



November 20 – 22, 2009
Harborside Event Center
Fort Myers Florida
Event Weekend Only Cell Phone#: 239-671-3602
Office Phone#: 239-768-3602

Director's Welcome

Welcome to the Holiday Art Market – We Are Glad You Are Coming.

The advertising has been placed – the decorations planned – the booth layout is being refined – the press coverage has started – the VIPs are calling for tickets and we look forward to seeing you in the Holiday Art Market.

Below is the Hotel Information, Set-up instructions and other information that you need to have for a successful show with us.

Please review all of the information and call or email us with any questions.

We wish you safe travels and great sales wherever your travels may take you.

Hotel Information

We have negotiated very good group rates for the Holiday Art Market Artists. Both of these hotels are conveniently located to the event and are eager to serve you. In addition to providing these great room rates both hotels will be offering "artist specials for meals and drinks" - you will get the details when you check -in.



1520 Broadway Ave
Fort Myers, FL 33901
Phone: 239-332-3232



Holiday Art Market Host Hotel - This stylish 67 room boutique hotel, the first of its kind located in the heart of the Fort Myers river district, is a quick 2 block walk from the festival site. Hotel Indigo features oversized guest rooms, fitness center, business center, valet parking, a rooftop pool lounge and elegant martini lounge.

The Holiday Art Market rate for king room is -
\$89 per night Call the hotel directly and ask for the Holiday Art Market Artist Rate



2431 Cleveland Ave
Fort Myers, FL 33901
Phone: 239-332-3232



Holiday Art Market Host Hotel - This newly remodeled contemporary 122 room hotel is highly recommended. The Holiday Inn offers an excellent/reasonably priced on-site restaurant, swimming pool, business center and free WIFI in all rooms & public areas. This 4 story hotel, located an easy 1.5 mile (five minute) drive from the ArtFest Fort Myers site.

The Holiday Art Market rate for double or king is -
\$64 per night Call the hotel directly and ask for the Holiday Art Market Artist Rate

Set Up Instructions

Maximize Your Sales

We want all artists to have a great show. Please include a variety of price points in your weekend inventory. We encourage you to bring a variety of your artwork, both original framed pieces, as well as, framed/unframed reproductions.

Attention 2D artists – you may include note cards in your weekend inventory. Reproductions of your work on t-shirts, mugs, and mouse pads and similar will not be permitted.

Set Up Friday November 20, 2009

Artists Set Up will begin at 10 AM on Friday morning. Please park in the Harborside Event Center Parking lot, directly to the east of the building. There is a large ramped entrance in the center of the east side of the building. **This is the only point of entrance for unloading/dollying art and set ups - you will not be able to park in the front and enter through the lobby doors.**



Please bring your own dolly - we do not have them for your use. Upon entering you will be checked in please bring your ID.

Your indoor booth space will have "pole & drape" perimeters and fully carpeted floors. **Electricity will be available at all booths** - bring your lighting fixtures, related supports and extension cords.

Create Great Displays – It sells Artwork

When we send your booth assignments you will also receive an overall layout. You will be pleased to see that almost all booths are corners and have “wing” areas that will allow you to have more than the standard 10 x 10 area. This should allow you to create great artwork displays – we want you to look great!

2D Artists will need your display walls to hang your work and lights.

IF YOUR DISPLAY WALLS ARE NOT FREE STANDING (I.E. YOU NEED YOUR TENT FRAME, WE NEED TO TALK TO YOU IN ADVANCE.)

3D Artists will need to use regular pedestal/table setup and backdrop décor.

Jewelers will need your regular display cases and backdrop décor.

Artist Check-in

Artist Check In is scheduled from 10 AM to 2 PM on Friday. **All artists must be set up and ready to sell by the opening time of 5 PM on Friday evening** so please plan to arrive early enough to be ready for our patrons at 5 PM!

(Friday show hours are 5 - 9 PM.)

The Holiday Art Market Check-In Desk will be located inside the ramped entrance on the east side of the Harborside Event Center. Please stop here to register (with ID please) and pick up your Artist Packet that will include your Holiday Art Market Artist Name Tag, Booth Card, and weekend parking assignment/car tag and additional information about your weekend with us.

Directions to Event – Google Map at end of this document

Harborside Event Center is conveniently located along the banks of the Caloosahatchee River in historic downtown, Fort Myers, Florida. The street address is 1375 Monroe St.

From I-75 - Exit 138, Martin Luther King Jr. Blvd. (SR 82). Exit and head West into Downtown Fort Myers (about 4 mile). At Hendry Street, make a right and go 5 blocks to Edwards Drive. The Harborside Parking Lot is located on your left on the East side of the building.

From US - 41 (Tamiami Trail) SOUTH into Downtown Fort Myers. Once you cross over the Caloosahatchee River take the first off ramp into Downtown. The ramp exits onto West First Street. Go 2 blocks to Monroe Street and make a left. Go 2 blocks to Edwards Drive. The Event Center is on your right. Turn right on Edwards Drive and look for the Harborside Parking Lot, just past the building, on your right.

From US - 41 (Tamiami Trail) NORTH into Downtown Fort Myers. Just before you cross over the Caloosahatchee River, take the last exit (right) to historic downtown. Go STRAIGHT (Do not turn onto Martin Luther King Jr. Blvd.) to Monroe St. Turn left at Monroe St. and go 3 blocks to Edwards Drive. The Event Center is on your right. Turn right on Edwards Drive and look for the Harborside Parking Lot, just past the building, on your right.

Artist Parking

You may park in the Harborside Event Center Lot during unloading and loading of your art and setup ONLY. Your reserved weekend parking will be located in an adjacent lot. Our goal is to make the Harborside Event Center Lot convenient parking for the patrons who will be purchasing your work.

Please park ONLY in your assigned lot and display your parking tag from your rear view mirror.

RV Overnight Parking

Off street parking for artists with RVs is in a designated lot. Access begins on Friday evening. All RVs are assigned to this lot, as overnight street parking is not allowed in downtown.

Weekend Storage

Our goal, in laying out this show, is to provide every artist with convenient storage close to your booth. Your storage area will be identified, in your Check In Packet.

Sales Tax

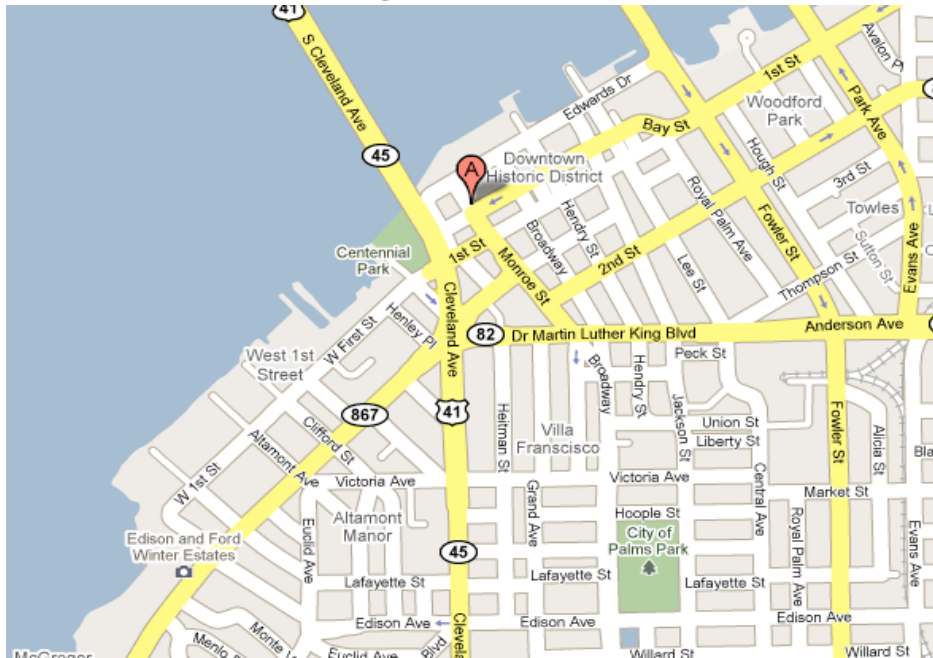
Each artist is responsible for collecting and remitting his/her own Florida sales tax (6%). Tax forms will be in your Check In Packet. ArtFest Fort Myers/Holiday Art Market is required to provide artists names and addresses to the Florida Department of Revenue.

Weekend Food

Boston Culinary, the caterer for the Harborside Event Center, will be providing artists with the option for purchasing a delivered lunch on Saturday and Sunday. The luncheon choices and order for will be available at Artist Check-In. Should you opt not to have this pre-paid, pre-ordered luncheon, there will be several on-site patron-dining opportunities with food and drink available to you.

You are also welcome to bring your own lunch, snacks, and drinks in a *small* cooler or tote.

Google Map



Holiday Art Market

Harborside Event Center • 1375 Monroe St. Fort Myers, FL. 33901

Contact Info:

Office Phone#: 239-768-3602

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info@ArtFestFortMyers.com

www.HolidayArtMarket.com