2020 ARTIST FAQ
Last updated March 25, 2020

The staff of the Madison Museum of Contemporary Art looks forward to welcoming you to the Art Fair on the Square this summer. Read the following questions and answers ASAP so that you will feel prepared.

Fair Information

Q: What are the public hours of the 2020 fair?
A: Saturday, July 11, 9:00 am–6:00 pm; and Sunday, July 12, 10:00 am–5:00 pm. Due to the popularity and accessibility of the event you may find that fairgoers show up early, even as early as 6:30 am on Saturday, but you are not required to be ready for business before the public hours.

Q: Will there be booth sitters?
A: Yes, artist relief volunteers will be provided to sit at your booth should you need to leave your booth for a short period of time. Two or three volunteers will be assigned to walk each block.

Q: Will there be entertainment at the fair?
A: Yes, there will be entertainment stages located on fairgrounds; be aware that your booth could be situated near a stage and you may hear music.

Q: Will there be activities for children at the fair?
A: Yes. Located at the corner of Main Street and Pinckney Street on the Capitol side of the Square is our “Kids’ Area.” Each year we present new activities, including group and individual art projects.

Q: Can I bring my pet?
A: Sorry, no. In 2010 the Madison Common Council banned dogs, cats, and all other animals from Madison’s major street events, including Art Fair on the Square.

Q: Does MMOCA get involved in artist’s sales or take a commission?
A: No, MMOCA does not take any part in the sale of artists’ work, nor do we take a commission or settle customer disputes. For this reason, we ask that you have a very clearly stated return / exchange / delivery policy included with-or printed on-your sales receipts, or posted in a visible place. For artists that promise to ship work post-fair, please be realistic and clear about the ETA.

Load-in

Q: Where do I enter the streets of the Square to check in/for load-in?
A: Your entry point to the Square is based on your booth number. Pre-fair, you will receive an “Art Fair on the Square Traffic Map.” Pay special attention to the designated queuing location for your entrance onto the Square, traffic will be moving in a one-way, counter-clockwise direction.

Q: What date and time will load-in begin?
A: Booth setup for Art Fair will begin at roughly 6:00 pm on Friday, July 10. This is not a firm time, rather it should be viewed as an approximation; there may be unexpected circumstances. Try to check in on the Square before 8:30 pm (only security will be present for after-hours set up from 8:30 pm-overnight).
Q: Can I dolly in early?
A: You might be able to dolly in some materials before 6:00 pm on Friday, but you must get clearance from your Quad Captain (the MMoCA Staff member overseeing your block); no requests before 4:45 pm will be considered. Items cannot be set up in booth spaces until the all-clear has been given. Prior to the all-clear, your Quad Captain may allow you to dolly in and place items on the curb near your space.

**Emerging Artists** will need to get permission from an Emerge Block Captain located on State Street prior to dollying in materials between 4:45-6:00 pm.

Q: How much time will I be given to load-in?
A: Each artist is given a 15-minute window to load-in. This means 15 minutes to unload your vehicle and then you will need to immediately move your vehicle off the Square. You will have all night on Friday to set up and pack up. Setup should be complete by 8:00 am on Saturday.

Q: If I am running late and don’t check in before 8:30 pm on Friday will my booth space be given away immediately?
A: No; however, booths that are not at least partially set up by 7:00 am on Sat., July 11 will be reassigned to wait-listed artists. If you have an extreme situation causing you to be late, leave a message at (608) 257-0158 x229 and call or text (608) 332-4706 before 6:30 am and we will attempt to find an alternate space for you.

Q: When does load-in traffic die down?
A: Arriving after 8:00 pm on Friday will give you the shortest wait time as traffic greatly slows down at this point of the evening. If you intend to arrive before 6:00 pm on Friday expect to sit in the queue and please have patience as there are over 450 artists that will be arriving to set up.

Q: When should I arrive if I have a trailer or extra large vehicle?
A: We STRONGLY request that you arrive after 8:00 pm on Friday if you have a trailer or extra large vehicle. Early arrival of large vehicles tends to back up load-in more than anything else.

**Booth Set-up and Location**

Q: What are the acceptable booth/canopy dimensions?
A: 10’ x 10’. However, due to emergency lane access requirements, each booth space on the square measures approximately 10 feet wide by 8 feet deep, with an additional 2 feet on the raised curb behind each space. (This was noted in the event prospectus on Zapplication). Curbs are roughly 5”- 6½” in height. **You will want to plan in advance for how you will address this!** Also note that there is NO space between neighboring booths, and some booths will have trees nearby (consider height adjustment). Canopies may **not** extend beyond these dimensions over the street in front of your booth.

**Emerging Artists’** booths located on the 100 block of State Street are also partially up on the raised curb. These booths are approximately 10 feet wide by 4 feet deep, with an additional 6 feet on the raised curb behind each space.

Q: If I don’t get my preferred booth assignment can this be changed?
A: Please note the manner in which we allocate booth assignments for Art Fair on the Square. First, we assign the Best of Show Award winners and the Featured Artist to their desired locations. We then assign Invitational Award winners to their first choice locations. Next, we allocate spaces to those assigned to double booth spaces, and we consider medical conditions. We try to honor requests from returning artists to have their previous year’s assignment. Finally, we try to avoid placing two artists of the same medium side-by-side. For these reasons, you may not have been given your preferred space. Due to the complexity of booth assignments, we do not change spaces. Note: **All Emerging Artists’** booths are located on the 100 block of State Street.

**What do veteran artists suggest that you bring for load-in?**

A dolly, a cooler with ice, snacks and cold beverages; a thermos, sunscreen, comfortable shoes, wood scraps and shims, and a helper - along with patience and a sense of humor.
Q: Are there any physical limitations that could obstruct or impact my booth set-up?
A: Please remember that this fair takes place around city streets. There are parking meters, sewer drains under some of the booth spaces, permanent fixtures, fire hydrants, poles nearby, and some unevenness. We suggest that you bring odd things like wood scraps, wood chips, and wedges/shims to prepare.

Q: Are artists provided with power? Can I bring a generator?
A: The limited available power on the Square is used for food vendors/sponsors. Artists are not permitted to plug into outlets. Artists may use small battery-operated items. Artists are not permitted to use generators with one exception - when two factors are present, (1) the generator is whisper-quiet, and (2) where power/electricity is integral to the artwork (e.g. lamps or a sculptural water fountain). Artists must get permission from Annik Dupaty, Director of Events at annik@mmoca.org to use a generator at least one month in advance of the fair.

Fair Preparations

Q: Is there a website with general information about downtown Madison?

Q: Is there a place to hire local assistants/helpers or to rent parking space?
A: Try posting your jobs or needs on the Madison Craigslist page: madison.craigslist.org
Craigslist provides free, local classifieds and forums for jobs, services, local community events, etc. This is at your own risk.

Q: Where can I get information about public parking in Madison near the fair?
A: Please visit: www.cityofmadison.com/parkingutility/maps/Downtown.cfm. Plan ahead on where you will park your vehicle during the fair. Pay special attention to any areas with hourly restrictions that could result in tickets if parked too long as well as oversized vehicle access, if needed.
• Special rate parking for the Brayton lot will be announced in a separate document.
• Also, you can see real time availability here: www.cityofmadison.com/parking-utility/garages-lots/current-hourly-parking-availability

Q: Where can I see an event map so I can get a sense of where my booth could be?
A: Please see last year’s map to the right.
Q: Where can I get information about campsites?
A: Visit the Dane County Parks website at www.reservedane.com/campsites.aspx
or call (608) 224-3730 M-F.
  • All campsite reservations must be made at least 14 days in advance. Lake Farm
    Park is the campsite closest to the Capitol Square.

Accommodations
Q: Are there room blocks at any hotels?
A: Yes. MMoCA welcomes DoubleTree by Hilton Madison as the official hotel sponsor of the 2020
Art Fair on the Square. Enjoy free parking and shuttle service at this newly renovated downtown
hotel. Ideally located in the heart of Madison, guests can walk to the Capitol Square, MMoCA, and
the vibrant State Street shopping district.

DoubleTree by Hilton Hotel Madison
525 West Johnson Street, Madison, Wisconsin, 53703, USA
**Discounted Rate:** from $179/night
**Distance to the square:** 0.8 Miles / 3 minutes
**Group block name:** Art Fair Vendors
Questions? You can call the hotel directly: (608) 251-5511

AC Hotel Madison Downtown
One North Webster Street, Madison, Wisconsin 53703
**Discounted Rate:** $169
**Booking Link for Discounted Rate:**
**Distance to the square:** 0.3 Miles / 2 minutes
Questions? You can call the hotel directly: (608) 286-1337

Hilton Madison Monona Terrace
9 East Wilson Street, Madison, Wisconsin, 53703, USA
1-608-260-2364
**Discounted Rate:** $309
**Booking Link for Discounted Rate:**
**Distance to the square:** 0.3 Miles / 2 minutes
**Group code:** FAIR
Questions? You can call the hotel directly: (608) 260-2364

Q: Is there a list of other nearby/downtown hotels available?
A: Yes, see: [https://visittowndowntownmadison.com/visit](https://visittowndowntownmadison.com/visit) (Click “Visit”)

Dining
Q: Is there a list of nearby restaurants and shops available?
A: Yes, see: [https://visittowndowntownmadison.com](https://visittowndowntownmadison.com) (Click “Dine”)

Art Fair on the Square Highlights

<table>
<thead>
<tr>
<th>AMENITIES:</th>
<th>Booth sitting, artist breakfast served at your booth on Sunday morning, roaming security, discounted hotel rates, awards.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIGNIFICANT REGIONAL MARKETING:</td>
<td>TV promotion, newspaper, magazine, radio, print creative, street banners, posters, strategic partnerships, and social media/online advertising.</td>
</tr>
<tr>
<td>PRIME LOCATION:</td>
<td>The fairgrounds are located in the heart of downtown Madison - a mid-sized metropolitan market highly-ranked for quality of life.</td>
</tr>
<tr>
<td>ORGANIZER:</td>
<td>MMoCA is a non-profit, independent organization that exists to exhibit, collect, preserve, and interpret modern and contemporary art. Proceeds from the Art Fair on the Square support the free exhibitions and community programs presented by MMoCA throughout the year.</td>
</tr>
<tr>
<td>ADMISSION:</td>
<td>Admission is <strong>free</strong> to the public. Parking is abundant. Crowd estimate: 150,000-200,000</td>
</tr>
</tbody>
</table>