

Wednesday, 8 January 2025

Dear Artists and other Vendors,

The seventeenth **ArtFest** will take place on **Saturday, the 23<sup>rd</sup> of August, 2025, from 10 a.m. to 5 p.m.**, on the Square in downtown Bloomsburg and down Market Street between Main and 3<sup>rd</sup> Streets. Now well established in this friendly, welcoming, expanded, and highly visible location, 2024's **ArtFest** continued the growth in attendance that we have seen since the show's founding; some vendors had their best sales ever. In 2025 we again anticipate a large and happy crowd of people eager for art, food, music, and fun.

As always, **ArtFest** will showcase regional artists' original work, accompanied by local food, live music, and activities for people of all ages. The show will again happen on the last move-in weekend for Bloomsburg University, when our town fills up with students and the students' parents; some of them have made very good customers, and we will once again have dedicated buses bringing students from campus to the Square.


We will once again have six booth spaces around the monument at Main Street, using more of the Square and making that area look busier and friendlier. If you would like one of those spaces, you may indicate that on your application. Returning vendors may also indicate that they would like the same spot as they had in 2024 (when we also moved the portapotties, to make them less noticeable aromatically.)

We will not raise the booth fee this year: Each artist will pay \$90 for a 10x10 space. Two artists, each juried in, may share a single booth for \$110. Food vendors will pay \$100 (and as always each will have the equivalent of a parking space, 22 or so feet long). The fee that you pay covers the cost of amenities for your customers (including tables, chairs, and portapotties) and promotion of the event (ads in local and regional print and radio outlets plus printed flyers that go up regionally). We also encourage you to promote the event yourself, using a postcard mailing and/or social media.

ALL applicants, including returning ones, must e-mail 3-5 jpeg images of their work to Exchange@ExchangeArts.org and must mail a signed copy of the application to The Exchange at 24 East Main Street, Bloomsburg PA 17815, no later than Friday, May 2<sup>nd</sup>, 2025. **Returning artists will receive their acceptances as soon as their images and applications reach us, others will receive them by May 16<sup>th</sup>.** After receiving an acceptance notification from **ArtFest** via e-mail or phone, participating vendors **MUST** submit the booth fee in the form of a check payable to "The Exchange" no later than Friday, June 6<sup>th</sup>, 2024. **We will accept no late fees and will reassign any unpaid space(s).**

**Photo specs:** jpeg/jpg, each no larger than 1 MB at 200 dpi, no more than 1920 pixels on the longer side, with the artist's last name as part of each file name (i.e. "Smith\_ceramics1.jpg"). **Please do not send multi-megabyte images; they clog up our system and slow everything down.** If you need help with resizing images, please Google "resizing photos".

Please get in touch with me at Exchange@ExchangeArts.org or 570-317-2596 if you have any questions about **ArtFest**. Looking forward to seeing you here in Bloomsburg in August!



Oren B. Helbok  
Exchange executive director