



Notes for exhibitors

These notes should be read in conjunction with the contract that permits the use of the space. Relevant contract clauses are reproduced in italics in the text that follows.

Publicity

WAC will use reasonable endeavours to ensure that

- the Arts Forum website www.wymondhamarts.org lists the exhibition;
- the Arts Forum e-mail list is used to advertise the exhibition.

The Exhibitor will ensure that

- posters are provided for local advertising (two A2; one A3 and two A4 size). These should include the WAC logo. Finished posters are required two weeks before the exhibition opens.
- a short exhibition description and an illustration (.jpeg format) suitable for inclusion on the website and in e-mails is provided at least 3 weeks before the exhibition opens.

Website

In addition to being listed on the complete program for the year, more detailed information will be placed on our website at wymondhamarts.org. You should supply text describing the exhibition and something about the artist(s) whose work is being shown. The text should be about 75 – 100 words.

To maximise the impact of the notice of the exhibition, a gallery of up to 15 images can be included in the exhibition details on the website. Images (in jpeg format) should be sent to admin@wymondhamarts.org

Wymondham Arts Forum e-mail lists

The Arts Forum will use its e-mail lists to advertise the exhibition to our regular visitors, as well as those who have bought works in the past if they have consented to their details being used in this way.

A short text of about 50 -70 words, and one image, can be included.

Please provide the text for the website and the e-mail notification at the same time, at least three, preferably four, weeks before the exhibition opens.

Posters

1. Two A2 posters are required for the boards outside the exhibition when it is open; one A3 poster is required for advertising the forthcoming exhibition in the gallery. Two A4 posters will be required for use in the gallery and one for the notice board outside the gallery so it is visible after hours; a further 4 A4 posters may be supplied, which will be used for local advertising on the Arts notice boards in the town and elsewhere.
2. PLEASE DO NOT USE DOMESTIC INK JET PRINTERS: these inks may run if the posters get damp.

Brochure

Although not required by the contract, we would like to have a representative image and a short description by the beginning of January for possible inclusion in the overall programme brochure. The brochure will be launched in early March. Please e-mail to admin@wymondhamarts.org as soon as possible.

Private view

One evening private view can be held in this period.

*A Private View will be held on, from p.m. until p.m.
[The building must be clean and ready for locking no later than 9.00 pm]*

You may, if you are confident that you will be finished, plan a PV for the evening of the Monday on which you install. However, we suggest that you have a Private View in the evening of the day that the exhibition opens, as some groups find that they have not completed the installation and clean up in time to hold a PV that evening, and may need the time on the Tuesday morning to complete labelling or last minute adjustments.

You may not **sell** alcohol, but you may provide it to your guests. There is a small kitchen suitable for washing glasses, but not for preparation of food. There is no refrigerator. Our experience is that guests do not always expect food. WAC does not have sufficient glasses for a PV. Most large supermarkets will loan glasses; Waitrose in Wymondham, among others, charges only for breakages. Order well ahead.

Stewards

WAC will use reasonable endeavours to ensure that

- if requested, stewards supplied by WAC are in attendance during exhibition hours; ; if in extreme circumstances stewards are not available (eg unexpected sickness) WAC will reimburse the hire fee pro rata for the period that the Centre is closed.

The Exhibitor will ensure that

- unless WAC has been requested to provide stewards, at least one steward provided by the Exhibitor is present in the gallery during exhibition opening hours; [**Key holders, may lock the building 10 minutes after the advertised opening time if no steward is present. A call-out fee may be levied if the building has to be reopened when a steward arrives.**]

The lower fee of £345 per week is available **only if you guarantee** to ensure at least one steward provided by you is present at all times. WAC stewards will often be present as well at this rate, but we do not guarantee that any will be present. If subsequently to the booking you find that a steward cannot be provided for a session, we will endeavour to ensure cover, but in that case the extra £50 will become payable. Key holders are volunteers, who may have other commitments after they open. They cannot be expected to wait for tardy artist's stewards, and will lock the gallery and place a note on the door saying that the artist has not arrived to steward the exhibition, with a phone number to contact. WAC reserves the right to levy a callout fee in these circumstances.

If WAC is asked to provide stewards, no exhibitor need be present after the exhibition is installed. However, our experience shows that the presence of the (an) artist certainly enhances the experience of the visitor, and seems to encourage sales.

**Sales
Sundries**

You may offer postcards and other related sundry items for sale. WAC can provide one "spinner" card stand. Stewards will record sales on a sales sheet. Please ensure that **all** individual items are clearly priced and artist's name is clear. Please provide an inventory of all cards and sundry items provided for sale.

Multiple works

Stewards will notify Exhibitors by telephone of sales of additional impressions of multiple works other than the example in the exhibition, and ask the Exhibitor to arrange delivery to WAC before the close of the exhibition. If the work cannot be delivered by that date, it is the Exhibitor's responsibility to make suitable arrangements for delivery to the purchaser.

It can be useful to have available another copy of an edition, unframed within a browser. WAC can provide one browser. The additional image(s), appropriately priced as unframed, can be sold and taken away on the spot.

Payment

Cheques should be made payable to
Exhibitor to complete details; if to individual artists exhibiting, state 'individual artist'

Payment by cheque is common. In the case of group exhibitions, cheques can be made out to the individual artists or to another party, commonly the name of the group organising the exhibition. Where it is likely that a buyer will buy works from more than one artist (e.g., in ceramics exhibitions where domestic ware is for sale, or where sundries are also available) we encourage the use of a common payee, as buyers will wish to write a single cheque for the total amount. Wymondham Arts Forum can act as the agent if required, but in this case all purchases from the exhibition will need to be made to Wymondham Arts Forum. If Wymondham Arts Forum acts as agent, payment to artists will be made within two weeks. At present this service is free. We regret that credit card facilities are not available.

Removal of sold works

Sold works that form part of the main exhibition are expected to remain until the end of the exhibition, and be collected by the buyer on that day. Some potential buyers who are visiting the area may not buy unless the work can be taken at the time of purchase. Unless you advise otherwise at the beginning of the exhibition, stewards will contact the exhibition organiser for permission to release a work early. You will need to provide contact details for this purpose. You will need to balance the effect on the overall exhibition before agreeing to release a work early.

Installation and Clearance

from 9 am Monday to 9 pm Sunday.....

If full clearance by 9 pm will be difficult, with prior notice WAC will arrange storage in the stewards' area. In this case, all works should be removed by noon on the day after the exhibition closes.