

2012 Shades Of Spring PROSPECTUS

www.alog.org

SHOW DATES:

April 11 - Wednesday	5:00 to 6:45 pm	Delivery and Check-In of Artwork & Crafts
April 12 - Thursday	12:00 to 5:00 pm (plus)	Hanging and Crafts Setup
April 13 - Friday	10:00 am to 5:00 pm	Show Open to Public
April 14 - Saturday	10:00 am to 5:00 pm	Show Open to Public
April 15 - Sunday	1:00 to 4:00 pm	Show Open to Public
	1:00 to 3:00 pm	Artists' Reception
	4:00 to 5:00 pm	Take-Down Show

Eligibility: Open to all ALOG members in good standing with dues paid and prior participation in two ALOG events (e.g., meetings, BRCA Gallery volunteering) *since previous show*.

Registration: The registration deadline for submitting the registration form, photo of display for crafters only, inventory list, and show fee is Wednesday, March 7, 2012 (ALOG March meeting date). If you need to mail in your forms, lists, fees, etc. they must be postmarked by March 2 and mail check and forms to: **Jim Hormuth, 21020 Brink Court, Gaithersburg, MD 20882.**

Entry Fee (payable to ALOG): \$25.00 for full show (two or more items and, or fine craft artists table space)
\$15.00 for a single piece.

General Information for All Participants

(Separate requirement pages for 2-D work including sculpture, as well as 3-D (fine crafts) follow these pages)

Delivery: Work must be delivered and checked in at the BlackRock Center for the Arts (art gallery) from 5:00 to 6:45 pm on delivery day, Wednesday, April 11th. **Late deliveries will not be accepted.** Artisans may set up their tables that night or from 12:00 to 4:00 pm on Thursday during hanging.

Final Pickup of Work: Early removal of work by the artist is not permitted. No exceptions. Patrons may remove art at the time of sale. All work must be removed promptly beginning at 4:00 pm Sunday. All showing artists **must** attend the reception and stay to help with the show take-down from 4:00 to 5:00 pm. ALOG and BlackRock are not responsible for any art not picked up at this time.

Show Work Duty: Every show participant must serve at least two work duty times at the show. Depending on the number of participants, it may be necessary to serve three work slots. Positions include: Greeters, Monitors, Cashiers, Picture Hangers, Check-in-Crew, Show Hanging and transporting our show materials from storage to the show and back. When you arrive for duty, please check in at the sales table for your job assignment. *Please be on time* for your show duty hours. Participants who cannot work must arrange for a substitute to serve his/her duty and inform a member of the show committee in advance. *Only ALOG members may substitute for show work duty.*

In addition to the show work duties, there are various special needs jobs for which we need help, such as putting out signs and posters, washing the table covers, refreshments, etc. These special jobs do not count toward your two duty times but are greatly appreciated.

Show Jobs

Art-Check-In Crew (Wednesday evening) Go to table where Check-In committee chairperson will give you your assignments and directions.

Gallery Prep Crew (Wednesday evening): Set up tables and cover with tablecloths. Assemble "Small Artwork" rack system/install covers.

Hanging Crew (Thursday, 12:00 to 5:00 pm): Be flexible if you sign up for this job - we all pull together on hanging and set-up. Persons who are able to climb ladders and carry loads are preferred.

Greeters (at the gallery entrance): Welcome guests and invite them to sign the guest book. Please ask them to **PRINT** their name and address. Provide them with a People's Choice ballot to fill out as they view the show. Monitor craft displays in the front area of the gallery whenever possible.

Monitors (in the middle to the rear of the gallery - preferably one on each side of the temporary wall that divides the gallery): Be cordial to our guests and assist them when needed. Be watchful for anything that may jeopardize the artwork, such as children, theft, or carelessness.

Cashiers: The sales slip must be filled out in full with the name and address of the buyer (Let the buyer do it - **in print** - it's necessary for credit card sales). Be sure to use the artist's ID (three initials) and the item number sold or brief description (e.g.: small box with blue lid) for each item on the sales slip. Cashiers should not leave the table or cashbox unattended at anytime. At least one person working cashbox will be trained for PayPal credit card sales on the computer.

Wrapper: This duty includes safely wrapping the sold items at point of sale.

Take-Down Coordinator (Sunday at 4:00 pm): In charge of organizing take-down and assigning tasks to every showing member at the time of take down. Oversees that all show supplies are packed in the correct storage bins.

All Workers: During show hours, coats, purses, etc. are to be put in the back storage room. No personal items to be left at cashier table. Please be on time for your work duty, we need everyone's help and cooperation to put on this show.

Invitations: Invitation postcards for the show will be available to each show participant. Postcards will also be sent by ALOG to our general mailing list (compiled from the show guest book).

Reception (Mandatory): Every participant is required to attend the entire "Meet the Artists" reception on Sunday afternoon. The reception starts at 1:00 and goes till end of show at 4:00 when the show is taken down.

Take-Down of Show (Mandatory): After you have removed your own art from the show, you must stay to help with the other aspects of the show that have to be taken down and packed up. These include tables, table coverings, signs, promotional material, sales material, etc. Please ask the Take-Down Coordinator if you don't know what to do. If you must leave before take-down completion you must check out with the Take-Down Coordinator. Failure to check-out means that you will not be credited with this important show requirement.

Commission: A 30% commission is taken on the sale of all work sold at the show. (15% goes to ALOG and 15% to BlackRock). Only ALOG members and BlackRock staff will receive a 10% discount on their cash or check purchases (credit card purchases **do not** apply for the discount). All show participants must send a check to ALOG for the 15% commission for show artwork displayed at the show which is sold up to 14 days after the show closing.

Liability: ALOG members working during the show should take good and reasonable care of the artwork on display. ALOG and BlackRock **are not** responsible for damage or loss during the show.

Please be sure to indicate retail value of all items, even those not for sale (NFS), on the inventory form. Works not accepted at check-in jurying may **not** be added to the show after the Wednesday take-in. No member may show work created by a non-member or by a member who is not registered to show. Additional work may **ONLY** be added during the show if it has been listed on the inventory form submitted prior to the show. Indicate work as TBA (to be announced) if artwork is unfinished at the time you fill out your registration form.

Show Check-in Procedure

1. Show participants must arrive with work between 5:00 pm and 6:45 pm on the assigned delivery day. **There will be no exceptions for late arrivals.** Please arrange for someone to bring your work if you are unable to come at this time. You, or your agent, will need to stay until the check-in process is completed. (See below.)

2. Show delivery begins at the delivery dock doors located at the Town Commons Drive side of BlackRock. Take your work into the gallery and put it all in one area against a wall. **Then go to the check-in table where someone will assign you a check-in person.** Your work will be juried for criteria and presentation which is on the pages at the end of this prospectus.

3. The show will be hung and set up on hanging day from 12:00 to 5:00 pm. The hanging (set-up) committee will hang 2-D work. Fine crafters must set up their own work on Wednesday night (5:00 to 6:45 pm) or designate someone to do it for them. Any crafter with a scheduling problem should check with the show co-chairs *in advance*.

4. Fine crafters with extra work in boxes that will be stored under the tables or in the back storage room must mark their last name or three initials prominently on the boxes so they can easily be found by you or another member for restocking your area.

Please bring personal promotional material (business cards, bios, artists statements and fliers) to display.

Promotion: Photos of any artwork entered in show may be used in promoting future ALOG shows, unless the artist specifically requests of the show coordinator that photos of the work not be used.

People's Choice Awards: Our guests are asked to fill out a ballot for their favorite painting, photograph, and crafter's body-of-work in the show. Members are encouraged to also vote on the regular People's Choice Ballot. Winners will be announced later.

ALOG's SHOW COMMITTEE will gladly answer any questions. Please contact:

Linda Phillips (Show Coordinator): (301) 414-0411

Jim Hormuth (Registration and Check-In): (301) 926-7833

ENTRY CHECK-LIST: Please review list below to aid in a successful entry into the show

1. Entry qualifications met. ____
2. Delivery and pick-up dates checked and listed on your calendar. ____
3. All 2-D work properly framed. ____
4. All 3-D work properly labeled. ____
5. Inventory and registration forms properly and fully filled out. ____
6. Crafters attach a photo showing their set-up to go with the registration form ____
7. Check for entry fee attached to registration form made out to ALOG. ____
8. Mail-in of entire packet to be postmarked by March 2, 2012. ____
9. Work duty times selected—to be checked on the master list at meetings prior to the show. ____
10. Calendar marked to be at entire reception and entire take-down period. ____