



FESTIVAL INFORMATION
July 23-24 • 10am-5pm

festival phone (224) 253-2330 office phone (847) 926 4300



NEW! Green Ribbon Project

What?	We are pleased to announce an <u>optional program</u> for artists to support an important cause as well as support sales. The designated festival non-profit is American Cancer Society. The American Cancer Society has worked relentlessly to save lives and create a world with less cancer; and has been selected for this festival. Artists may opt in by putting a special ribbon on one of their pieces. When this piece sells, 10% of the selling price goes to the non-profit. Artists simply fill out a form at the end of the show with the price and contribution and method of payment.
Why?	The public feels good buying this special piece knowing some of the proceeds goes to the cause. You sell the art!

THE OVERVIEW

BOOTH NUMBER	Visit amdurproductions.com about 30 Days Prior to festival for your Booth Number which will impact your Flight Number/Setup time
GPS COORDINATE ONLY	Westfield Old Orchard 4999 Old Orchard Shopping Center Skokie, Illinois 60077
CHECK-IN	<u>Friday, July 22: 9pm-11pm</u> <u>Saturday, July 23: 6am - 9am</u> Location will be announced one week prior to the festival via email. Artists must check-in in person with a valid government issued ID.
SET-UP	Please see amdurproductions.com for your booth number. If you cannot make the Friday night flight time, you may set up Saturday morning but you MUST be set up before the opening Saturday at 10am. All artists must DOLLY-IN. Show location is in the INTERIOR outdoor court of the center. <u>Friday, July 22: 9pm and on.</u> Artists who wish to set up in this time MUST check-in by 11pm and wear the badges found in their check-in pack to be cleared by security. <u>Saturday, July 23: 6am - 10am.</u> Set up MUST be complete by 10am.
HASHTAG	While posting, tweeting, and pinning, include #NorthShoreFestivalofArt and tag us @AmdurProductions
FEST PHONE	(224) 253 2330: To reach our staff from festival setup through take down

THE DIRECTIONS

FROM THE NORTH OR SOUTH	Take Highway 94 and exit at Old Orchard Road. Go East on Old Orchard Road to 2 nd light and turn right (south) on Skokie Blvd. Go to south end of mall, in front of Nordstroms and you are there.
FROM THE WEST	Take 290 to Golf Road and go east on Golf to Skokie Blvd. You are at the festival corner, park and come register.

THE DETAILS

ACCESSIBILITY	Every effort is made to make our festivals open access events for artists and the public. If you have special needs, please call the office, 847-926-4300, prior to the festival or notify any on-site staff.
ARTIST BREAK ROOM	Same location as check-in. The artist's break room features snacks, restrooms, and a great place to refresh all weekend.
AWARDS	Judging will take place Saturday. Ribbons are distributed Saturday afternoon or Sunday.
BREAK DOWN	At the festival's conclusion on Sunday night at 5pm you may begin to take down your booth. Anyone breaking down before 5pm will not be invited to participate in the festival again. Once your booth is broken down, you will be given an exit pass and allowed to bring your vehicle back to the loading point you used at set-up.
CHECK-IN	Location will be announced one week prior to the festival via email. Artists must check-in in person with a valid government issued ID.
FEST RULES	<ul style="list-style-type: none">• Artist(s) must be present, no reps in their place• All work must be original. No buy/sell.• All work and booth displays must be in line with juried images• All booths must be safe, overhangs at 7 feet or higher, & MUST BE WEIGHTED DOWN• No more than 2 people working a booth per 10 x 10• No webbed lawn chairs allowed, in or behind the booth.• No sleeping in tent or in festival area overnight• No cars/trucks allowed in festival area.• No motorized vehicles in festival area• No smoking in the festival area, in or around your booth.• No chairs or sitting in the paved walking lane
PARKING	Free parking, including overnight and oversized vehicle parking will be available. Maps and parking permits will be distributed at check-in. If you plan to drop your hitch, please duct tape a parking permit to it.
PERMIT	The Village of Skokie does not require a permit.
SECURITY	Security will be on-site through out the festival and overnight, patrolling the festival area. However they cannot be everywhere at once. Please use good judgment when securing your tent and belongings for the evening. Amdur Productions does not accept responsibility for your property.
SAFTEY	When driving into the festival area at load in or load out:

	<ul style="list-style-type: none"> • Keep your windows down, radio off • Keep flashes on • Drive slowly- watch for children, dogs and people in area
SET-UP	Dates/Times are above. All artists must DOLLY-IN. Please remember to bring a dolly/push cart. Closest entry points will be given to you at check in. Artists will drive to entry point area and off load. Please bring your dolly or wheeled cart. We will provide assistance with our “carry-all” motorized vehicles to those who need and request assistance at check-in. Please remember to bring adequate weights. See "weights" under general information in the beginning of this packet for more info.
TAX RATE	Illinois tax forms are available on our website. The sales tax rate in Skokie is 9.25%.
WEIGHTS & TENTS	All tents must be weighted properly and be white. We recommend at least 40 lbs per leg. Amdur Productions is unable to provide weights of any type on site. Artists without tent weights will not be allowed to use a tent. Staking is never allowed into a paved street, lot, park, shopping center, or sidewalk.
IN ADDITION	When you sell...Ask the customer if you can take a picture for our collector’s wall. Just take a picture with your phone and email it to Jill@AmdurProductions.com with your name and their name. It’s that easy!

THE AREA

ATM/BANK	Four ATM locations within the mall: Professional Building, Arcade, Food Court, and Macy’s
FOOD	The following is available within the mall: And full service at: Bagel Restaurant (great deli basics), Starbucks, California Pizza Kitchen, Cheesecake Factory, Johnny Rockets, Macy’s, Maggiano’s, Noodles & Co., Nordstrom Café (outside garden is pretty), Potbelly, and Shake Shack.
GAS STATION	Old Orchard Shell: 5025 Old Orchard Road BP: 5001 Old Orchard Road
GROCERY	Jewel-Osco – 9449 N. Skokie Blvd (about 2 blocks south of mall)
HOME DEPOT	901 Civic Center Plaza, Niles (at Oakton and Waukegan) 2201 W Oakton, Evanston (at Oakton just east of McCormick)
LOCAL ENTERTAINMENT	Movies on site, 2 theaters: (847) 673-4105 or (847) 674-0072
PHARMACY	Jewel-Osco – 9449 N. Skokie Blvd (about 2 blocks south of mall)
POST OFFICE	9318 N. Skokie Blvd. (about 3 blocks south of mall)
TARGET	6150 E Touhy, Niles (just west of Touhy and Niles Center) 2209 W. Howard, Evanston (just east of Howard and McCormick)

Amy’s Top Ten Tips for the North Shore Festival of Art in Skokie

1. Have a **second person** with you to assist with set up, working the booth, give you a chance for a break (bathroom, food, etc). Limited booth sitting will be available by Amdur Productions staff.
2. Wear sunscreen from dawn to dusk and reapply.

3. Bring a **good dolly**. If you don't have one, this would be a great time to get one. My favorite type is the kind that converts to a wheeled cart or a stand up dolly. Put your name on the dolly before you come to the fest as they all look alike.
4. **Come at your flight time and pace yourself.** No rushing required.
5. At the fest, water will be available in the Artist Break Room/Festival Office. Be sure to **drink plenty of water** and stay hydrated.
6. **Enjoy Highland Park:** Visit the Ravinia.org for concerts, shows, festivals, and family fun.
7. Send out **festival postcards** by US mail, or eblast the pdf to your lists.
8. **Be prepared for inclement weather.**
9. Bring lots of **weights and weigh down your tent** or stake down WHEN YOU SET UP YOUR TENT.
10. Lift from the knees.