

# 44th Challenge New Mexico Arts and Crafts Festival on the Santa Fe Plaza

Thank you for your interest in our 2025 CNM Festival! Below you will find many show details, guidelines, rules, and regulations.

All emails should be directed to: Elissa Ulibarri at [cnewmexico@gmail.com](mailto:cnewmexico@gmail.com)

All conventional mail should be addressed as follows:

Challenge New Mexico  
Attn: Elissa Ulibarri  
74 Caja del Rio  
Santa Fe, NM 87507

Challenge New Mexico reserves the right to reject any application for any or no reason.

## **DATES:**

- October 21, 2024 to January 31, 2025 - EARLY Applications are open for RETURNING vendors only!
- February 1, 2025 - April 30, 2025 - APPLICATION ARE OPEN!
- APRIL 25, 2025 - APPLICATION DEADLINE, BOOTH FEE DEADLINE - unpaid booths will result in a \$50 late fee
- May 1, 2025 to May 23th, 2025 - Late Applications are open.
- May 31, 2025 - unpaid booths will be canceled without refund
- June 6, 2025; 8am - 5pm - Set-up for all Festival Vendors at scheduled time (to be announced)
- June 7 & 8, 2025 - Festival Dates

Set Up for the show: Friday, June 6, 2025

Selling days/hours: Saturday, June 7 and Sunday, June 8, 2025 from 9am-5pm

Show Tear Down: Sunday, June 8 from 5pm-7pm

## **SHOW FEES:**

- \$50 Non-refundable Application Fee - REQUIRED in order to hold your booth OR process your application
- \$375 External Booth Fee (around the perimeter of the Plaza)
- \$425 Internal Booth Fee (on the grass or around the center of the Plaza)
- \$50 Shared Booth Fee - both vendors must submit an application as well as the \$50 application fee
- \$50 Late Fee - for any application submitted after April 30, 2025

We will not complete your jury process or reserve your booth until we have received your \$50 NON-REFUNDABLE application fee.

If paying by credit card:

We are using Square to handle all credit card payments. Please do not send any credit card information to Challenge New Mexico. You may 1) Pay using this link: [Square Pay for Application Fee](#) or 2) Request a Square invoice to be emailed to you.

If paying by check, you must send the \$50 Application Fee as a separate check. You may not pay for the Booth Fee and Application Fee with a single check. If paying by check, please mail to:

Challenge New Mexico  
Attn: Elissa Ulibarri  
74 Caja del Rio  
Santa Fe, NM 87507

### **DISCOUNTS ON BOOTH FEES:**

- 10% off booth fee for NEW vendors that apply with jury photos, pay their registration fee by March 31, 2025, and are accepted to the festival
- \$25 Refer a Friend discount (up to \$100 discounted; "friend" must NAME YOU on their completed application, pass the jury process, and submit registration fee in order to qualify for your discount) by March 31, 2025.
- \$50 off booth fee for donating an item to our auction. More information to come!

\*\*\*Discounts may not exceed \$100 off of total booth fee.

### **JURIED SHOW REQUIREMENTS:**

All artwork **MUST BE** the exhibitor's own work. No representatives are to be sent in place of the artists or craftsperson. Factory-made items, items representing on minor rework, and foreign goods or products are not acceptable. **VIOLATORS OF THESE RULES WILL BE ASKED TO LEAVE WITHOUT REFUND OF THEIR BOOTH FEES.**

All vendors need to jury in to the 2024 Festival. Applicants must submit 4 pictures of their work: 1 picture of workspace and tools, 1 picture of a work in progress, 1 picture of a finished piece, and 1 picture of a booth setup.

Applications will **NOT** be juried, and a booth will **NOT** be assigned, until the \$50 non-refundable application fee has been submitted.

Challenge New Mexico reserves the right to reject any application for any or no reason.

Jury Photos: Please submit the following photographs to complete the jury process. Photographs should be clear with close-up images of the work you intend to display at the Festival.

1. 1 picture of workspace and tools
2. 1 picture of a work in progress
3. 1 picture of a finished piece
4. 1 picture of a booth setup

Ways to submit Photos:

1) Email photos to [cnewmexico@gmail.com](mailto:cnewmexico@gmail.com). Please make the email subject "Jury Photos 2024 - Artist Name"

2) Send Hard Copies to:

Challenge NM  
Attn: Elissa Ulibarri  
74 Caja del Rio  
Santa Fe, NM 87507

All hard copies will become property of Challenge NM and will not be returned.

### **BOOTH SPACE INFORMATION:**

Each booth space is approximately 10ft x 10ft. Exhibitors must bring their own quality, white tent with four sides that can close. Vendors must keep all belongings and inventory within the assigned 10x10 area during the show, and are responsible for leaving the area clean at show's end. Each artist must supply their own tent weights - we recommend 40 pound weights for each tent leg.

Electricity is available for specific booths upon request. You must supply your own extension cord, and you must be prepared to secure the cord to be safe for foot traffic.

Assigned areas cannot be sublet.

No awnings, extended walls, umbrellas, or protrusions of any kind are allowed on booths!

Booth spaces will be assigned on a first come, first served basis AFTER Challenge NM has received your \$50 non-refundable application fee.

### **SHOW RULES AND REGULATIONS:**

All artwork MUST BE the exhibitor's own work. No representatives are to be sent in place of the artists or craftsperson. Factory-made items, items representing only minor

rework, and foreign goods or products are not acceptable. Violators of these rules will be asked to leave without refund of the booth fees.

No animals will be allowed on the Plaza during the event, with the exception of ADA service animals. Animal control officers will be patrolling the Plaza during the event, and they may issue \$100 citations for anyone violating this rule.

Challenge New Mexico is in NO WAY LIABLE for artist goods or inventory. We recommend that you secure your own event insurance to protect your goods. Challenge New Mexico strongly recommends that you do not leave valuables in your booth unattended.

Overnight security will be provided, but Challenge New Mexico is not responsible for any stolen, lost, or damaged goods.

Booth Space are assigned on a first-come, first-served basis. Challenge NM will seek to assign you a booth space closest to your preference. The City of Santa Fe has final say on the booth layout of the show; therefore, booth space assignments are subject to last minute changes.

It is your responsibility, as the vendor, to double check placement of your assigned booth. If you are unhappy with your booth space, you must notify us in writing by April 30, 2025.

If you do not contact us to discuss the problem with your assigned booth, you will not be eligible for a refund or reassignment of booth space during the Festival.

You may cancel your booth reservation at any time up to April 30, 2025, and you will receive a refund MINUS the \$50 application fee.

Notice of cancelation must be received in writing on or before April 30, 2025 in order to qualify for a refund. There will be no refund for any cancelations after April 30, 2025. Challenge New Mexico will not refund booth fees for any vendor withdrawing from the show for any reason (including inclement weather) if notice of cancelation is received after April 30, 2025.

#### Notification of Acceptance:

Jurying is done on a rolling basis and vendors will be notified of their acceptance status. Participants will receive complete festival information and final booth assignments in May. Regardless of acceptance to the show, all checks for the Application fee will be deposited as they are received. You canceled check/money order is not an indication of acceptance into the show.

All exhibitors must have a NM Tax (CRS) Number and a City of Santa Fe Special Event License which will license you to make sales on the Santa Fe Plaza during festival hours.

If needed, you can apply for a CRS number on online at New Mexico Taxation and Revenue – Taxpayer Access Point: <https://tap.state.nm.us/>. You can also call New Mexico Taxation and Revenue if you need additional help.

Upon acceptance to the show, you will be emailed a City of Santa Fe Special Event License Application. You must complete the form and return it to Challenge New Mexico by conventional mail or by email as a PDF.

CNM will process ALL Special Event License Applications. Do NOT send money or the License Application to the City of Santa Fe. The License Fee is included in your booth fee.

You will receive your license to sell at the Festival.

I will hold Challenge New Mexico and the City of Santa Fe harmless from any claims that would or may be made regarding accidents, injury, loss of property, or loss of income arising from my application to, acceptance to, rejection from, and/or participation in this show.

I understand that Challenge New Mexico reserves the right to reject my application for any or no reason.

**I agree to abide by the show rules and to use respectful conduct to all show staff, volunteers, city officials, and other vendors.**

I understand that Challenge New Mexico reserves the right, and its sole discretion, to advise me of any work that does not meet the standards set forth, and I agree that such work will be immediately removed upon request by CNM officials.

Failure to remove such work or to cooperate with Festival Staff and volunteers or to comply with the Festival rules may result in my removal from the show and/or my being prohibited from future participation.