



ARBOR
GALERIE GALLERY

**SHOWING YOUR ART
AT THE
ARBOR GALLERY - GALERIE ARBOR**

Exhibitors Kit

TABLE OF CONTENTS

SHOWING YOUR ART AT THE ARBOR GALLERY	2
CONDITIONS	3
1. EXHIBITION FEES.....	3
2. CONSIGNMENT FEE	3
3. TIMELINE.....	3
4. CHOOSING YOUR EXHIBITION FORMAT	4
5. REQUIRED MATERIAL FROM THE ARTIST	5
6. WHAT THE GALLERY PROVIDES.....	5
7. DONATIONS & OTHER REVENUES.....	6
8. COPYRIGHTS (PERMISSION).....	6
9. RETURNING ARTISTS - RESTRICTIONS	7
10. SPECIAL CONDITIONS (IF APPLICABLE).....	7
AGREEMENT (PAGE 1 OF 2)	8
ANNEX 1 – HANGING REQUIREMENTS	10
ANNEX 2 – FLOOR PLAN, MAIN HALL	11
A FEW TIPS FROM THE ARBOR GALLERY	12
GETTING YOUR EXHIBITION SUBSIDIZED.....	12
COLLECTIVES.....	12
ANNEX 3 – TIMELINE AND LOGISTICS	13
RESPECTING OUR STAFF AND VOLUNTEERS.....	14
ANNEX 4 – FREQUENTLY ASKED QUESTIONS	15
WHEN SHOULD I COMMUNICATE WITH YOUR COORDINATOR TO ARRANGE FOR MY SHOW?	15
PREPARATION – WHAT DO I NEED TO DO TO PREPARE FOR MY EXHIBITION?	15
HOW DO I SET PRICES FOR MY ARTWORK?	15
VERNISSAGE – FINISSAGE	16
SELLING YOUR ART.....	17



Arbor Gallery - Galerie Arbor

36 Home Avenue, PO Box 869, Vankleek Hill, Ontario, K0B 1R0
contact@arborgallery.org | 613-518-2787 | www.arborgallery.org

SHOWING YOUR ART AT THE ARBOR GALLERY

Dear Artist & Friend,

We are happy to welcome you as an exhibitor at the Arbor Gallery - Galerie Arbor.

Whether it is your first solo show, your first group show or even if you are a seasoned artist who has graced our facilities with your art before, we are pleased to present you with this Exhibition Kit.

This is an information booklet that includes:

- requirements and conditions of your exhibition;
- timeline;
- materials and info we need from you;
- a list of services we provide when you rent the Gallery for your exhibition;
- information about payments and insurance coverage;
- contract/agreement between you, as the exhibitor, and the Arbor Gallery (AGGA) as the venue;
- some instructions about the material we need from you to ensure a successful exhibition, and a floor plan so you can think about the layout of your show;
- and finally, a few tips

We hope that you will find this helpful. Of course, should you have any questions, we will be more than happy to answer them and to provide you with the help or guidance that you need during your preparation.

Sincerely,

The Arbor Gallery Team

contact@arborgallery.org
613-518-2287

Conditions

1. Exhibition Fees

Arbor Gallery is a display-for-a-fee gallery. This allows us to sustain our mission as a charitable gallery and cultural centre. We only take an administrative fee on exhibition sales.

Current **solo exhibition fees** at the Arbor Gallery are **\$300 (non-members) / \$250 (members); rental fees for a collective: \$300***. (*If half of the collective's members or more are members of the gallery, members discount will be applied). This includes:

- **Rental of Gallery's Exhibit Hall** (Small gallery may be used upon request: \$100 extra/\$85 for members)
 - * Please note that **rental of the gallery hall is not exclusive**: the Gallery will continue to hold events (workshops, popups or other). Closed events will be held outside of opening hours, but activities that might increase visitor traffic will happen during opening hours.
- **Installation**: We encourage artists to be present for installation as they can guide us in their vision of the spirit of their show.
- **Virtual Exhibit**: A video of the exhibition is made and put on our social media, allowing viewers to get a preview of the exhibit.
- **Promotion**: The show is promoted on all the Gallery's social media. A press release about the show is sent to local newspapers including The Review.
- **Processing of Art Sales**:
 - All items of your exhibition are entered in our inventory, and the Gallery handles processing fees (debit, credit cards) and other administrative fees.
 - Artists will receive a shared spreadsheet allowing them to list all their artwork – and allowing us to quickly upload it to our inventory.
 - Wall labels are prepared by the Gallery. They show title, artist, SKU and price – these are standard from exhibition to exhibition.

2. Consignment Fee

- **CONSIGNMENT FEE/COMMISSION**: Given the administrative fees incurred with inventory management, transactions and consignment, Arbor Gallery will retain a 10% administrative charge to be applied on all exhibition sales.

3. Timeline

The Arbor Gallery's Artistic Coordinator will contact the artist(s) with a calendar to work out a timeline.

Please refer to Annex 3 for more details about logistics and timeline.

- **Reserve a Date** with coordinator (exhibits are held for a full month – four Sundays). To secure the reservation, the signed contract must have been received with payment.
- **Required Materials** as described below must be provided as early as possible but not later than **6 weeks** before the start of the show.
- **Installation**: Ready to install artwork shall be brought to the Gallery on the established date.
- **Deinstallation**: The artist is to collect their unsold works on the last day of the show or by appointment as arranged with the coordinator.
 - * *Please note the Gallery closes from late December to the end of January and no pick-ups are possible during this time.*

Payment to Artist / Sales Commission Statement

After the closing of the exhibition, the Gallery will prepare a statement indicating artist sales and commission paid to the Gallery. The Gallery will deduct the commission amount from the sales and send an e-transfer. Upon request, the Gallery can pay the artist with a cheque.

If there are no sales, no statement will be sent.

Sales Tax

Harmonized sales tax is the responsibility of the artist. If this tax is charged, please include it in your price but prepare your master list with the pre-tax prices for calculating the commissions on sales.

Cash & Carry Option for Collectors Travelling Long Distance

Upon prior confirmation with the artists, collectors who travel a long distance and prefer not to come back for their purchase will be granted the right to carry it with them. The artist will then be contacted to bring an item to complete the exhibit.

Lay Away

The artist agrees to let the Gallery arrange “layaway” payment agreements with customers. A typical layaway arrangement is when the customer gives the Gallery a set of post-dated cheques, making payments towards the purchase of an artwork. When the final payment has cleared, the customer is permitted to take home their artwork. (Note: although available, this option is very rarely used by our patrons.)

4. Choosing Your Exhibition Format

If you have not already done so, please indicate the format of your exhibition:

a. GROUP EXHIBITION (ORGANIZED BY ARTISTS)

Artists wishing to organize a group exhibition will need to submit their theme, ideas and general outline of the collective show in the way described above. They shall also submit quality digital pictures of sample work that will be included in the show.

For these exhibitions our standard exhibition fees apply.

The Gallery provides the exhibition space for the show. Installation is handled by the staff working closely with the artist present to carry out their vision. Artists do not need to be present during the show except for vernissage, finissage and/or talk. Volunteer Gallery greeters help visitors during regular opening hours.

b. SOLO EXHIBITION

Artists wishing to organize a solo exhibition will need to submit their title and quality digital pictures of their artwork as described above in the Submission section.

For these exhibitions our standard exhibition fees apply.

The Gallery provides the exhibition space for the show. Installation is handled by the staff working closely with the artist present to carry out their vision. Artists do not need to be present during the show except for vernissage, finissage and/or talk. Volunteer Gallery greeters help visitors during regular opening hours.

5. Required Material from the Artist

- c. **Inventory:** The artist will provide a list of pieces to be included in the exhibit, including information below. (Please use the shareable Google spreadsheet provided by our coordinator.) This information allows us to prepare wall labels and inventory for transactions.
- Theme and title of the exhibit
 - Name of artist
 - Title of piece
 - Medium
 - Size & Format (standard description is Height X Width X Depth)
 - Price (if for sale) or “Not for Sale” or “Private Collection” otherwise
- *Note: When the artist needs to charge the Harmonized Sales Tax, they must provide the sale price including the tax for their exhibit AND the price before tax for commission purposes.*
- d. The artist will provide an **Artist Statement/Bio:** This is a biographical note and statement, or material that will provide information for promotional purposes, such as press releases, newspaper articles, or catalogs (be sure that copyright laws are respected).
- e. Artwork must be ready to install (instructions are provided with contract). The Gallery reserves the right to refuse works improperly prepared for hanging or to charge the artist for the time and materials the Gallery must provide to adjust the works for proper display. Please contact the coordinator if you are unclear about how to prepare your works for display.
- f. The artist will bring the works to be exhibited to the Gallery framed and/or otherwise ready to be installed by appointment on the day established for installation. Each work must be identified on the back with the name of the artist and title.

6. What the Gallery Provides

Promotion & Advertising

The Gallery promotes the show on its website and on social media (Facebook and Instagram). Artists are strongly encouraged to actively share promotional material through their own social networks. A press release is sent to local newspapers about the exhibit.

Vernissage

The Gallery will provide snacks and non-alcoholic refreshments for the vernissage.

End of Show - Finissage

You have the opportunity to schedule a finissage on the last day of your show, which can take the form of a meet and greet, a presentation or a talk. This will give your collectors and the community a last chance to meet with you and learn about your art, and your current exhibition. It can be scheduled from 1pm-3pm, as with a vernissage. Let us know on the exhibition form.

Installation / Deinstallation

Arbor Gallery is responsible for staffing the Gallery during all Gallery hours for the duration of the show.

The Gallery's Installation Team will assist in the setup of the exhibit, aiming to optimize the viewing experience while integrating the artist's vision as much as possible. The Installation Team reserves the right to refuse artwork that is not prepared properly.

IMPORTANT NOTICE: At the end of the exhibition, all artwork displayed during the exhibition must be collected. Artwork left at the Gallery for more than 30 days will be deemed a donation for the Gallery to sell (*the artist will be notified one last time before we proceed with this measure.*)

7. Donations & Other Revenues

Arbor Gallery - Galerie Arbor is a registered charity whose mission is the promotion and support of the arts and culture within our community.

Our activities are sustained by loyal donors, membership donations and donations from visitors to the gallery. Consignment fees and sales of donated artwork also contribute to helping us pursue our mission and increase our impact throughout our community.

We are grateful for the generosity of those who contribute time, money or artwork to help us survive.

Given that all our revenues are used to support our organization and ensure the pursuit of our mission, all donations received during any given exhibit shall be considered donations to the Arbor Gallery, unless otherwise specified by donors. Similarly, should the Gallery decide to charge an admission fee or a suggested admission donation, all sums received will also be considered the AGGA's sole property.

Any fundraising event or effort organized to benefit the Gallery shall be presented and described in detail for approval by our Board of Directors. These must meet specific legal requirements compatible with our charitable activities, ensuring that they are deemed acceptable by the Canadian Revenue Agency.

8. Copyrights (Permission)

The artist agrees to let the Gallery photograph their artworks. The artist gives permission for the Gallery to use these images solely for promotional purposes. The Gallery's use of the images will include posting the images online and/or using the images in printed material when required. The artist also gives permission for the images to be used to promote the Gallery (for example, a photo of a work included with the Gallery's listing in the local tourist guides or an ad for the Gallery in a newspaper).

Resales are not permitted, except where otherwise specified. Moreover, the artist certifies that all artwork displayed during the exhibit is their own creation and/or that they are authorized to display it/use it. The Gallery also reserves the right to refuse art that appears to be plagiarized or falls under the definition of cultural appropriation. In such cases, the Gallery team will sit down with the artist to clarify the situation.

9. Returning Artists - Restrictions

As an art gallery with a charitable status, Arbor Gallery's mission is two-fold. We offer a variety of art, in many forms, to the community, with the purpose of raising and promoting the appreciation of art and culture. We also position the Gallery as a space of choice for local and non-local artists to share their creations with the community. This fosters diversity and allows us to give a chance to many artists to share their work.

Consequently, we have established a policy that an artist must wait a minimum of **24 months** before returning to the Gallery for an exhibition, whether as a solo exhibitor or part of a collective exhibition. This policy has been voted by the Board of Directors at our annual strategic planning meeting of July 2023, and has been applied to all submissions presented after that date.

This will allow for a more balanced distribution of programming in our calendar and give more artists a fair chance to use the Gallery's space to share their art with the public at large.

10. Special Conditions (If Applicable)

In some situation such as a retrospective or a mixed art show/event, the Arbor Gallery will be able to offer special conditions that need to be approved at the Board level. These shall be discussed beforehand and will be included here, in your contract.



Agreement (Page 1 of 2)

Artist's Name* _____
(*As you wish it to appear on promotional material)

Telephone: _____ **Email:** _____

Address: _____ **PO Box:** _____

Town: _____ **Province:** _____ **Postal Code:** _____

Show Title: _____

Dates*: _____
(*All exhibits are scheduled to include 4 Sundays)

Vernissage: _____

Finissage (optional): I wish to hold a finissage on the last day of my show

Installation and deinstallation will be arranged with the artist by the gallery coordinator.

Fees

Main Hall: \$300 non-members / \$250 members
Small Hall: \$100 non-members / \$ 85 members
Both: \$400 non-members / \$335 members

Payable before the start of the show.

Artist's Remittance from Artwork Sales

The Gallery will prepare a sales statement after the closing of the exhibition and will pay the artists for all sales of their work during the period of their exhibition. A 10% administration fee will be retained by AGGA.

I understand that due to lack of storage space I must pick up my exhibition artwork during the specific times provided and that artwork left longer than 30 days beyond the designated pickup times will become the property of Arbor Gallery – Gallery Arbor.

Sold pieces will be picked up by collectors on last day of show unless other arrangements are made with the Gallery.

Insurance Waiver

1. I am aware that although reasonable care is taken to display/hold the artwork, Arbor Gallery - Galerie Arbor does not insure or agree to be responsible for any theft, damage, or loss of any article displayed at the Gallery.
2. I agree to accept any and all loss, theft, or damage resulting directly or indirectly from holding an exhibition, participating in one or displaying items in the Gallery gift shop.
3. I understand that this release is intended to protect Arbor Gallery, its directors, its officers, its employees, its agents, and its volunteers from any claim of negligence (the failure of reasonable care), and that this is a release from liability, a hold harmless agreement, and an assumption of risk agreement.
4. I understand that this is a legally binding contract between the Arbor Gallery - Galerie Arbor and myself, and that it is binding on myself, my heirs, or anyone making a claim.

By signing this agreement, the Artist confirms having read, and agreeing with, all conditions described above. The Artist also reserves their exhibition dates and confirms the exhibition.

Please note: Exhibition dates are not reserved until the Arbor Gallery – Galerie Arbor has received this form duly completed and signed by both the exhibitor and the Arbor Gallery authorized representative.

I certify that I have the right to display all art presented during this exhibit, and that all art (including reproductions) is my original art (resales are not permitted)

Initials

I certify that I have read and understood all conditions and requirements included in this agreement

Initials

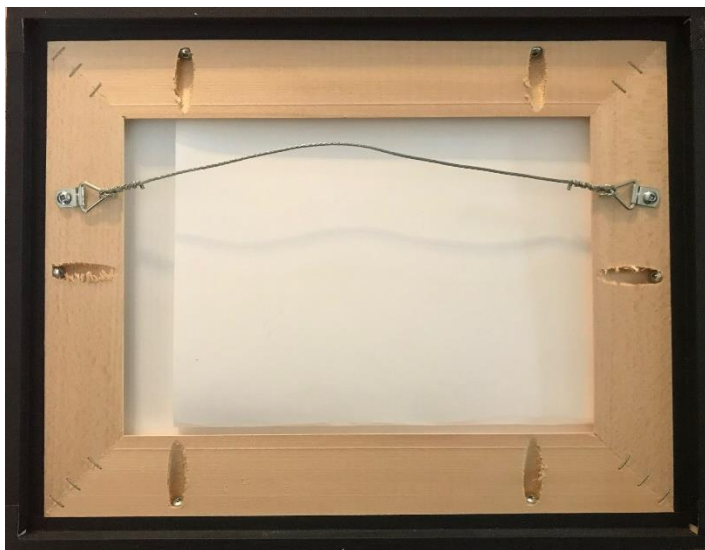
Artist's Name & Signature Date

Arbor Gallery Mandated Officer Date

Please return the completed and signed contract (pages 8/9 of the current document) by email to contact@arborgallery.org or by mail to 36 Home Ave., P.O. Box 869, Vankleek Hill, ON K0B 1R0

Annex 1 – Hanging Requirements

- Please note that we have a gallery hanging system at the Arbor Gallery. For optimal display of your art, we strongly suggest that you install the hanging hardware shown in the picture below. D-rings have the advantage of protecting the walls since they do not stick out from the frame. Install D-rings about a third of the way down from top of the frame:



REMEMBER: make sure your wire is taut, as this will stop your painting from leaning once it's hung on the wall. Wiring comes in stainless or vinyl-coated options – vinyl-coated is easier on the hands.

D-rings should be angled slightly upward, as in this picture.

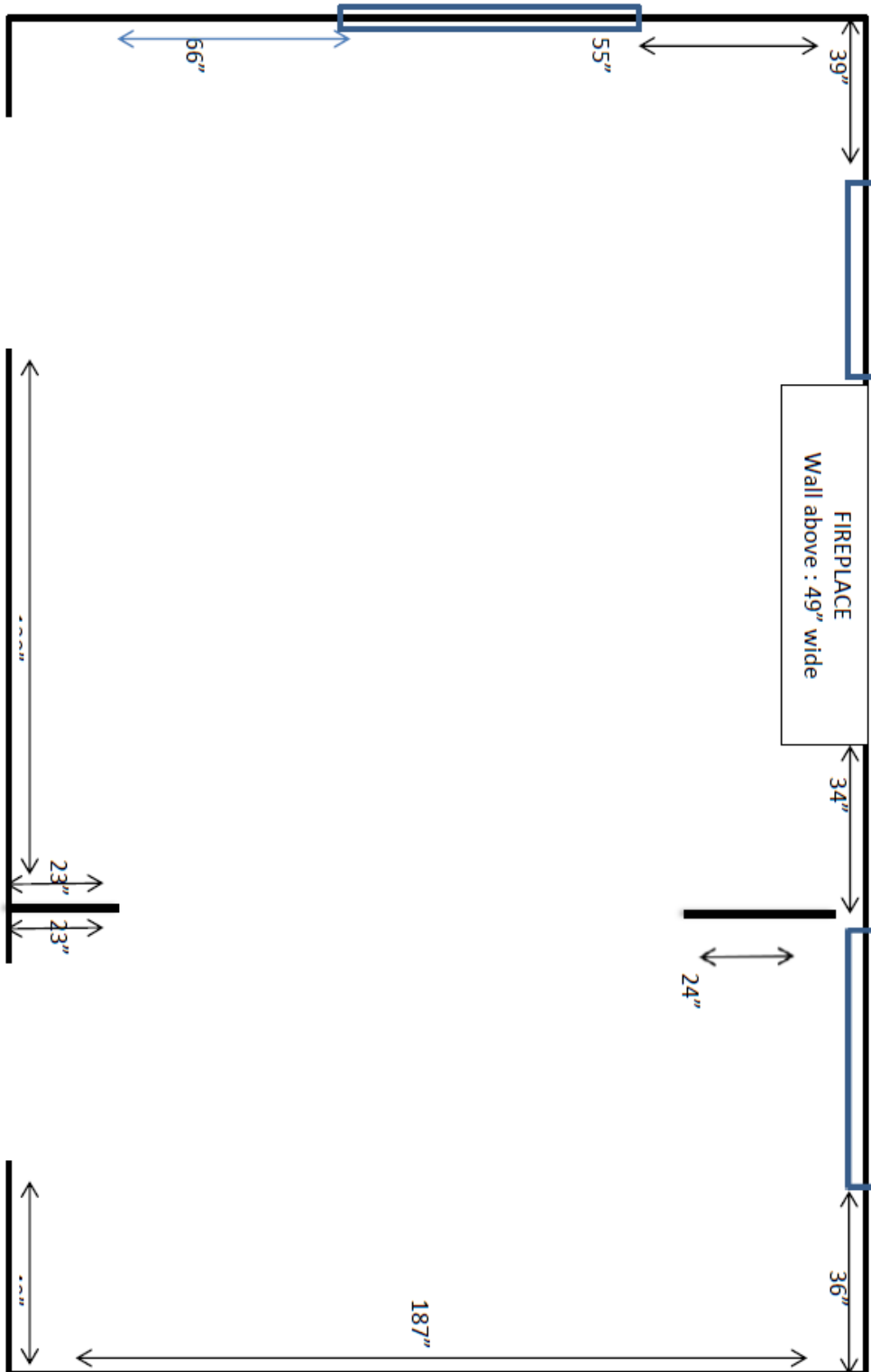
Using screw eyes for wire: some people prefer to use screw eyes to hang their wire. If you choose to do so, please install the screw eyes INSIDE the frame so that they will not damage walls and so the work will hang properly.



- **Paintings do not need to be framed as long as their sides are finished. You can finish them by painting them black or a colour suited to your painting, or by extending your painting to cover the sides completely.**
- All accepted works must be clean and dry, with appropriate gauge wire with sturdy hardware (D-rings, C-rings). The work's surface must be protected if the medium requires this precaution at the time of drop off. Works that do not meet with these criteria will not be accepted for hanging; this rule will be enforced.
- Fragile works must be presented in a transparent, enclosed container supplied by the artist.
- All artworks must be identified on the back of the work (or as suitable), with the name of the artist and the title. (*A nice touch: in the back of the painting, you might want to prepare a certificate of authenticity, label or signature and date.*)
- Our Gallery floor plan is provided on next page.

Annex 2 – Floor Plan, Main Hall

Exhibits are displayed in our Main Hall. The measurements below indicate the space for artworks.



A Few Tips from the Arbor Gallery

Getting Your Exhibition Subsidized

Visit the Arbor Gallery website for information on financial assistance programs offered to artists by various public funding bodies (www.arborgallery.org – see our Artist Resources page).

Collectives

If you wish to form a collective, Arbor Gallery can help you with your call for artists and the process. Send an email and an outline of your project to contact@arborgallery.org

We can also offer you a place to meet during your preparation process, at no cost (subject to our opening hours and events schedule).

Thank you, and see you soon!

The Arbor Gallery Team

Annex 3 – Timeline and Logistics

You have been selected as an exhibitor at the Gallery – congratulations!

Here is a timeline that will help you prepare and help us be more efficient. The kit contains all the information that you need to prepare. However, this timeline will help you structure your preparation.

Every month, we invest time and energy to prepare our upcoming show. By respecting the timeline below, you allow us to do the same with everyone.

Timeline	Description
Step 1 Today	You have read through our exhibition kit and have chosen your preferred date. You have completed and signed the agreement form and waiver.
Step 2 This week	Submit the agreement and waiver by email, mail or in person by appointment. Please note that your date will be only temporarily reserved until you pay the exhibition fees. If your preferred date is not available, you can ask to be put on our waiting list.
Step 3 Between tomorrow and 1 month before your show	<ol style="list-style-type: none"> 1. Create! 2. Prepare your artwork as indicated. Make sure you follow the instructions about hanging and preparing your art for display. 3. Prepare an artist statement and/or biographical note. 4. Think of a title for your show (this is not mandatory to send with the contract).
Important Note	<p>We know you are excited about the show, but please do not contact us with logistics questions about your exhibition until the coordinator gets in touch with you at steps 4 & 5.</p> <p>We appreciate your collaboration!</p>
Step 4 3 weeks before show	<p>We will contact you to:</p> <ol style="list-style-type: none"> 1. Set up the date for delivery of your artwork 2. Send you an inventory template (Excel) to allow us to track transactions and/or prepare wall labels – which you will be able to complete online. For people who prefer to work on paper, a printed inventory template will be provided 3. Remind you to send in your bio/artist statement 4. Invite you to take good pictures of some of your artwork for promotional purposes 5. Gather information from you for our press release
Step 5 2 weeks prior	<p>Our coordinator will follow up with you to:</p> <ol style="list-style-type: none"> 1. Answer all your questions about the timeline and process 2. Ensure that you have paid your exhibition fees 3. Ensure that we have your bio/artist statement

	<ol style="list-style-type: none"> 4. Ensure that we have your complete inventory (titles and prices) on the Excel template provided 5. Confirm the delivery date for your artwork and installation 6. Choose (with you) your preferred dates for vernissage and finissage
Step 6	Now that you have the date for your vernissage, it is a good time to start inviting friends and family to come visit you that day. We will promote your exhibition on social media and in local newspapers. You are encouraged to send personal invitations and to share our social media posts.
Step 7 During the week preceding the show	Our coordinator will confirm that you are available on the date that was agreed upon with us. You must arrange for transportation of your artwork and make sure it is ready to install. Our team will assist you with the hanging of the exhibit.

Respecting Our Staff and Volunteers

As a registered charity, Arbor Gallery is a non-profit organization that is managed by a Board of Directors. To help with our day-to-day operations, we have one part-time artistic director and one part-time artistic coordinator, and we rely on volunteers for everything else.

It is then understandable that we cannot provide the level of personalized service that a fully staffed for-profit gallery could offer. Our staff and volunteers are highly dedicated people, and we are doing our very best to make your experience as easy and pleasant as it can be.

Annex 4 – Frequently Asked Questions

When should I communicate with your coordinator to arrange for my show?

Make sure to read the above timeline carefully. Remember that we organize 11 exhibitions per year, and to ensure that all artists receive a fair and comparable service, we ask you to please respect this timeline and instructions. Please note that the indicated timeline can vary slightly, depending on our workload.

The only time you should directly contact our coordinator would be to ask for an Exhibition Kit and to reserve your date for your show. Once that is done, the coordinator will contact you approximately 3-4 weeks before (Step 4) and again approximately 3 weeks prior to your exhibition (Step 5) to arrange final details and answer your questions.

If you have additional questions, please review our list of Frequently Asked Questions below before contacting us.

Preparation – What do I need to do to prepare for my exhibition?

Artwork:

You need to make sure that your artwork is prepared for hanging according to the instructions in our exhibition kit.

Framing:

Painting on canvas: We do not recommend that paintings on canvas be framed as most collectors would prefer to choose the frames according to their taste. Make sure you use a quality canvas (staples in the back, not on the side) and finish the sides by extending your painting or harmonizing its colour to the painting. Another option is to paint the sides black (gesso first, then finish with your varnish in flat, satin or gloss). Make sure to make a clean edge, ensuring a professional look.

Watercolours and some mixed media: When the medium requires that you frame your artwork, pay attention to two things: choose a frame that is neutral (black if the work itself is also mostly black, or a black frame is really best for the work; currently, the neutral choice is a white frame for most artworks), and if you are going to cover the painting with glass, choose non-etched non-glare, or conservation glass. In this case, it is best to have it professionally framed.

See the Artist Resources page of our website for suggested online resources.

How do I set prices for my artwork?

There are a few ways to determine your price for each artwork, including:

- hourly pricing formula (time in hours X hourly wage + materials cost = price)
- square inch formula (height X width X rate = price)
- linear inch formula (height + width X rate = price)

See the Artist Resources page of our website for suggested online resources.

Whichever option you choose, make sure that you consider your materials (especially if you pay to have the artwork professionally framed) and Gallery fees.

Vernissage – Finissage

When is the best moment to hold the vernissage?

All our exhibitions last 4 weeks (4 weekends). Most artists choose to hold their vernissage on the first Saturday of their exhibition. This allows your friends, families, and collectors to come chat with you and that is when most sales occur. The Gallery provides snacks and non-alcoholic refreshments.

What is a finissage?

This is a small gathering, open to all, to celebrate the end of your exhibition. This is done on the last day of the show and allows collectors to come pick up the artwork that they have purchased from your exhibit. Some sales also occur during a finissage. In practice, it is the counterpoint of the vernissage. However, some artists choose to give a short talk on that afternoon. This is not mandatory. The gallery provides snacks and non-alcoholic refreshments.

Can we have wine for the vernissage?

The short answer is no. Some people nostalgically remember vernissages of the past, with wine and food served potluck-style. Historically, the permit was handled by the artist. However, rules and regulations are a lot more restrictive than 20 years ago. Below are the reasons that we no longer have wine or alcohol at our events:

Rules and regulations about serving alcohol in Ontario from the Alcohol and Gaming Commission of Ontario.

General restrictions include but are not limited to:

1. **Special Occasion Permit from AGCO** is required. Sale: \$150 / No Sale: \$50
2. Minors:
 - a. We must check ID, and **no person under the age of 19 years may enter the premises (licensed area). If they are allowed in the general areas**, patrons 19 years old and older must wear an ID bracelet provided by permit holder.
3. We must ensure that anyone handling or serving alcohol hold a **Smart Serve certification**.
4. Organisation must meet with AGCO staff prior to permit issuance; including presenting a plan relating to public safety (minors, availability of drivers to take patrons home if needed, safe exits, etc.)
5. We must always offer food and non-alcoholic drinks liquor is served;
6. We must always maintain an accurate count of the number of patrons at the event;
7. We must ensure to establish and enforce that a number minimum of drinks containing liquor be served to one person at one time;
8. We must ensure entrances and exits are monitored during all hours of the permit;
9. We must provide licensed security personnel;
10. We must ensure all beverage alcohol is served only in plastic containers or otherwise shatterproof contains;
11. Additional insurance coverage/costs when alcohol is served.

Source: Alcohol and Gaming Commission of Ontario

Can I ask my friends to prepare finger foods and platters for the vernissage/finissage?

All food served for events will be provided by Arbor Gallery. As an incorporated not-for-profit charity, we must comply to all laws and regulations, including those regulating food service.

Foods allowed without requiring a permission from the Eastern Ontario Health Unit include all safe foods (food prepared in a commercial kitchen or sold in a grocery store that does not include dairy, eggs or

meats and does not need to be refrigerated). Only the Gallery's staff will provide such food for a vernissage/finissage.

Why is the gallery so strict about rules?

We understand that for some of our long-time friends and artists, these rules can be disconcerting. We often hear, "But it was always done that way!" Unfortunately, changes have occurred not only with regional laws and regulations, but also with insurance coverage.

If something were to occur (for example, food poisoning, allergies, a fall or an accident due to impaired driving after an event), our insurer has very clearly indicated to us that the underwriters would not cover the Gallery.

Such decisions – and the consequences – would not only cost financially but would mean an immediate termination of our charitable status, therefore forcing us to close.

Selling Your Art

When do I need to give a title to my exhibition?

It is not necessary to finalize your title when you register for your exhibition. We will need a final title by Step 4 of the timeline to start advertising and promoting your show.

How do I prepare the list for my inventory?

At Step 4, our coordinator will contact you and send you a Google spreadsheet that you can complete online (this is preferred). If you want to provide us with a paper list, we will give you a printed template to use; however, you will need to send this in earlier as we will have to enter items in our inventory manually.

Can I change the art that I want to include in the exhibition?

Yes. It is better to give a complete list of your artwork for the exhibition. However, if you need to add or remove a few items (because they are not completed or they have been sold ahead, or for other reasons) you can do so on your list.

If you do this after Step 4, make sure to notify us to ensure that your artwork labels are accurate.

Who is going to install (hang) my show? Can I give my opinion?

Our team will help you install your show. You will be given a floor plan and should arrive for the installation with a fair idea of how you want your exhibition to look. We work with the artists to ensure the best display of their show, and we assist you with the actual hanging of artworks. Our team can also advise you on how to optimize the show, taking into consideration the space and showcase walls.

Please note that the Gallery prepares and installs all wall labels and wall titles.

Do I need to promote my show or does the Gallery?

Although the Gallery promotes every show, artists are strongly encouraged to actively promote their exhibition – especially for the vernissage and finissage.

The Gallery prepares promotional material as follows:

- Press releases – We start advertising the exhibition a few weeks ahead of the show in The Review's online and print editions
- Posters – We display these in local businesses
- Social media – Most of our traffic comes from our promotion on social media. Your exhibition will be created as an event and promoted regularly throughout the month. We also prepare a video (usually at the vernissage), which will be posted on Facebook and on our YouTube channel

Some artists have prepared their own personal invitations (electronically or even sent by mail). It is a more traditional but quite effective way to invite friends and family, and we encourage you to do so!

I have more questions that are not listed above – can I send you an email?

As indicated in our timeline, at Steps 4 and 5 our coordinator will contact you to send you more material. If you have more questions at that time (3-4 weeks before the show), make sure to write them down and you can ask our coordinator then. Please realize that we are currently working on the next show, and making sure our current show and events are successful. We ask that you respect our timeline and direct your questions at the appropriate stage.

We thank you very much for sharing your artwork with the community through Arbor Gallery and for respecting your fellow artists by following the guidelines in this booklet.

Cordially,

The Arbor Gallery Team

Coordinator's contact address: contact@arborgallery.org