



**THE OFFICIAL NATIONAL BLACK ARTS FESTIVAL**  
**International Marketplace**

**CENTENNIAL OLYMPIC PARK**  
**JULY 15 – 18, 2010**

**NATIONAL BLACK ARTS FESTIVAL 22<sup>nd</sup> ANNIVERSARY CELEBRATION July 15-18, 2010**

Dear NBAF International Marketplace Participant:

On Thursday, July 15 through Sunday, July 18 the NBAF International Marketplace returns to Centennial Olympic Park in Atlanta, GA as part of the annual Summer Festival. Located in the heart of downtown Atlanta, Centennial Olympic Park is the perfect venue to host our 2010 Summer Festival. The Park's Fountain of Rings Plaza, 1,200-seat amphitheater and Great Lawn provide a spectacular setting for the International Marketplace, Main Stage Concerts, Family Programming, Food Court and Children's Education Village. While the downtown skyline serves as a beautiful backdrop, **Centennial Olympic Park** is also a tourist destination in its proximity to Georgia World Congress Center, CNN Center, Georgia Dome, Georgia Aquarium, World of Coca-Cola, The Hotel district and Philips Arena. Tourists certainly equate to additional customers.

We appreciate your feedback regarding the need for a permanent home for the International Marketplace. We have had the very same conversations internally as we work toward being a more sustainable institution. To that end, NBAF will enter into a multi-year agreement with Centennial Olympic Park in 2010. This ensures the Festival's ability to draw a consistent audience and your ability to develop a solid retail base with loyal customers who know where to locate you each year.

Artists like you have been an integral part of the history of the International Marketplace and we look forward to continuing to work and grow with you. We encourage you to apply as soon as possible to guarantee your booth.

**Application Fees and Deadlines:**

January 29, 2010	Application DEADLINE
February 12, 2010	Acceptance or rejection letters sent to Applicants
February 26, 2010	Early Bird Fee Deadline (\$800.00)
March 19, 2010	On-Time Fee Deadline (\$900.00)
March 30, 2010	Late Fee Deadline (\$1000.00)

**Important Dates and Times:**

July 15, 2010	Load in: 2:00 p.m. – 6:00 PM
July 16, 2010	Load in: 8:00 a.m. –11:00 AM
July 16, 2010	International Marketplace opens: 12:00 PM
July 18, 2010	International Marketplace ends: 6:00 PM

Applications can be found online at [www.nbaf.org](http://www.nbaf.org) by clicking on "Artist & Vendor Opportunities". We look forward to your participation in the 2010 NBAF International Marketplace! See you in July!

Leatrice Ellzy  
Director of Artistic Programming

Badi Murphy  
Producer, NBAF International Marketplace

## 2010 International Marketplace General Information

1. **Dates and Fees for NBAF International Marketplace:**

Friday, July 15 – Sunday, July 18 (3 days)	\$900.00
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\*\*\*Early bird special of \$800.00 booth fee if paid in full by February 26, 2010. \*\*\*

A non-refundable \$25 application fee must accompany all applications and must be paid in order for the application to be accepted. A certified check, money order or credit card, payable to The National Black Arts Festival will be deposited upon receipt.

**NBAF International Marketplace Participation Fee:**

This fee of \$900 must be paid by the March 19 deadline. A \$100 late fee will be added to participation fees paid after the March 19 deadline.

2. **NBAF International Marketplace Hours:**

*Friday 12 PM – 10PM; Saturday 10AM – 10PM; and Sunday 12 PM – 6PM.*

3. **All Participants MUST submit four (4) photographs of materials and setup.** Photographs will not be returned, but will remain the property of the NBAF for archival documentation of the Festival.

4. **Notification of Acceptance and Deadline for NBAF International Marketplace Participation Fees:**

All notices of acceptance for Participants will be mailed by **February 12, 2010**. Once a has been accepted, the NBAF International Marketplace participation fee, in the form of **certified check, money order or credit card**, must be submitted and postmarked by **March 19<sup>th</sup>, 2010**. FAILURE TO DO SO WILL RESULT IN LOSS OF SPACE. **No personal or business checks will be accepted.**

5. **Booth Space:**

The average NBAF International Marketplace booth space is a 10'x10' tent. **Table and Chair rentals MUST be reserved in advance.**

6. **Identification Signs:** NBAF will provide signage identifying each participant by name, city, and state, provided fees are paid by deadline date. Additional signage of a professional nature with business name may be used, but must be reviewed and approved by the NBAF International Marketplace Coordinator.

7. **Sales:**

The participant will transact all sales and all proceeds will go to the participant. It is the participant's responsibility to collect 8% Georgia Sales tax from all customers. A representative from the Georgia Department of Revenue will be at the NBAF International Marketplace to distribute appropriate forms at the beginning of the Festival AND to collect the taxes due prior to the participant's departure.

8. **Liability:**

Each participant exhibits all works at his or her own risk. If insurance is desired, it must be arranged and purchased by the participant. Neither the National Black Arts Festival nor Centennial Olympic Park assumes any liability for loss, damage, or theft of work or display materials. LIMITED SECURITY WILL BE PROVIDED.

9. **Responsibilities of the Participant:**

Each participant must be present with his/her items during the NBAF International Marketplace hours. Each participant is responsible for providing relief personnel to maintain the booth. No participant may sublet to another participant. Each participant must limit sale items to the medium represented in the submitted photographs; the NBAF International Marketplace Coordinator must approve exceptions PRIOR to inclusion. Participants must have their displays open and ready for the public at the beginning of designated opening hours and remain open through the designated closing times. Each participant must abide by all Centennial Olympic Park rules as well.

10. **Penalties:** The Official NBAF International Marketplace reserves the right to ask for the removal of any items or displays not representative of the photographs submitted during the application process; to remove any objects in violation of the rules and regulations listed herein; and to prohibit any from opening his/her booth late. Furthermore, the NBAF reserves the right to bar any participant from participating in the Market for NON-COMPLIANCE. Such an occurrence will result in loss of all fees (no refunds), in addition to removal from the premises.

## 2010 International Marketplace Application Process and Procedures

**NBAF STRICTLY PROHIBITS THE SALE OF ANY NBAF MERCHANDISE, UNAUTHORIZED MUSIC OR MOVIES (VHS OR DVD) AND SUNGLASSES.**

1. Complete the NBAF INTERNATIONAL MARKETPLACE APPLICATION.
2. Complete the PHOTOGRAPH INFORMATION section on the application form.
3. **Only those items listed on the information sheet may be sold.**
4. Submit four (4) photographs of your materials and setup. Photographs will NOT be returned. All photos will remain the property of the NBAF to be used for archival documentation of the Festival.
5. ITEMS WITH NBAF LOGO, TITLE, OR NAME WILL BE PROHIBITED FROM BEING SOLD IN THE NBAF INTERNATIONAL MARKETPLACE.
6. Enclose a non-refundable **\$25.00** application fee, in the form of **certified check or money order**, made payable to National Black Arts Festival. Reference the NBAF International Marketplace on your certified check or money order. **Credit card payments accepted. No personal or business checks will be accepted.**
7. **Print "NBAF INTERNATIONAL MARKETPLACE"** on the lower right corner of forwarding envelope.
8. Remember, once accepted, s must pay the required NBAF International Marketplace Participation Fee or forfeit the space.
9. Accepted s will receive additional information regarding site specifications.
10. **The sale of recorded music (CD's, cassette tapes, LP's) or movies must be approved by the NBAF International Marketplace Coordinator. Unauthorized recorded music or movies (VHS's & DVD's) are prohibited.**
11. **NBAF strictly prohibits sale of sunglasses at the NBAF International Marketplace.**

**SUBMISSION OF THE NBAF INTERNATIONAL MARKETPLACE APPLICATION INDICATES ACCEPTANCE OF ANY AND ALL CONDITIONS OUTLINED IN THIS PROSPECTUS.**

# The Official 2010 NBAF International Marketplace Application

I am applying for The Official 2010 NBAF International Marketplace and have included the completed application, four (4) photographs, photograph information sheet detailing the items I wish to sell during the National Black Arts Festival, and the non-refundable \$25.00 application fee.

Send All Materials To: **The National Black Arts Festival**  
**1230 Peachtree Street NE., Suite 500**  
**Atlanta, GA 30309**  
**(404) 730-7315**  
**Attention: NBAF International Marketplace**

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Day Phone \_\_\_\_\_ Evening Home \_\_\_\_\_ Cell/Other: \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_ Website: \_\_\_\_\_

**PHOTOGRAPH INFORMATION :**

Photo #1	Photo #2
Item	Item
Description	Description
Price	Price
Photo #3	Photo #4
Item	Item
Description	Description
Price	Price

- Check One  I am an Artist (selling only work I produced)  
 I am a Vendor (selling handcrafted work produced by myself and others)

**I HAVE READ THE RULES AND POLICIES SET FORTH BY THE NBAF AND I AGREE TO ABIDE BY THEM AND ANY OTHER RULES AND REGULATIONS THAT MAY BE ESTABLISHED BY THE NBAF. (INCOMPLETE APPLICATIONS WILL NOT BE PROCESSED.)**

Signature \_\_\_\_\_ Date \_\_\_\_\_



National Black Arts Festival  
1230 Peachtree Street, NE.  
Suite 500  
Atlanta, GA 30309  
[www.nbaf.org](http://www.nbaf.org)

Place  
Stamp  
Here

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