

Christmas Showcase: Application Guidelines 2021

About the Christmas Showcase

The Herts Visual Arts Christmas Showcase is a members-only online exhibition.

Key 2021 dates include:

- **Monday 1st November:**
 - Registration opens
 - Artists register (and pay event fee)
 - Start uploading up to 3 exhibition entries
 - High quality images (less than 5MB)
 - Include image description, dimensions, price.
- **Monday 8th November (8am):**
 - Registration deadline
 - No late registrations/entries can be accepted (sorry).
- **Tuesday 9th November (8am):**
 - Exhibition entry deadline
 - No late entries can be accepted (sorry)
 - Exhibition, Flipbook and Video preparation begins.
- **Tuesday 16th November (6pm):**
 - Join our Chair, Sally Taylor, in our PRIVATE Facebook group to learn about Live events
 - Registration for places at one of our Live Stream events opens (registration details TBC).
- **Friday 19th November:**
 - Christmas Showcase Exhibition, Flipbook and Video launched on our website
 - Christmas Showcase hashtag **#HertsChristmasArts** live on our Social Wall
 - If you haven't already started,
 - use **#HertsChristmasArts** in your social media posts (Instagram, et.) to feature on our live Social Wall
 - share our Christmas Showcase to your friends, relatives, contacts, etc.
- **Thursday 25th November (2pm):**
 - Safe and supported help/practice for 1st Live Stream event.
- **Saturday 27th November (4pm):**
 - First Facebook Live
 - Get ready to join in with our special Live Christmas Showcase across Social Media.
- **Friday 3rd December (5.30pm):**
 - Safe and supported help/practice for 2nd Live Stream event.
- **Sunday 5th December (5.30pm):**
 - Second Facebook Live
 - Get ready to join in with our special Live Christmas Showcase across Social Media.
- **31st December:** Event Closes

How do I join in/who can take part?

Our Christmas Showcase is open to everyone with paid-up HVAF membership for the membership year. To register for the Christmas Showcase 2021, you must have already renewed or taken out 2021/22 membership.

Open to artists, artisans and designer-makers who live or work in or on the borders of Hertfordshire, there is no selection process but you must be a Herts Visual Arts member.

Already a Herts Visual Arts Member? Register when the Christmas Showcase Call for Artists is announced. Please help our volunteers by registering and uploading your exhibition entries early.

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Not renewed yet? Log in, renew your membership first, then you will be able to apply as above.

Not a Member? Join first, and you can apply as soon as applications open.

All arrangements will be on-line, via Herts Visual Arts emails/on-line booking. There are no paper options.

In registering for our Christmas Showcase, artists are agreeing to every description, requirement or condition within this document. In addition to participation fees, an additional administration fee of £10 and/or possible exclusion from any subsequent Art Fairs may apply in some cases (see below for details).

Registration is in 3 parts:

- 1) Step 1 Registration, fee payment:** Bookings open, members sign up for the event
 - Artists who do not pay within the payment window may lose their Christmas Showcase place
- 2) Step 2: Exhibition entry upload**
 - Upload up to 3 entries to our Christmas Showcase online exhibition
- 3) Step 3: Register to present at one of our Live stream events (10 places per event)**
 - Places are limited, so we recommend applying as soon as the registration window opens
 - Registration format will be confirmed before 16th November
 - There is a safe practice session before each event.

Why take part in this Christmas Showcase?

Our artists take part for many reasons. It is a great opportunity to gain exposure, develop digital skills, perhaps sell some work and gain experience of exhibiting your work to a public audience.

Then there's the invaluable experience of the whole process of applying to exhibit, from registering, preparing your application, following guidelines (everywhere is different, but it is important to follow the rules), deciding and preparing your work, and networking with other members.

Plus, it's an excellent chance to brush up on your personal promotion plans, publicise your work and participation and gain experience in social networking promotion opportunities.

For those volunteering to help run Christmas Showcase, there is invaluable team building and event management experience.

What are the requirements/responsibilities for artists taking part?

When you sign up to the Christmas Showcase, you are also agreeing to:

- Read all guidelines and emails carefully, keeping copies for your own reference
- Read any and all event terms and conditions
- Open, read and promptly act on any organisation emails
- Take responsibility for your own diary, participation and administration, including making arrangements for any periods when you may be away. Herts Visual Arts cannot organise this on your behalf.
- Take out 2021/2022 membership prior to initial registration
- Have an up-to-date HVAF gallery
- Make sure work meets exhibition requirements
- Meet all commitments promptly
- Images taken of you/your work may be used may be used for publicity
- Make sure your insurance suits your circumstances, including for loss or damage
- Inform HVAF of any sales you have made
- Be prepared to pack and post any sales you make to your customer
- Help promote the event through your own advertising

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- Notify Herts Visual Arts immediately of any unavoidable detail changes.

What kind of art can I display?

The work must be your own, made by you. It must fit the themes and ethos of Herts Visual Arts and the Christmas Showcase. It must be safe for visitors and suitable for a general audience, including children. The Christmas Showcase is an ideal opportunity to promote seasonal gifts, handmade, desirable items.

What are the fees?

Artists pay a £20 fee to participate

Fees:

The above fee applies to all participants. Payment is taken to mean agreement with the Requirements and Responsibilities and Terms and Conditions. Step 1 registration is a commitment to take part.

There is no commission on sales; however, selling artists may like to consider a donation to support HVAF.

Refunds:

- (A) Cancellation within 7 days of payment: full refund
- (B) Cancellation 7 or more days after payment: no refund.

Administration fee:

Exceptionally, an administration fee of up to £10 *and/or possible exclusion from a future Christmas Showcase* may apply to individual artists who, in the opinion of the organisers:

- Repeat event registration without participation, or cancel their entry after 14 days from fee payment
- Need reminding, or fail to supply requested information in the required format or by specified deadlines
- Fail to promptly pay for a registered place, despite reminders
- Attempt to circumvent any of the arrangements or requirements for work or terms and conditions
- Have their entry cancelled by HVAF because of lack of response, missing or late information
- Show work that the Christmas Showcase/HVAF committees feel is unsuitable (content, labelling, etc.).

HVAF decisions are final.

What is included in my entry fee?

- Entry in Christmas Showcase Exhibition, Flipbook/video
- Opportunity to present at one of two Facebook Live events
- Attend a training session for the Facebook Live presentations
- Downloadable promotional materials for your personal use
- Targeted press and social media promotion and coverage.

What about publicity materials?

There will be online marketing materials available for you to promote the exhibition/your work.

Please use the Christmas Showcase logo and graphics to confirm your participation. Please publicise it on your own social media, web sites or other promotional activities.

HVAF will promote the Christmas Showcase through a Press Release, sponsorship, our web site and social media.

For Social Media, use **#HertsChristmasArts**

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Tell me about Sales?

Interest in your art will be directly between you and the customer. If an artist makes a sale directly, they must inform HVAF immediately. This is necessary to:

- Keep the online exhibition relevant and up to date
- Measure the overall success of the event.

General Terms and Conditions

Herts Visual Arts is run by volunteers. Please consider helping before, during and after the event: helping with administration, supporting the presentations, social media posting, joining in with the Christmas Showcase organising team, promoting the event before, during and after.

We recommend that you download and read both these full Application Guidelines (see Help and Resources) and Terms and Conditions (below) to familiarise yourself with our Christmas Showcase.

Christmas Showcase

- **for Artists:** <https://www.hvaf.org.uk/artists/christmas-showcase>
- **Help and Resources:** <https://www.hvaf.org.uk/artists/christmas-showcase/help-and-resources>
- **Showcase Terms & Conditions (including link to download this document):**
<https://www.hvaf.org.uk/artists/christmas-showcase/terms-and-conditions>

Website Terms and Conditions: <https://www.hvaf.org.uk/terms-and-conditions>.

Our Privacy policy is on our website: <https://www.hvaf.org.uk/privacy>.

Our Community Guidelines (including general membership Terms and Conditions) can be found here:

<https://www.hvaf.org.uk/artists/documents>

The following are specific to the Christmas Showcase, and Artists agree:

- Every effort will be made to ensure the accuracy of information included in any materials produced by Herts Visual Arts. Herts Visual Arts cannot be held responsible for any omissions or mistakes that occur
- Herts Visual Arts has neither responsibility nor liability for any business or other transactions that may arise from an artist being a member of Herts Visual Arts or taking part in any of our events
- Herts Visual Arts accepts no responsibility for the actions of third parties who may make use of information published as part of the Christmas Showcase
- Entries that remain incomplete on the closing date may be rejected at the discretion of the organising team. This includes content or other information
- Failure to abide by any of application requirements may prevent participation in subsequent years and may result in an administration fee
- Information Artists provide can be published by Herts Visual Arts, on the web site, in various marketing materials, including 3rd party publications
- Copyright of any supplied images remain with the original owner. The artist confirms that either they own the copyright of any image submitted as part of their Christmas Showcase application or that they have written permission from the copyright holder
- To grant Herts Visual Arts and other third parties a worldwide, irrevocable, perpetual licence to use supplied images in print, on the website, other electronic/other forms, in any publication, for the purpose of marketing or promoting Herts Visual Arts and the Christmas Showcase
- That any print materials, web site and other materials are the copyright and intellectual property of Herts Visual Arts and may not be reproduced or distributed without prior written permission.
- Only fully paid-up Herts Visual Arts Members can take part

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- Galleries will be up to date before 13th November
- All arrangements will be on-line, via HVA emails/on-line booking - there are no paper options
- to read and act promptly on any organisation emails
- to tell enquiries@hvaf.org.uk if an on-line exhibition piece sells
- to HVA immediately of any unavoidable changes
- If successful, Artists will pay participation fee(s) promptly and in full using the on-line instructions. Artists may lose that place if payment is not made by any notified deadline
- Entries that remain incomplete at application closing dates may be rejected at the discretion of the organising team. This includes content or other information
- Registering interest is a commitment to take part
- A £10 admin fee may apply to artists who register interest but do not meet other event commitments
- Cancellation after payment: (A) within 7 days of payment, full refund (B) cancellation more than 7 days after payment, no refund
- There is no guarantee of sales
- There is no commission on sales, however, successful artists may be asked to consider a donation to HVAF
- Herts Visual Arts reserve the right to copy-edit/reformat submitted entries
- Herts Visual Arts reserve the right to accept/reject entries/content at their sole discretion. Our decision is final
- Entries received outside registration windows cannot be accepted
- Herts Visual Arts has neither responsibility nor liability for any business/other transactions that may arise from an artist being a member of Herts Visual Arts or taking part in any of our events
- Herts Visual Arts is not selling nor will it sell or act as an intermediary for or on behalf of our artists. It is not advertising work for sale, it is managing the event itself
- The on-line exhibition that forms part of Christmas Showcase is a display of work where the viewer must contact artists directly
- Christmas Showcase Exhibition visitors must be able to contact you easily/directly via your Gallery page
- For on-line exhibition entries, artists must be prepared to sell/safely ship exhibition items within Hertfordshire, the UK, or perhaps Globally
- For on-line exhibition entries, artists must be clear about postage and packing costs, delivery or collection expectations
- Artists are responsible for the accuracy and suitability of any statements they make or content they upload while taking part in the Christmas Showcase
- Some aspects of this event may be subject to changes due to changes with government guidelines outside HVAF control. As a result, guidelines, terms and conditions and the event itself may be subject to change without notice

Sponsoring the Christmas Showcase

- Our advertising rates and schedule are available
- Please suggest/encourage any businesses you may know to advertise or sponsor this event. They can get in touch via chair@hvaf.org.uk. This may include galleries, art and craft shops, vintage emporiums, art course providers etc.

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Insurance and the practicing artist

Herts Visual Arts insurance covers Herts Visual Arts events and day to day operation. It covers artist members when they are acting on behalf of or with the permission of HVAF – organising or taking part in events at the request of/with the knowledge of HVAF. It does not cover individual members for their own day to day business operations or actions in individual venues/businesses, or taking part in the Christmas Showcase. We are coordinating the event, providing promotional activities and facilitating opportunities for our members. We do not manage individual artists

Make sure you are adequately insured with suitable personal/public liability and loss/damage cover to suit your personal circumstances. For more details, see:

<https://www.hvaf.org.uk/Membership/Documents-for-Members/HVAF-Insurance-status>

Helping Out: The Christmas Showcase is by and for artists. If you can help beforehand, during or after the event, please let us know chair@hvaf.org.uk Christmas Showcase volunteer roles include:

- Being part of the project team
- Helping with admin for the event
- Helping, supporting the Facebook Live events
- Promoting the event across social media
- Helping with HVAF social media accounts