



## 2021 International Folk Art Market Santa Fe July 7-18, 2021

The International Folk Art Market (IFAM) is excited to announce details for the 2021 Santa Fe Market. The format and details for July 2021 are different than in previous years, so please review the following information carefully.

Thank you to everyone who completed the artist survey; your responses were very helpful in organizing details.

**Market Dates and Location:** The Market will take place over two weekends:

- Wednesday, July 7, to Sunday, July 11. Reconciliation/payout will take place on July 12 and 13.
- Wednesday, July 14, to Sunday, July 18. Reconciliation/payout will take place on July 19 and 20.

Artists will attend one of the above weeks. IFAM is organizing participation in each Market week according to your survey responses. We will do everything possible to accommodate your choice, but may need to make adjustments to meet COVID safety procedures regarding the number of participants.

Please note that we have consolidated the Market into a single location. **All Market events will take place on Museum Hill** (upper level only). Tickets go on sale May 15.

IFAM is not participating in the Dallas Market Center event in 2021 but looks forward to strong participation in 2022.

**COVID Safety:** Dr. Diane Friedman has been named as IFAM's COVID Safety Director. With Dr. Friedman, IFAM has developed detailed COVID Safety Procedures for artists, attendees, and staff. Your safety is very important to us and we look forward to addressing your questions and to assisting, where we can, with your time in New Mexico and your return home. Our Artist COVID Safety Plan is available at on IFAM's website (<https://folkartmarket.org>).

**Booth Fees and Expenses:** We understand that the past year has been challenging and IFAM has been working to reduce your costs with assistance from our supporters and business sponsors.

- IFAM will only be offering full booths for 2021 (no half booths or double booths). For 2021, booth rental fees have been reduced to \$300 per booth. The same fee applies if you are able to attend in person or if you have a representative attend in your place (this also includes IFAM volunteer representation of your booth).
- With strong support from The Sage Hotel, a reduced hotel rate has been negotiated. The rate is \$99 per night plus tax. To receive this rate, you must book through IFAM; the booking form is available on IFAM's website.

- IFAM is suspending the Best of the Best program for 2021. While we will gratefully accept any donations you wish to make, IFAM is not requesting art donations this year.
- If you are a first-time IFAM Market participant and you have already been awarded financial assistance, IFAM will pay for the agreed costs. We will be in touch with you directly to discuss details.
- The **reconciliation and payout process is different than in previous years**. Please carefully review the details on IFAM's website.
- We understand that international travel is complicated at this time. We urge you to carefully review ticket terms and conditions and check airline requirements as well as entry requirements to the United States before departing. IFAM is tracking US entry requirements and will post this information on the Artist section of the IFAM website as it is updated.

**Shipping and Labelling:** The **shipping deadline is May 15, 2021**. IFAM must also receive confirmation of your shipping details by May 15. Due to the volume of global shipments, IFAM encourages you to ship early where possible. Shipping and labelling instructions are available on IFAM's website.

**Electronic Payment System:** IFAM is switching to a new payment system for attendees. This involves use of the Poynt system. IFAM volunteers will have hand-held payment devices to process purchases near your booth. There will be one Poynt system for every two booths.

**Artists will need to provide a detailed price list prior to Market** so that pricing information can be loaded into the Poynt system. We will provide a template for this information shortly. The reconciliation process will be different as a result, but you will receive information on itemized sales for your review and agreement with IFAM.

The 2021 Market will be cashless as part of the COVID safe practices.

**Market Schedule and Booth Access:** The schedule consists of three major parts: (1) Artist arrival and Registration, (2) Market, and (3) Reconciliation and Payout. All listed times are Mountain Daylight Time.

**Artist Registration:** Artist Registration for the first Market session will be held in the Sage Hotel from noon to 5:00 pm on Monday, July 5, and from 7:00 am to 5:00 pm on Tuesday, July 6. Additional Registration opportunities will be available on the morning of Wednesday, July 7 as needed.

Artist Registration for the second Market session will be held in the Sage Hotel from noon to 5:00 pm on Monday, July 12, and from 7:00 am to 5:00 pm on Tuesday, July 13. Additional Registration activities will be available on the morning of Wednesday, July 14 as needed.

**Booth Set-up:** Booth set-up will take place on the Wednesday morning of each Market week. Transport will be provided to Museum Hill from the Sage Hotel at 6:15 am. Booth set-up will follow a meeting with the COVID Safety Team and other organizational meetings.

**Market Schedule:** The Market schedule is the same for both weeks.

- Wednesday Night Opening: 6:00-9:00 pm
- Thursday Early Bird: 7:30-10:00 am
- Thursday Market (4 sessions): 10:00 am-noon, noon-2:00 pm, 2:00-4:00 pm, and 4:00-6:00 pm
- Friday Market (5 sessions): 8:00-10:00 am, 10:00 am-noon, noon-2:00 pm, 2:00-4:00 pm, and 4:00-6:00 pm
- Saturday (5 sessions): 8:00-10:00 am, 10:00 am-noon, noon-2:00 pm, 2:00-4:00 pm, and 4:00-6:00 pm
- Sunday (5 sessions): 8:00-10:00 am, 10:00 am-noon, noon-2:00 pm, 2:00-4:00 pm, and 4:00-6:00 pm

Public attendance at each session will be based on timed tickets with a maximum of 200 guests per session (4,200 guests per Market week).

Attendees will be reminded of the remaining time after 90 minutes and again after 105 minutes. Cleaning of booths and other Market spaces will be conducted during the last 15 minutes of each session, prior to the arrival of the next group of attendees.

Due to restrictions on the number of people allowed in at any one time, **an artist may have only one other person in the booth** (cashiers are not included in this number). The person may be a colleague, a family member or other guest, or a translator. If you do not bring another person with you, an IFAM volunteer will be assigned to assist you in your booth. If you require a translator and are not bringing one, IFAM will identify a single volunteer/translator.

If you are not able to attend the 2021 Santa Fe Market in person and you do not have a pre-identified representative, IFAM will organize a volunteer to sell your goods on your behalf.

**Reconciliation and Payout:** Reconciliation and Payout will take place on the Monday and Tuesday following each Market session (July 12 and 13 and July 19 and 20). Appointments will be scheduled.

**Available Documents and Forms:** The following forms are available under the artist tab on IFAM's website: <https://folkartmarket.org>. You do not require a password to access this information.

- 2021 Artist COVID Safety Procedures
- 2021 Reconciliation Information
- 2021 Lodging Information
- 2021 IFAM Santa Fe Invoice (includes booth, booth supply, and airport shuttle information)
- 2021 Artist Payment Information Form
- 2021 IFAM Artwork and Image Release Agreement
- 2021 Shipping and Labeling Instructions
- Commercial Invoice Template
- Hand Carry Guide

**Contacts:** We welcome any questions you may have. Please contact any of the following:

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