

## Seven Ways to Contribute to a Successful Spring Show

We had some great discussions during our information session and are excited about the upcoming show. The PHAC has incredible artists with a wide variety of knowledge and experience in many different formats and media. Whether this is your first show, or your twentieth, we are here to support you.

Step out and show us what you've been working on. Here is a brief summary seven ways we can all contribute to a successful show.

1. Read through and follow the guidelines. There have been some changes.
  - a. Giclée prints are allowed in the bins but not for miniature pieces or for art hanging on the walls
  - b. Two-dimensional Fiber Arts are allowed within the guideline sizes
  - c. Hanging and miniature art must have been completed in the last two years and not have been entered in previous PHAC shows. This does not apply to bin work.
  - d. Up to ten sets of note cards can be included in the show
2. Marketing is a team effort. We will get the best attendance if we all spread the word.
  - a. Social media
    - i. Follow PHAC on Instagram and Facebook
    - ii. Comment, like and share posts- The more activity a post sees, the higher it will remain in the ranking
    - iii. Don't forget to friend and follow your fellow artists and comment on their posts too.
    - iv. Register as going all three days of the event 2019 Spring Show on Facebook
    - v. Invite family and friends to the event on Facebook, up to 30 per day for a total of 400
  - b. We have postcards for distribution. Please let us know if you are willing to drop groups of them off at different locations including libraries, coffee shops or any place else where people congregate who would love to attend our show.
  - c. If you know anyone in the media who would be willing to advertise our show, please contact them and provide them with all the details
  - d. Invite friends and family members – while they may have seen and purchased your art, maybe they will support other artists participating in the show
3. Volunteer before, during and/or after the event. The more people we have assisting, the easier it will be to make it the best experience for both artists and collectors.
4. Make sure your work has labels on the back, that the prices match what is on your inventory sheet and that your hanging hardware is secure and meets the show's requirements.
5. You are the best person to sell your art. People want to meet the artists and know the stories behind paintings they purchase. Be present at a variety times during show hours and especially during the artist's reception on Friday night.
6. Support your fellow artists.

- a. Follow them on social media
  - b. Encourage them
  - c. If you have friends who would love their work, make the connection
  - d. Support each other year-round and not just during the show
7. After you have determined which four pieces will be displayed on the wall, enter the details of each piece at the following link. This will allow us to easily create the artist tags. <https://www.parkhillartclub.org/event-3344476>

Looking forward to an amazing show!