



December 8, 2011

Dear Alliance Artists,

Come Hang with Us during our first annual *Spring Art Affair* in partnership with the Bell Tower Shops.

RESERVE YOUR BOOTH TODAY!

LOCATION: Bell Tower Shops (Corner of Daniels & 41)

DATE: Saturday, March 24, 2012

TIME: 10AM to 6PM

COST: \$50 for Alliance Members/\$75 for Non-members

Artist Booths:

- Pre-registered organizations/artists may set up and staff an information/merchandise table.
- The Bell Tower will provide a space on the Bell Tower grounds, a 6 ft table, and 2 chairs.
- Artists are allowed to bring plain white tents at a maximum size of 10 x 10. We will need to know 2 weeks in advance of the event if you plan to bring your own tent.
- Sales are permitted and facilitated by participants. Bell Tower or the Alliance retains no commission.
- Participant fee: \$50 for Alliance members/ \$75 for non-members.
- There will not be electricity available to artists.
- Artists may unload their cars in the Bell Tower parking lot, however they will be required to move their vehicles to the satellite lot located next to Crowne Plaza Hotel and walk back to the event site.
- Parking, unloading information and a site map will be provided to each participating artist prior to the event.
- Artists must agree to arrive no later than 9AM to be fully set up by 10AM. **No exceptions.**
- Artists must agree to remain fully set up and staffed until 6PM. Tear down will take place after 6PM. **No exceptions.**
- Artists are required to sign a hold harmless form for the Bell Tower Shops and return it to the Alliance with the participation form.

As a participant you will receive the following marketing benefits:

- Inclusion on the Alliance website (with reciprocal link)
- Inclusion on all Alliance Spring Arts Exhibit PR and social media efforts
- Inclusion in the Bell Tower event guide & map
- Inclusion in Bell Tower event press releases & social media sources

Please complete & return the attached participation form to:

Alliance for the Arts
10091 McGregor Blvd.
Fort Myers, FL 33919

Attn: Krista Johnson- Exhibition Coordinator
239-939-2787 Fax: (239) 939-0794

exhibitions@artinlee.org

Come Hang With Us -2012 Spring Art Affair
PARTICIPANT FORM

DUE DATE: February 29th, 2012 (Early registrants benefit from added publicity)

RETURN TO: Alliance for the Arts - 10091 McGregor Blvd. Fort Myers, FL 33919

(Email exhibitions@artinlee.org (Phone) 239-939-2787 (Fax) 239-939-0794

✓ Yes, I would like to participate in the Come Hang With Us- Spring Art Affair on March 24th from 10-6 PM
Artist:

PARTICIPANT INFORMATION

Name of Participant (Individual): _____

Website: _____ Phone Number _____

Address _____

City _____ State _____ Zip Code _____

Contact Name _____ Phone Number _____

Email Address _____

I will be bringing a tent? YES NO (Please circle one)

I have attached and signed the Hold Harmless Form _____ (Check please)

Describe what you will be offering at the exhibit (Ex: medium of artwork for sale, information to be distributed, medium demonstrated, etc.)

Bell Tower Staff person will be on site to oversee any concerns and to give information if needed.

SIGN ME UP!

Participation Fee: **\$50.00 Alliance Members \$75.00 for non-members** _____

I would like to renew my membership with the Alliance for the Arts:
(*\$50 Individual Members/\$125 Arts & Culture or Non-Profit Organizations*) _____

Total: _____

PAYMENT: _____ Check made payable to Alliance for the Arts Credit Card #

_____ Exp. Date _____ Security Code _____

Signature _____ Zip code _____



Indemnity, Hold Harmless & Release Agreement – Model/ Talent

THIS INDEMNITY, HOLD AHRMLESS AND RELEASE AGREEMENT (THE "AGREEMENT") is made this _____ (Date) by _____ (Artists/ Talent), in favor of Bell Tower Shops LLC, A Delaware limited liability Company; Principal Life Insurance Company, an Iowa Corporation; and Madison Marquette Retail Services, LLC, A Delaware limited liability company (collectively referred to below as "Bell Tower Shops"), and is made in reference to the following facts:

(A) Bell Tower Shops, from time to time, is involved in charitable, community, and/or promotional events ("Event") at which bell tower shops clothing and accessories are worn by volunteer Model/Talents.

(B) Model/ Talent desires to voluntarily perform Modeling/ Talent services at such an event for Bell Tower Shops.

THEREFORE, in consideration of the premise and for other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and to induce Bell Tower Shops to allow Model/ Talent to perform modeling.

Talent services for the Bell Tower Shops, model/Talent hereby covenants and agrees to follows:

Indemnification and Hold Harmless

Artists/Talent shall indemnify and hold harmless in consideration of the undersigned's use of the premise (as defined below) and other valuable consideration and to the extent permitted under the law, the undersigned shall indemnify, defend and save harmless the Bell Tower Shops as managing agent ("landlord") and each of partners, officers, directors, employees and agents (collectively Landlord and to hers are referred to as "indemnities") from and against any and all liability, claims, damages, costs and expenses including without limitation, reasonable attorney's fees, resulting from or in connection with the undersigned's use and occupancy of the premises or other portion of the Bell Tower Shops, including, without limiting the foregoing, all acts and omissions of the officers, employees and agents of the undersigned or any of it's subcontractors.

Further, to the extend permitted under law, the undersigned waives all claims against indemnities for injury to persons, damage to property or to any other interests of the undersigned resulting from any occurrence in or upon the premises or Bell Tower Shops. Without limitation, all the undersigned's personal property, which at any time is at the Premises, shall be at the undersigned's sole risk. Landlord may, at its discretion, make it a condition for any employee; agent, subcontractor or other representatives of the undersigned to have access to the premises that said person sign and deliver to the landlord a form of waiver and indemnity agreement satisfactory to landlord.

The "Premises" are generally described as: Bell Tower Shops, a shopping center located at 13499 US 41 SE, Ft. Myers, FL 33907.

Legal Action

Should Bell Tower Shops retain counsel in any legal action, whether at aw or in equity, to enforce or defend any provision of this agreement, Bell Tower Shops shall be entitled to receive from model/talent all costs and attorney's fees associated there within.

Photo/ Image Use

Bell Tower Shops has the right to utilize your photo for promotional purposes as it relates to event.

- Restrictions agreeable upon signature:
 - Art work, tent placement, posters and/or signage shall in no-way block, obstruct or distract from any Bell Tower Shops' merchant or restaurant (in current operation) storefront, signage or entry way.

Artist must immediately comply at the request of Bell Tower Shops' management or tenant manager to remove any such item.

- Artwork and display should not exceed the allocated 10X10 parameters set per artists unless approval is received by Bell Tower Shops management.
- Participating artists must maintain a clean display area and be respectful of all elements of Bell Tower Shops' property at all times.
- Artists and participants are required to use public restrooms and facilities at Bell Tower Shops during the hours of event operation.
- Cars, truck, trailers and carts are NOT to be driven on the interiors of Bell Tower Shops at any time.

The model/ talent entered into this agreement on the date and year above.

Date: _____

Event: _____

Artists/Talent signature: _____

Printed Name: _____

Phone Number: _____

E-mail: _____