



EXPECTATIONS for the Alternative Show between the Artist, the Venue and Pottstown Area Artists Guild

- **2D ART** up to 18 pieces can be hung for approximately 2 months
- **PRINTS** of displayed original art can be made available.
- **VENUE** reserves the right to reject any work not deemed acceptable to them.
- **MERCHANDISE** with your images can be included for sale **ONLY AT THE RECEPTION**.

WHO DOES WHAT:

- **NANCY PAGEAU** assists in coordinating the **ARTIST** with the **VENUE**.
- **POTTSTOWN AREA ARTISTS GUILD** advertises on Social Media, Website, and E-Blast.
- **ARTIST** HANGS their own work. A **GUILD MEMBER** MAY BE there to assist.
Art must be **FRAMED** and **WIRED** – Due to the hanging system, **SAW-TOOTH HANGERS** NOT ACCEPTABLE.
- **ARTIST** provides:
 - **LABELS** for the **WALL** and for the **BACK OF THE ART** with the **TITLE** and **PRICE** (tax included)
 - **BUSINESS CARDS** for the front reception counter and in the area of the exhibit.
 - **ARTIST STATEMENT** suggested hanging along with the artwork.

SALES

- Art may be **FOR SALE** or **NFS** (Not for Sale).
- **SALES** are done directly between the artist and the buyer. Artist, make sure you have contact info available.
- **ARTIST** is responsible for collecting and submitting sales tax.
- **SOLD PIECES** may be **REPLACED** with another piece of comparable size.
- **ARTIST** will arrange for delivery of the artwork directly with the buyer.
- **ARTWORK** cannot be left at the venue to be picked up.

COMMISSION FEES

- **Pottstown Area Artists Guild** - A 10% Donation of Sales is suggested.

LIABILITY

- **Pottstown Area Artists Guild** nor **VENUE** assumes **NO** responsibility for theft or damage to the artwork.