



## 2018 HITH “Artist Participation Agreement”

I hereby agree to the following terms and conditions. I understand that if I fail to comply with the Hidden in the Hills (HITH) guidelines and conditions listed below, I may not be eligible to participate in future HITH Studio Tour events.

1. I agree to perform/provide at least eight (8) hours of volunteer service for the Sonoran Arts League between January 1, 2018 and December 30, 2018 or purchase hours at \$25 per hour.
2. I will have a minimum of **ten complete pieces** of recent, original, one-of a-kind work prominently displayed and for sale during Hidden in the Hills.
3. I will update the League Website with my Artist Images and Bios as follows:
  - Upload 1-10 images of my current artwork (**one image of artwork is mandatory**). *Note: failure to upload a minimum of one image of my artwork, will result in my removal from the website’s “HITH participating artist search”.*
  - Upload my bio and artist statement.
  - Upload my artist photo.
4. I will clearly identify each piece of artwork as either an original or reproduction.
5. I agree to be at the host studio from 10:00 AM to 5:00 PM on both weekends, all six days, and be present during those hours. ***HITH is a professional event and full attendance is required of all artists. Nonattendance constitutes an unprofessional act and if flagrant abuse is found, the artist may be permanently ineligible for future HITH events. This includes any artists found absent during HITH hours, or who leave the show early, without prior authorization. (Please note that weather is not a valid exception to this policy).***
6. If I am a **host artist**, I agree to have a minimum of one guest and a maximum of five guests and all guest artists of Host Studios must be eligible participating artists and a League member in good standings.
7. If I am a **host artist**, my studio is an actual working studio and I will show my visitors my actual workspace, materials, tools, works-in-progress, and demonstrate my process of making art.
8. If I am a **host artist**, I agree to provide adequate space for my guest artist(s) to display their work and adequate space for visitors to park safely.
9. I understand if I am a **host studio**, I will receive one (1) sandwich board and four (4) metal signs. I am responsible for the return or cost of replacement of these signs at the end of the HITH show.

10. If I am a **host studio**, I agree to a studio review prior to approval. All **new Host Studios** are subject to a “New Studio Review” by the HITH committee, during registration process and prior to the show to insure the highest quality and professionalism. If I am a **returning host studio** and have been cited for unprofessional or unsightly displays and/or tenting, a “New Studio Review” will be required during registration and just prior to the show.
11. If I am a guest artist, I agree to show my visitors my materials, tools, works-in-progress, and whenever possible, to demonstrate my process of making art. At the very least, I agree to display a photo portfolio or album of my studio with pictures of myself in the process of creating art.
12. I agree that the Sonoran Arts League WILL NOT be held responsible for any loss of or damage to my art for any reason and all participating artists are encouraged and should carry their own appropriate insurance. If I am a guest artist, I agree that my host artist will not be responsible for any loss of or damage to my art due to theft, damage or other causes.
13. I have obtained the appropriate insurance and business licenses (state and city) and will submit a copy of the license(s) to the League office. During the show, I agree to have my licenses available at all times.
14. I agree to complete the very important “artist survey” by Tuesday, November 26, 2018. I understand the individual content is confidential and not shared with anyone other than the Executive Director. The information is collected and tallied for the use and need of credible numbers to validate economic impact with surrounding communities and for grant purposes. I understand the survey is the primary source of improving the event for both artists and the general public. If I fail to comply, I am subject to a \$100 fee.
15. If I choose not to attend or have a representative attend to act on my behalf, the 2018 HITH IMPORTANT MEETING to proof the 2018 HITH Artist Directory scheduled for September 15, 2018, I agree to accept my image(s) and information as it appears.
16. I agree to hold harmless the Sonoran Arts League, its officers and employees, from any action or failure to act on the part of any HITH artist (host or guest) that might cause injuries, death, property damage or other harm which may arise during the Hidden In The Hills Studio Tour.
17. I agree to present only the art which is created as outlined in the application. It is unacceptable to use any HITH venue to sell anything other than artist artwork and some reproductions (prints) of this art. This means I WILL NOT sell plants, food of any kind, cars, stickers, manufactured goods or anything other than my own artwork.
18. I agree that any sales/marketing material that I present during the six days of HITH will only be to promote my own work and my own future art events. This may be through the use of business cards, brochures, postcards, my email address, website address and workshop sign-up sheets. I also understand that I may not promote any artists not currently participating in HITH under any circumstances.
19. I will use the updated event signage provided by the Sonoran Arts League with no modifications or additions.

20. I understand that the phrase “Hidden In the Hills” (HITH) is the exclusive property of the Sonoran Arts League. While I am encouraged to promote the tour with my collateral marketing materials (paid ads, postcards, social media posts, etc.) by presenting and/or linking to the Hiddeninthehills.org website, I will not in any way modify the term or create my own website/social media using any part of the phrase “Hidden In The Hills”. The consequences of violating this rule are permanent, and without exception, exclusion from the tour.
21. I understand if I am a Host Studio and live in a gated community, I must adhere to the “Gated Community Policies” agreement. *Contact the League office for the form and agreement.*
22. I agree that I will be a member in good standings (**having joined by December 31, 2017**), with membership dues and any outstanding fees paid, prior to the Tour.
23. I have received a copy of the “Key Dates” and the “Artist Registration and Information Guide” and understand it is my sole responsibility to fulfill my obligations and meet all appropriate deadlines.
24. I understand and agree in order to participate in the 2018 HITH show, all participating artists are required to read the “artist participation agreement”, sign and date it, keep a copy for your records and send a copy of the signed contract to the League office.

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I HAVE READ AND AGREE TO THE CONDITIONS AS STATED ON THIS HIDDEN IN THE HILLS “ARTIST PARTICIPATION AGREEMENT”.

Failure to comply with these conditions may result in a Sonoran Arts League Board of Directors review.

**Date:** \_\_\_\_\_

**Artist “Applicant’s” Name (print):** \_\_\_\_\_

**Artist “Applicant’s” Signature:** \_\_\_\_\_

Please indicate if you are a Host Studio or Guest Artist: \_\_\_\_\_

Please indicate if you are a Returning HITH Artist or First Time HITH Artist: \_\_\_\_\_

**Please turn in the signed application into the Sonoran Arts League by April 29, 2017:**

**Mailed:** P O Box 1689, Cave Creek, Arizona 85327  
**E-Mailed:** [Info@sonoranartsleague.org](mailto:Info@sonoranartsleague.org)  
**Hand Delivered:** Sonoran Arts League Center for the Arts, 7100 E. Cave Creek Rd #144 (in Stagecoach Village), Cave Creek, AZ 85331

## KEY DATES for Hidden in the Hills 2018

### November 16,17,18 and 23,24,25

*This is a list of KEY DATES for the 2018 Hidden in the Hills Artist Studio Tour and Sale  
Participating Artists are solely responsible for meeting all appropriate deadlines!*

MEETING/EVENT DESCRIPTION	OPEN DATE	DEADLINE	MEETING
• Host Studio On-Line Registration:	Feb 16	Mar 16	
• New Host Studio “Assessment & Review”	Feb 16	Mar 16	
• <b>Meeting: “Everything you need to know about HITH”:</b>			<b>Feb 17</b>
• Guest On-Line Registration:	Mar 23	Apr 27	
• <b>Meeting: “Match-Up Opportunity”:</b>			<b>Mar 24</b>
• Artist Ad Reservation Form:		May 4	
• Submit Artist Promotional Material:		May 4	
• Directory Image Submission Deadline:		May 4	
• <b>Directory Cover Art Submission Day:</b>			<b>May 12</b>
• <b>Artist Directory Ad Deadline :</b>			<b>June 15</b>
• No HITH Refunds:			June 15
• <b>Proof HITH Artist Directory:</b>			<b>Sept 15</b>
• HITH Showcase at Desert Foothills Gallery Library			Oct-Jan
• <b>HITH Show Instructions &amp; Key Meeting:</b>			<b>Oct 6</b>
• Studio 1 Reception			Nov 1
• Host Studio PU Day, Signage, Banners and Studio Bags			Nov 13
• <b>HITH Artist Studio Tour and Sale</b>			<b>Nov 16-18</b> <b>Nov 23-25</b>
• Host Studio Return Signage, Banners and Studio Bags			Nov 26
• Artist Surveys return date			Nov 26
• Volunteer Hours reporting by artist		Dec 30	
○ Email volunteer hours to <a href="mailto:info@sonoranartsleague.org">info@sonoranartsleague.org</a>			

## Details of MEETING/EVENT

**Feb. 16-Mar. 16 New Host Studio Reviews** (*firm deadline is March 16 – all host studios must be confirmed prior to guest registration opening*).

**Feb. 17 “Everything you need to know about HITH”**

- *HITH EVENT information session for interested, new or returning participants, 11:00 am meeting at the League office at Stagecoach Village.*

**Mar 24 “Match-Up Opportunity”**

- *HITH MATCH-UP Opportunity where HOST’s can meet prospective guests and vice versa, 9:00am meeting at the League office at Stagecoach Village.*

*Guest Artists are encouraged to bring samples of their work, a portfolio, Laptop/iPad to showcase your website, etc..*

**May 4 “Deadline - Artist Advertisement Reservation Form DUE**

- *Submit to the League office electronically or via mail (see separate form)*

**May 4 “Deadline - Artist Promotional Materials & Directory Image DUE**

- *Submit to the League office electronically or via CD*
- **KEY Information:** *Promotional material is used for PR and Marketing purposes throughout the year for the promotion of HITH and our Artists. Please submit your Artist Bio, Statement, Artist Photo, Images of your work. VERY IMPORTANT OPPORTUNITY TO PROMOTE YOU, OUR ARTIST! This is a great chance to be featured in various publications and media.*

**May 12 “Directory Cover Art Submission Day”**

- *10:00am meeting at the League Office at Stagecoach Village*
- *DROP OFF: 10:00-11:00 AM PICK UP: 1:00-1:30 PM*

**June 15 “DEADLINE - HITH Artist Directory Deadline”**

**June 15 “NO REFUNDS after June 15, 2018”**

**Sept. 15 “HITH IMPORTANT MEETING to proof the 2017 HITH Artist Directory**

- *Last name: A-L 9:30-10:30 AM: Last name: M-Z 10:30-11:30 AM at the League Office at Stagecoach Village*

**Oct-Jan “HITH – Showcase at Library”**

- *Desert Foothills Library Gallery - HITH Showcase*

**Oct. 6 “HITH IMPORTANT MEETING – Show Instructions and Key Meeting**

- *Get your show instructions, the ins & outs and questions answered! ALL HITH PARTICIPANTS: 10:00 – 11:30 AM at the League office at Stagecoach Village.*

**Nov. 13 Event Pickup - Host studios pickup event bags, banners and signage.**

- *9:00 am – 4:00 pm at the League office, Stagecoach Village*

**Nov. 26 Event Drop-Off - Host studios return event bags, banners and signage.**

- *9:00 am – 4:00 pm at the League office, Stagecoach Village*

## Key Locations:

- *Sonoran Arts League Mailing Address: PO Box 1689, Cave Creek, AZ 85327*
- *Sonoran Arts League (physical address only): 7100 E. Cave Creek Road, Suite 144, Cave Creek, AZ 85331 T: 480-575-6624 E: info@sonoranartsleague.org*
- *Desert Foothills Gallery Library, 38443 N. School House Road, Cave Creek, AZ 85331 T: 480-488-2286*



Hidden In The Hills  
Studio Tour & Sale

## APPLICATION DEADLINE

Host = Mar 16, 2018

Guest = Apr 27, 2018

## ARTIST REGISTRATION & INFORMATION - GUIDE

### GENERAL INFORMATION:

The Sonoran Arts League is proud to offer members the opportunity and privilege to showcase their art, demonstrate how it is created, educate thousands of visitors and sell their works during the 2018 Hidden In The Hills Artist Studio Tour and Sale.

- **2018 HITH Dates: November 16,17,18 and November 23,24,25**, open from 10:00am to 5:00pm all six days.  
**Entry fee = \$475.00** per participant. **\$25.00** of each entry fee will be allocated to **Youth Art & Scholarships**. Partners doing separate work are required to complete two registrations and pay two fees (including two separate League memberships). Partners doing collaborative work may pay one fee and will receive one listing in the HITH Artist Directory and website. **No refunds after June 15.**
- **Benefits of Participation:**
  - Contact information and artwork photo in HITH Artist Directory
  - Your name and primary medium listed in map brochure
  - Up to 10 images on your profile page on the Sonoran Arts League web site ([www.sonoranartsleague.org](http://www.sonoranartsleague.org))
  - Contact information with email and website links.
  - Professional marketing and event exposure and/or a public relations firm working on valley-wide advertising
- **Eligibility for participation - All 2018 participants must:**
  - Be a Sonoran Arts League member in good standing (with no outstanding invoices) with an Arizona residence, in order to be eligible to apply and participate in this event. Artists must have register as a League member by December 31, 2017, for the 2018 show.
  - Must sign and agree to the "Participation Agreement".
  - Show only his/her/their own original artwork.
  - Participants must complete 8 hours of volunteer service for the Sonoran Arts League, between January 1 and December 31, 2018. Participants may purchase volunteer hours at \$25 per hour payable to the Sonoran Arts League.
- **It is the responsibility of the guest artist to find a Host Studio.** This year's Host/Guest Match-Up Opportunity is on Saturday, March 24. If you are a guest artist looking for a host you should be actively seeking a Host Studio. You may wish to send out a notice using the Message Board or via social media that you are seeking a Host Studio. If you are still looking and wish attend the **Match-Up Opportunity March 31, at the League office at Stagecoach Village**, you should bring representative samples of your work and portfolio. Attendance at this event is not a guarantee that you will be matched up with a host studio.

- **Participating artists must be demonstrating their art during the Tour if at all possible.** If not possible, display a photo portfolio or album of your studio (if not host) with pictures of yourself in the process of creating art.
- **Current year licenses, both state and applicable local, are required for participation in HITH** and all participating artists must provide copies of the license(s) to the League office. During the show, a copy of all licenses must be available. **Remember ... apply for your licenses in the beginning of the year. A copy of your state and applicable local license is required during the online registration process.**

## GUIDE FOR COMPLETING THE ON-LINE REGISTRATION:

### For a **HOST STUDIO** artist:

- On-line registration will be available from **Feb 16** through **March 16**.
- Registration must be completed online during this time period and fees must be paid in full prior to March 16, 2018. *Any outstanding fees must be paid.*
- All Host Studios are juried into the show. Any “New Host Studios” applicants must go first register, then through a review process prior to March 16.
- Uploading of the “directory artwork image” must be completed by May 4.
- All participants can complete the **registration in one** sitting.

### For a **GUEST** artist: **First, secure your “Host Studio” prior to registering!**

- On-line registration will be available from **March 23** through **April 27**.
- Registration must be completed online during this time period and fees must be paid in full prior to April 27. *Any outstanding fees must be paid.*
- Uploading of the “directory artwork image” must be completed by May 4.
- All participants can complete the **registration in one** sitting.

## **STEP #1. HOW TO REGISTER ON-LINE:**

- Go to the Sonoran Arts League website. [www.sonoranartsleague.org](http://www.sonoranartsleague.org)
- Click on “MEMBER LOGIN”, on the top right of the home page and enter your user username and password.
- Once you are logged in, be sure to scroll down to the "Members Area Features", and look for "Event Registration".
- Select "Event Registration" where you will see the "2018 HITH “Host Studio” or “2018 Guest Artist” Registration". Select click here to register for this event.
- The next screen will show your current contact information. Check to verify that your information is correct and make any edits. *Note: any boxes with an ( \* ) must be filled in.* **Your contact information that you enter, is what appears in the HITH Directory. Accuracy is important and additional changes to directory contact information may result in a \$50.00 change fee.**
- Next, click on “Continue” and select the appropriate Package, either HITH HOST STUDIO Registration or HITH GUEST ARTIST Registration. Continue to follow the on screen instructions.
- Enter your state and city tax licenses and send a copy to the League office.
- Pay the show fee of \$475.00
- During the registration process, if you need any assistance, please contact the League office (480) 575-6624.

## **STEP #2. HOW TO UPLOAD YOUR Directory “Artwork Image”:**

**Remember: uploading your directory “artwork image” must be completed by May 4.**

- a. **View the Directory Image Guidelines, prior to uploading your image:** – Remember....the only thing appearing in the image should be a single piece of your work in your primary medium. Photograph 3D work against a solid background or other appropriate setting. The work depicted must be representative of the work that visitors will see in your studio or at the show. Recognizing the professional quality of this event including the map and directory professional quality photographs are required. Special attention to lighting, composure, color, balance, and focus are mandatory for an image worthy of reproduction in HITH publications.
  - **Resolution: 300 dpi**
  - **Size: Not to exceed 6” on each side (this is the size of the file for uploading, not the actual dimensions of your art work)**
  - **Color: CMYK**
  - **File Format: JPEG or TIFF**
  - **Tips for taking digital pictures:** *(Hint: Have your pictures taken by a professional who specializes in this type of work). If you take your own pictures: Be mindful of creating a professional look of composure, lighting, focus, and capture of true colors and be aware of possible color changes caused by the print process.*
- b. **Log In** – Log in to the Sonoran Arts League Web Site. [www.sonoranartsleague.org](http://www.sonoranartsleague.org)
  - After logged in you will be at the "Members Area". On the right hand side, Under "Other Info", select "Upload HITH Directory Image", and fill in the information for your Directory Image.
  - Select the browse button and select your image for upload.
  - Note: Since this is a large file it may take a few minutes for your upload to complete.
- c. **Checking Your Directory Image** – Once your upload is completed you can view your image by clicking on your blue highlighted name of the image you uploaded (example, [Farbman.Morrie.tif](#)), to see your image. Note: You can change your directory image any time prior to May 4, 2018. Any changes following this date may result in a \$50.00 change fee.

## **STEP # 3. HOW TO UPDATE THE LEAGUE’S WEBSITE WITH YOUR ARTIST INFO:**

**Update the “League Website” with Artist Bio, Statement & Images:**

- **Resolution: 300 dpi**
- **Size: Not to exceed 6” on each side (this is the size of the file for uploading, not the actual dimensions of your art work)**
- **Color: CMYK**
- **File Format: JPEG or TIFF**

All participating artists are required to update the League’s Website with their artwork images, artist bios and artist’s statement, and artist working photo (this requirement is found in the participation agreement). Remember to update the following:

- Upload 1-10 images of my current artwork (**one image of artwork is mandatory**). *Note: failure to upload a minimum of one image of my artwork, will result in my removal from the website’s “HITH participating artist search”.*
- Upload my bio and artist statement.
- Upload my artist photo.



**Log In** – Log in to the Sonoran Arts League Web Site. [www.sonoranartsleague.org](http://www.sonoranartsleague.org)

- After logged in you will be at the "Members Area".
- On the right hand side, Under "Member Information", update the following:
  - Change Contact / Profile Info: "update your artist bios and statement"
  - Upload / Change Photo: "update your working artist photo"
  - Manage Member Photo Gallery: "upload 1 to 10 images of your artwork". It is a requirement to have at least one image of your artwork. **Tips:** If you work in three different mediums, you may wish to upload a variety of mediums. Photos of your artwork should solely be of the artwork only. Photograph 3D work against a solid background or other appropriate setting. The work depicted must be representative of the work that visitors will see in your studio or at the show.

**Follow the steps below for each of the ten images you wish to represent your artwork:**

Log in to the Sonoran Arts League Web Site: [www.sonoranartsleague.org](http://www.sonoranartsleague.org)  
After logged in you will be at the "Members Area". Under "Member Information", select "Manage Members Photo Gallery", and fill in the information for your Web Site Images. Select the browse button and select your first image for upload.

You may upload up to 10 total web images. Continue uploading additional images one at a time by Clicking on "*Add New Photo At The Top*".

Fill in the title of the image and then select "Browse" to locate the image file on your hard drive, jump (thumb) drive or CD.

Select and click on the artwork image file.

The images will then appear in your personal member photo gallery.

## **Definition of Terms**

Resolution referring to dpi & ppi

**DPI** stands for (Dots per Inch) which technically means printer dots per inch. Today it is a term often misused, usually to mean **PPI**, which stands for (Pixels per inch). So when someone says they want a photo that is 300 dpi, they really mean they want 300 ppi.

**RGB** - Refers to the graphic colors red, green, blue (which is typically used for the website).

**CMYK** – Refers to the four color inks used in some printing plates (cyan, magenta, yellow and key black).

**JPEG** – Joint Photography Experts Group: an ISO compression file for the computer images.

**TIFF** – Tagged Imaged File Format: is a computer file format storing raster graphic images, popular among the publishing industry.

## Additional Required Information – State and City Licenses:

### NOTE:

- a. Every participating artist must have a Transaction Privilege (sales) and Use Tax License for the state of Arizona. Information and forms can be found at [www.azdor.gov](http://www.azdor.gov)
- b. **Artists showing at studios located in Scottsdale** must apply for either a temporary or permanent Scottsdale Transaction Privilege (Sales) & Use Tax License at: City of Scottsdale, 9379 E San Salvador Dr, Suite 100, Scottsdale, AZ *or* City of Scottsdale, 7447 E Indian School Rd, Suite 110, Scottsdale, AZ. Phone: 480-312-2400  
Online: <http://www.scottsdaleaz.gov/assets/documents/licensing/STXLicApp.pdf>

- **Artists showing at studios in Cave Creek** must apply for a Business License at: Town of Cave Creek, 37622 N Cave Creek Rd, Cave Creek, AZ 85331 Phone 480-488-1400, or Online: <http://www.cavecreek.org> Click on Doing Business, then Business License. Cave Creek does not offer a short-term business license that covers the HITH Tour timeframe.
- **Artists Located in CAVE CREEK UNINCORPORATED (no Cave Creek license required)**

**During the online registration for the Hidden in the Hills show, you will be asked to enter the appropriate license numbers. In addition, a copy must be sent to the League office and kept on file.**

1. **Arizona State Transaction Privilege License number** – Enter your Arizona TPT number. **This number is required by all participating artists** and the license number must be submitted to the League office.
2. **Scottsdale Transaction Privilege license number** - *If your host studio is located in Scottsdale you are required to enter the TPT license number.* The League is required to submit the names and license numbers of artists in Scottsdale host studios to the City of Scottsdale.
3. **Cave Creek Business License number** - *If your host studio is located in Cave Creek you are required to enter the business license number.*
4. **Host Studio is located in Carefree or unincorporated county** - *If your host studio is in Carefree or an unincorporated area, no city business license is required.*
5. **Participation Agreement** – The Participation Agreement can be downloaded from the Home Page of this website or clicking on the link provided in this item, and it is also presented below. To participate in HITH you are required to read the agreement and indicate your agreement by clicking the box in front of “Agree”. This constitutes the same contract as the signed entry form in the past.