



**Waterworks Visual Arts Center's  
Artists' EXPO 2011  
April 7-9, 2011**

**YOU ARE INVITED**

The Board and staff of the Waterworks Visual Arts Center invite you to participate in the *Artists' EXPO 2011*, on April 7-9, 2011.

**A PRIME OPPORTUNITY FOR THE BEST ARTISTS IN AND AROUND ROWAN COUNTY**

This three-day art show will provide a unique opportunity for many local/regional artists to present and sell their work to people in and around our area. The show opens Thursday evening, April 7, with a Preview Dinner and will be open to the public on Friday and Saturday, April 8 and 9.

The purpose of this event is to raise funds for the Waterworks education and outreach programs while continuing to promote and encourage the development of relationships between area artists and collectors, to enhance the presence of art in our community, and to enrich the community's experience.

**ACCEPTANCE**

The favor of a reply is requested by each artist on or before noon on **Tuesday, February 1, 2011**. By signing and returning your Registration to Exhibit along with your \$50 non refundable deposit, you the artist hereby agrees to the rules and regulations set forth in the General Exhibitor Guidelines and Agreement Policy.

**REGISTRATION TO EXHIBIT**

Mail registration to: Artists' EXPO 2011  
Waterworks Visual Arts Center  
123 East Liberty Street  
Salisbury, NC 28144

**Registration Checklist (deadline Tuesday, February 1, 2011, noon)**

- Completed/signed Registration to Exhibit
- Registration Fee - \$50, non-refundable
- Three samples of work – quality photographs or CD (digital images – jpeg format)
- Artist's statement/bio \*\*
- Self-addressed, stamped envelope for photograph/CD return (optional)

**FEES AND FEE SCHEDULE**

Registration Fee \$50 non-refundable, due with Registration to Exhibit, due 2-1-2011  
Artist's Booths \$75 each, due March 1, 2011  
\$100 each with access to electricity, due March 1, 2011

## EXHIBITOR BENEFITS

- Unique setting to introduce and promote your work
- Opportunity to network with other artists
- Advertising Opportunities - Recognition in all media advertising including:
  - Press Release – statewide newspapers/radio stations/publications (54)
  - Salisbury Post *Timeout* section (circulation 22,000)
  - WVAC website and social media before, during, and after event
  - listed as a featured artist on *Exhibition Artists' Card* (distribution 2,000+)
  - Exhibition Artists' Card included in Preview Party invitation (distribution 400+)
  - WVAC e-blast (200+ recipients x 6 days; recipients asked to pass it on! (1,200++))
  - listed on event signage and brochures (distribution 1,200+)
  - Downtown Salisbury Inc. website and advertising for Earth Day Night Out (400+)
- Preview dinners for Exhibitor and one guest
- Hospitality Booth– hot/cold beverages and snacks throughout the three-day event available for Exhibitor with Exhibitor Badge
- Booth sitters provided, for up to 30 minutes, upon request and availability
- Twenty-five *Exhibition Artists' Cards* per Exhibitor
- Each Exhibitor Booth will include one table, tablecloth, and two chairs

## EXHIBITION DATES

WVAC's Artists' EXPO 2011 will be held April 7, 8, and 9 in the F&M Trolley Barn.

## TENTATIVE SCHEDULE

### **THURSDAY, APRIL 7, 2011**

10am-3pm	Booth set-up. Please be prompt; arrive at your designated time!
3:30pm	All vehicles moved from exhibition area
5:30-6pm	Exhibitors arrive for Preview Party
6:30pm	Cocktails and shopping
7:30pm	Dinner served
9pm	Booths close/clean-up

### **FRIDAY, APRIL 8, 2011**

10:30am	artists/exhibitors arrive to open booths
11am-8pm	open to the public (extended evening hours)

### **SATURDAY, APRIL 9, 2011**

10am	Exhibitors arrive to open booths
10:30am-4pm	Open to the public
4:30pm	Artists/exhibitors breakdown and pack up. Exhibitors will not be allowed to leave before the end of show.

## EXHIBITION HALL LAYOUT, ATTACHED

## GENERAL EXHIBITOR GUIDELINES

1. Artists must be at least 18 years of age.
2. All artwork, 2-D and 3-D, must be original and handcrafted and fabricated by the artist. The following media are acceptable for display: acrylics, water media, graphics, mixed media, oils, photography, pastels, hand-pulled prints, signed and numbered prints, sculpture, ceramics, fiber, metals, and glass. Craftsmanship must be of the highest quality. **Please make sure all work is suitable for public display.** *No food or beverages may be sold from exhibitor spaces.*
3. Three sample photographs or digital images, in a .jpg format on CD, of the artist's work must be submitted with the application. The images must be representational of the work the artist will feature and make available for purchase in the EXPO. We encourage additional photographs of the artist creating his/her work. Images may be used for promotional purposes.\*\*
4. If you would like your photos/CD returned, please enclose a self-addressed, stamped envelope with your signed application. Please allow 6-8 weeks following the event for photos/CDs to be returned.
5. An artist's statement/bio must accompany the application.\*\*
6. Exhibitors may request a booth, in order of preference, from the limited number of booths available, see enclosed layout. Spaces will be assigned on a first-come, first-served basis. Each exhibitor booth will include one 6-foot table, tablecloth, and two chairs. All other fixtures, materials, and supplies required for displaying the artwork will be provided by the artist/exhibitor. **Please note electricity is available for an additional charge.**
7. Artists will be notified of their assigned exhibition space and set up time by email or phone the week of March 21, 2011.
8. Booth setup will take place on Thursday, April 7, 2011, between 9am-3pm. WVAC will provide helpers for unloading and setup upon request. If you would like assistance, please notify us 48 hours in advance. To ensure a smooth process, setup times will be assigned. All vehicles must be removed from the exhibition area by 3:30pm.
9. The exhibition space will be under 24-hour surveillance by off-duty police officers during the three-day exhibition.
10. Exhibitors are encouraged to display a sign with their name/business name. In addition, Waterworks will provide uniform signage.
11. Exhibitors will be expected to follow the regulations set forth by the NC Department of Revenue in collecting, reporting, and filing Sales and Use Tax. Exhibitors will need to provide proof of a NC State Sales Tax Number. For information on obtaining a sales tax number, please visit the NCDOR's website at: [www.dornc.com](http://www.dornc.com).

- 12. All proceeds from exhibition sales belong to the artists.
- 13. Please do not leave your space unattended; booth sitters are available upon request.
- 14. Exhibitors are responsible for any damage to tables, tablecloths, and/or chairs.
- 15. Exhibitors are responsible for breaking down exhibit and removing all trash from display area each day and at the conclusion of the event.
- 16. All exhibitor booths are expected to stay open until 4pm the last day of the event.

**\*\* Information required for first-time exhibitors only**

**QUESTIONS**

For questions or special needs requests, please contact: [admin@waterworks.org](mailto:admin@waterworks.org) or call Irene Beyer, Administrative Director at 704.636.1882.

**PARKING**

This map shows you the location of the Waterworks Visual Arts Center and locations for FREE, on-street parking and free lot parking. F&M Bank graciously allows free parking in the Liberty Street lot during *NON-BUSINESS HOURS ONLY* evenings after 5pm and all day on weekends.

