenwood Ave N. Seattle, WA 98103 and she is less than 5 miles and 10 minutes from the venue. Call Karen at 206-789-7095 if you get lost. There is only space for 30 so it's first paid first served.
- **Artist badges** will be available when you check-in – you will want wear them while at the event and will need them for re-entry purposes. Please return the plastic badge sleeve once the show is over so we can reuse.
- **Parking:** Artist parking will be in the lot immediately outside the Cruise Terminal with overflow in general parking area for the show. Republic parking will be managing all the parking for the event. They will be selling 3 day parking passes with "in and out" privileges for \$15 which will only be available when you purchase at check-in/load-in. They kindly are throwing in free parking on Thursday *if* you buy the 3 day pass. Please bring cash for this if possible.

Load in: starting **Thursday November 17th, from noon to 8PM**, and the following morning from 8am – 10:00am. We are going to have a staggered load-in to make the process as simple as possible. Should you need more time than the 4 hours we have allotted on Thursday, don't hesitate to come early, the load in times are not set in stone.

Based on your last name:

A –L from noon to 4:00PM

N – Z from 4:00PM – 8PM

There will be elevator and escalator monitors during both load-in and load-out – their primary purpose is to assure there is no damage occurring in either area. At an earlier event, there had been a problem with vendors hitting the elevator doors with the carts and \$18,000 damage occurred which was not covered by insurance. Northwest Art Alliance cannot afford to have something like this happen, so please be very careful when moving your belongings in and out of the building. Elevator dimensions are: Door Opening = 4' wide x 6' 6" high. Inside = 7' 8" x 6' and 9' high inside (it's 6' inside from door to door, if rolling a cart straight in and straight out the other side)

Donation for Preston Kuppe Guild (in support of Seattle Children's Hospital uncompensated care program) This is completely voluntary. Best of the Northwest is pleased to assist in helping the Guild with this most pressing need. Your generous donation of one of your pieces will be auctioned off at a later event. Last year, Children's Hospital received over \$80,000 due in part to your charitable donations. They are very grateful for any art you wish to donate for their cause. Should you be approached by any other charity than Preston Kuppe Guild for Seattle Children's Hospital, please know that they are not here on our behalf, and contact the staff right away.

Entertainment: We are delighted to have special musical guests, Pearl Django performing on Saturday afternoon. In addition, Lelavision will be performing unique vignettes at the show on the weekend – see them at: www.lelavision.com In addition, we have arranged for a number of strolling musicians to play throughout the event on both floors. There are demonstrations scheduled covering a variety of art related topics by participating artists. There will also be an “indie fashion show” on the lower floor on Saturday from 3-4.

Food: The venue asks that we inform you that they do not allow us to bring food into the cruise terminal. They are trying to help their food vendors make a living. That said, we hope you enjoy the dishes that are prepared on premise. If you would prefer going off premise, there is a Whole Foods Market just north at 2001 15th Avenue – driving distance.

Booth Sitters/Runners: High school Navy Junior ROTC members will be available to watch your booth if you should need a break, or to help your customers take their purchases out to the shuttle. They were well received at our last show by both artists and patrons alike. Sign up for their services at the front desk or tap one if they are available.

Last day Load-out: Please do not start breaking down your exhibits prior to 5:00pm on Sunday. I have found that it only takes a few booths being disassembled to send the message to potential customers that the show is over. We all want to send the message ‘come visit my booth’ and not, “you are keeping me from going home”. So after 5pm, please break down your booth completely before you bring your vehicle to the front of the terminal for loading. This is important so you can execute the load-out as smoothly and efficiently as possible. We will have a number of volunteers to help with the load-out process. **We need to be out of the facility by 8PM** or the venue will charge \$500 per hour so please be efficient. Please also be sure to throw any trash in your area into the cans provided, and peel the tape off of the ground that marks your booth. These two tasks will help our volunteer clean-up crew immensely. **KINDLY DO NOT LEAVE TRASH BEHIND.** Our staff will all be attempting to make this load-out process proceed as smoothly as possible.

I hope to meet all of you during the course of the show. I would love to hear from each of you about your ideas on what has worked, what needs to be improved, and what you would like to see in the future. Should you ever have anything you wish to discuss with me, I welcome your call or email.

Best regards,

Pamela Rembold
Executive Director
Northwest Art Alliance
(206) 525-5926
pamrembold@nwartalliance.com

Directions to Smith Cove Cruise Terminal from I-5 North:

- Head south on I-5 and follow the signs to the Mercer Street Exit
- Take Exit 167 to Mercer Street (right-hand off-ramp)
- Take a right turn onto Fairview Avenue North (400 feet)
- Take a left turn on Valley Street (0.18 miles)
- Valley Street bends to the left and becomes Broad Street (0.75 miles)
- Turn right to Denny Way (0.32 miles)
- Bend right to Western Avenue (0.22 miles)
- Western joins Elliott Avenue West (1.18 miles)
- Follow signs to Magnolia Bridge
- Turn right at 14th Avenue West (signal light intersection) (0.14 miles)
- Stay to the right and follow ramp joining the Magnolia Bridge (West Garfield Street) (0.35 miles)
- Exit right and follow signs to “Smith Cove Park” (0.55 miles) and Cruise Terminal
- Turn right at bottom of ramp and follow signs for cruise terminal parking or cruise terminal

From Interstate 5 South

- Head north on I-5 and follow signs to the Mercer Street Exit
- Take Exit 167 (left-side off-ramp) to Mercer Street
- Take a right turn onto Fairview Avenue North (400 feet)
- Take a left turn on Valley Street (0.18 miles)
- Valley Street bends to the left and becomes Broad Street (0.75 miles)
- Turn right to Denny Way (0.32 miles)
- Bend right to Western Avenue (0.22 miles)
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From Interstate 90 West

- Take I-90 West to I-5 North
- Then follow directions for "From Interstate 5 South"

