

ALL materials submitted after the deadlines including: images, profile, mail list - include a **\$20 late fee** with each submission.

APPLICATION POSTMARK DEADLINE TO APPLY FEB 28, 2014

Send SIGNED Application & CD to: Darla Ellickson

3175 Middle Sattre Rd.  
Decorah, IA 52101-7416

darla@earloops.com

Email images to:

EMAIL SUBJECT LINE:  
\*REQUIRED\*

NIAST 2014 - IMAGES - (your name)  
NIAST 2014 - PROFILE - (your name)

17TH ANNUAL  
NORTHEAST IOWA ARTISTS'

Find us on  
Facebook



OCTOBER 3, 4 & 5, 2014

NAME(S) \_\_\_\_\_  
BUSINESS NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE (DAY) \_\_\_\_\_ (EVENING) \_\_\_\_\_ PHONE IN BROCHURE \_\_\_\_\_  
\_\_\_\_ Handicap Accessible \_\_\_\_ or Handicap Accessible w/help \_\_\_\_ Open other times by Appointment \_\_\_\_ Will have Studio Drawing (item/value/descrip/image)  
E-MAIL \_\_\_\_\_ WEB-PAGE \_\_\_\_\_  
MEDIA \_\_\_\_\_ DESCRIPTION IN BROCHURE -10 to 18 WORDS \_\_\_\_ Use same text as 2012 OR \_\_\_\_\_

**BE A SPONSOR - Get extra notice PLUS receive Tour Buck\$**

I'd like to be a NIAST sponsor - listed in brochure, press & web-site. For every \$100, receive \$10 in **Tour Buck\$** or **Donate it All!**  
 **Keep the Change!** Donate my **Tour Buck\$** too!  Friend of the Arts \$100-\$199  Sponsor - \$200-\$1000.  Major Sponsor - \$1000+

**FEE CATEGORY: SEPARATE check(s) payable to NIAST Inc. - RETURNED CHECKS SUBJECT TO A \$40 FEE.**

- \_\_\_\_ \$20 - Jury fee for all new Artists applying
- \_\_\_\_ \$250 - Individual or Collaborative/1 media/1 location/1 box
- \_\_\_\_ \$430 - Family/Married/double/2 Individual Artists/2 Separate Medias/1 location/1 box
- \_\_\_\_ \$250 - Business/location hosting artist. Which Artist(s) \_\_\_\_\_ Artist must also be accepted/submit application/fee
- \_\_\_\_ \$430 - Artist at Artist's Studio/Retail location in which other items are for sale and Artists' work is not at least 75% of those items for sale (media plus location fee, similar to double fee) 1 box.
- \_\_\_\_ \$15 per image digitizing fee for slides & photos (No charge for digital submissions). Qty \_\_\_\_ x \$15 = \_\_\_\_ . Non-refundable.
- \_\_\_\_ **TOTAL.** Make check to: **NIAST Inc.** Send all to: **NIAST Inc. • 3175 Middle Sattre Rd. • Decorah, IA 52101-7416**

\_\_\_\_ Iowa Sales tax number# \_\_\_\_\_  
\_\_\_\_ Include me in the bulk mailing. Quantity \_\_\_\_\_ Included w/application \_\_\_\_ Will send by 5/1/2014  
\_\_\_\_ Lodging/dining/sponsors to contact to be in Brochure. \_\_\_\_\_  
\_\_\_\_ **I'd like to help! Please call on me for Tour-related work - it helps keep costs & Artist fees down!**  
\_\_\_\_ Bulk mailing \_\_\_\_ Contact Advertisers or **Tour Buck\$**-Sponsors \_\_\_\_ Submit Press Release, calendar events \_\_\_\_ Input drawing cards

**Signed release below required to participate:**

I do not hold NIAST Inc., and/or Ellickson Jewelry Collection Studio & Gallery, its officers or agents responsible for accidental loss or damage of any kind. I acknowledge the General Comprehensive insurance coverage for NIAST Inc. does not provide my premises any liability coverage of any sort. I have read and understand the rules and agree to observe them. Submitted application grants NIAST permission to use artist images for publicity purposes. An application is a commitment to participate, no refunds will be given.

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

**calendar 2014**

February 28 .	Postmark Application deadline
March 24 . . . . .	Notification of acceptance
March 28 . . . . .	Web Profile Due
April 15 . . . . .	Welcome/Organizational meeting
May 1 . . . . .	Artists' mailing lists due
October 3-5 -	Tour Friday-Sunday, 10-5 daily
January 27, 2015	Annual Meeting (tentative)

**artist checklist - Separate checks to: NIAST Inc.**

____ Fee(s) to NIAST Inc.: ____ Jury ____ single ____ double ____ location ____ scans ____ SPONSOR
____ <b>4 images-new Artists.</b> Email-Subject line: <b>NIAST 2014 - Images - (your name)</b>
____ <b>Returning Artist- 1 NEW ART IMAGE REQUIRED +self image.</b> send in Email
____ <b>DUE MAR 28/Web Profile</b> email Subject line: <b>NIAST 2014 - Profile - (your name)</b>
____ <b>Detailed map and directions</b> from major intersection to your location.
____ <b>DUE MAY 1/Mailing list.</b> Excel, Filemaker Pro. <b>Digital only.</b> Sort by zip.
____ <b>DUE w/Application/Win Art studio drawing (Opt)</b> - image/value/description

**2013 Tour made possible by these sponsors**

**\*Tour Artists**

**Major Sponsors**

• KDEC/FM 100.5 Radio, www.kdecradio.com

**Sponsors**

\* Darla/Glen Ellickson, Jewelry, www.Earloops.com

• In Memory of Vel Luse - Marvaluse Creations

• Dave & Brenda Carlson

• D.Art.Co (formerly DRAC)

• Decorah Bank & Trust, Member FDIC

• Bank of the West of Decorah, Member FDIC

\* Kerndt Brothers Savings Bank

\* New Albin Savings Bank

• KZCQ Super C FM 102.3 Radio

• McGregor-Marquette Center for the Arts

**Friends of the Arts**

\* Douglas Cole Art Pottery

\* Mary Ann Gloe - Paintings

• Viking State Bank & Trust

**In-kind Sponsors**

• Winn. Co. Convention & Visitors Bureau

• IROC Web Design, www.irocwebs.com

\* Julie Strom Photography

• Trevor Huinker Solutions

**membership**

Participation in the Northeast Iowa Artists' Studio Tour (NIAST, Inc.) includes being a member in the NIAST Inc. organization. NIAST Inc. is a 504(a) not for profit organization. NIAST membership is on an annual basis from your acceptance of that year until the next years applications are available. Members vote for the NIAST Inc. board annually and on items as presented to them by the board. Any participating Artist may run for the board. The board determines policy. Board positions are 3 years and are staggered. Board members are voluntary and not compensated. Current 5-member board includes: Steve & Peggy Kittelson Glen & Darla Ellickson, Paula Brown. **Contact: Darla or Glen Ellickson • 563-382-2295 • darla@earloops.com**



Northeast Iowa Artists' **17th ANNUAL Studio Tour** NIAST, Inc.

**Northeast Iowa Artists' Studio Tour • October 3, 4 & 5, 2014 • 10-5 Daily • [www.IowaArtTour.com](http://www.IowaArtTour.com)  
POSTMARK DEADLINE TO APPLY FEBRUARY 28, 2014**

**Mission statement:** To provide for the public to experience the artist in their studio surroundings, to view the tools utilized, and the techniques involved in the creation of the artists work and to purchase art directly from the artist.

**media - limited to fine art/fine craft**

Items: Painting, sculpture, jewelry, photography, clay, wood, glass, printmaking, handmade paper, fiber, etc. as seen at Fine Art Fairs.

All works must be original in concept and design and executed by the applicant: works from molds/kits, commercial/manufactured items, and buy/sell not permitted. Juried via email by professional artists. Items exhibited must be representative of those juried in. Criteria based on: originality/quality of work, working studios, and location within 40 miles from Decorah city limits, in Iowa.

**entry fees/categories - Postmark Deadline Feb 28, 2014 - images submitted after include \$20 late fee.**

Submitted application is agreement to participate, fees are non-refundable. Checks of those not selected returned. Text subject to editing.

- **\$20 JURY FEE - All new applicants who have not exhibited previously include a nonrefundable Jury fee.**
- **\$250 - 1 MEDIA - 1 BOX in brochure - Individual or Collaborative Media** (2 artists creating 1 media, both Artists sign each piece or use business name) 1 contact info, 1-2 pictures at discretion of designer. 10-18 word description.
- **\$430 - 2 SEPARATE MEDIAS - 1 BOX in brochure - Family/Married that are 2 Individual Artists, living at 1 location.** 2 pictures/1 of each media, 1 contact info, 10-18 word description in total (equals \$215 per artist). *This choice is optional, may choose individual category instead for \$250 each, if 1 box per media/more space is preferred.*
- **\$430 - 1 MEDIA AT ARTIST'S BUSINESS/GALLERY LOCATION - 1 BOX in brochure.** For an Artist with a gallery representing other work in which more than 25% of items for sale are other than Artist's artwork. 2 pictures/1 of media and 1 of gallery interior, 1 contact info, 10-18 word description total, (fee equals \$215 per artist, \$215 for business location/advertising).
- **\$250 - BUSINESS/HOSTING LOCATION, hosting an Accepted Artist(s) at site.** Fee is required from the location, when hosting an artist(s) and is NOT the studio of an accepted artist. Participation is subject to review by the NIAST board. Submit 10-18 word listing. Accepted Artist(s) fee required in addition to location fee. Artist space must be at least 10'x10'. Details negotiated and agreed upon by both parties prior to acceptance between Artist(s) and location. Listing similar to Artists on web-site. In brochure no guarantee of separate box for location information. Per the Mission statement of the Studio Tour, preference is given to brochure space for Studio Artists. Efforts will be made to display location in inset or other location if location is of historic, cultural or arts related significance, similar to 2010 brochure layout.

\*Each participating artist exhibiting at the Business site must submit a completed application. Only accepted artists permitted to exhibit.

**digital images - EMAIL OR SEND Duplicate CD's only - will not be returned. images submitted after include \$20 late fee.**

- **New applicants submit 4 digital images emailed or on cd with application:** 3 of current work, in proportion to work exhibited, 4th of you-at-work. Images specs: min 4" short side, 300 DPI Jpegs. 1- 5MB each. **Email Subject Line: NIAST 2014 - IMAGES - (Your Name)**
- **Slides or photos - add \$15 per image for digitizing, include SEPARATE CHECK, non-refundable.** NIAST will digitally photograph artwork for your brochure application, minimum cost \$40, call Darla Ellickson 382-2295.
- **New Applicant(s) must submit detailed map and directions, short paragraph from nearest major intersection.**
- **Returning Artists must submit 1 new artwork image by Feb 28 - on cd or email to [darla@earloops.com](mailto:darla@earloops.com).** Minimum size 1 to maximum size 5MB, 300dpi, JPEGs. Images less than 200k do not print well. Label with: last name, first name, #.
- **Artist profiles on web:** Due Mar 28. Submit short paragraph and 3-5 images. **Email Subject Line: NIAST 2014 - PROFILE - (Your Name)**

**brochure bulk mailing - submit your customer list - by May 1 - digital only - submitted after include \$20 late fee.**

In 2013 NIAST mailed almost 9000 Tour brochures in a bulk mailing to clients from Artists mailing lists, past requests, and survey cards. Survey cards show that this mailing is NIAST's most effective advertising. Send your list with your application, or before May 1. **ONLY Compatible Excel, tab-delineated, or Filemaker Pro format, sorted by zipcode. In separate digital file, send your names to delete.**

**artists' responsibilities**

- All exhibitors are responsible for collecting 7% Iowa sales tax. For a number call 1-800-367-3388. Your name is submitted as an exhibitor.
- NIAST Inc. recommends Artist(s)/locations maintain their own individual liability insurance.
- Artist's Studios/locations must be open all Tour hours and Artist must be present all days. Artists are encouraged to demonstrate.

**win art program - drawing for an Art prize - at your studio - you ship**

Participation is voluntary. Uniform drawing card pdf emailed, return to Tour for bulk mail list. Submit item image, description and value with application for web-page and brochure. **Display art at your studio, draw a winner from tour-goers at your spot - encourage attendance.**

**looking for sponsors and advertisers - deadline March 1 for inclusion in brochure**

**SPONSOR Program "Tour Buck\$" - Sponsor Levels**

1. **Friend of the Arts** - For every \$100 you get \$10 in Tour Buck\$ and your name on [www.IowaArtTour.com](http://www.IowaArtTour.com) (+ in brochure if space allows).
2. **Sponsor** - For \$200 (up to \$1000) **you get above, logo + your website** in brochure and on website. Higher dollars = higher listing.
3. **Major Sponsor** - For \$1000 and above, you get **above - larger - Major designation** - and more **Tour Buck\$** to spend - of course!

**Advertising - in the Lodging and Dining section** - 1 listing for \$80. A business with 2 locations can advertise both for \$140. Prepaid only.

Reach 30,000+ discriminating, cultural tourists in a full-color **brochure** and plus more than 350,000 hits on the **website!**

**Contact individuals or businesses to be a sponsor or advertiser.** Or let Glen know who you recommend he contact: [glenlxn@gmail.com](mailto:glenlxn@gmail.com) or [darla@earloops.com](mailto:darla@earloops.com) 563-382-2295 for more information or an invoice sheet.