

# exhibitor guidelines + requirements

9th edition  
**art now**  
saskatchewan fine art fair  
prairieland park, saskatoon  
19-22 september 2024

Welcome to the 9<sup>th</sup> edition of the Art Now Fine Art Fair.

SaskGalleries is proud to welcome exhibitors and visitors to Saskatoon for the 2024 Art Now Fine Art Fair. This event provides commercial galleries and the artists they represent with opportunities to gain exposure and new clients at a highly professional venue.

The 2024 show features an opening night reception, programming throughout the weekend, a show guide featuring galleries, a ten-day online show of exhibitors, and more. Art Now booths are open to all commercial galleries committed to showcasing the work of established and emerging artists and artisans from across Canada.

And, for the first time, visitors will experience two shows in one location. SaskGalleries has partnered with the Saskatchewan Craft Council to bring you a new fine art experience in Saskatchewan. The *Art Now Fine Art Fair* and the inaugural *Craft Is... Fine Craft Show + Sale* will be presented alongside each other in Hall E, Prairieland Park, in Saskatoon. Together the shows will draw in new and existing art lovers and collectors who are looking for what Saskatchewan's fine art industry has to offer. Apply for your booth today!

## art now exhibitors can expect

- 20,000 square feet of fine art, gallery presentations, and interactive areas;
- 3,500+ art collectors, enthusiasts, artists, and curators in attendance throughout the weekend;
- Opening night reception featuring live music;
- Extensive event marketing with a large reach to buyers;
- An online component to reach additional buyers;
- Professional, spacious booths with lighting;
- Programming featuring artist talks and more throughout the weekend;
- An easily accessible and recognizable venue with ample parking;
- Food and beverage service throughout the fair; and
- Overall, a fun and enjoyable weekend in Saskatoon.

Art Now is designed to be a community-focused event with admission by donation and free parking to ensure maximum attendance and exposure for our exhibitors.



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## art now exhibitor requirements

Art Now is held in an accessible location and is the most affordable Western Canadian Fine Art Fair for all galleries, large and small. The event is produced by SaskGalleries, a non-profit association.

A list of frequently asked questions about Art Now and Craft Is... sharing a venue is on page 7 of this document.

Exhibitors at the Art Now Fine Art Fair are commercial galleries or organizations who represent and promote the works of Canadian artists and artisans. Individual artists are NOT eligible to purchase a booth or exhibit at Art Now. All exhibitors, including SaskGalleries members, will be juried into the fair and are subject to a scoring process based solely on the application received by the committee. Criteria for participation includes:

- Exhibitors must fit in one of these three categories:
  - Bricks and mortar commercial gallery;
  - Online commercial gallery / other type of gallery that sells original art; or
  - Professional organization focused on the sale and promotion of original art within Canada that expands upon the diversity and variety of artists shown at the fair.
- Exhibitors must participate in-person to be included in the online show of Art Now 2024.
- Additional jury points are awarded based on clear demonstration of:
  - Connections or representation of Saskatchewan-born or -based artists;
  - Promotion of other Canadian artists of merit; and
  - Promotion of underrepresented artist groups.
- Acceptance into the fair is based on the information submitted in the application, which should clearly demonstrate and include the following:
  - Gallery history and exhibition schedule;
  - Statement describing gallery philosophy and business focus;
  - Details of planned exhibition in Art Now, including:
    - identifying artists with a history in Saskatchewan;
    - quality of work to be presented;
    - diversity of artists and work to be presented;
    - new works to be presented;
    - artistic intention and expression in stated programme; and
    - overall focus in stated programme.
- Please note: some categories may be skipped if galleries have shown in Art Now previously.
- Should applications be of equal quality, submissions from SaskGalleries' members will be given priority.
- Gallery acceptance is at the sole discretion of SaskGalleries.

## art now booths

Art Now exhibitor booth spaces include:

- White, hard-walled gallery style booths and booth signage.
- Professional LED lighting included, with some additional lamps available at cost.
- Opportunity to host up to two Artist Talks in your booth, or on the main stage, included in event program.
- Opportunity to include up to 30 works in online show component (posted on artnow.ca from September 20-30).
- Opportunity to display large sculpture, or sculpture on plinths, around Art Now spaces.
- Four tickets to Opening Night Reception per gallery to give to collectors or artists.
- Artist name badges\* will be provided for the Opening Night Reception.  
*\*Galleries must provide artists' names prior to the event.*
- Free Wi-Fi and electricity in booth.
- Two exhibitor badges for staff.
- Storage available behind booths (unsecured).
- 24-hour on-site security.
- Inclusion in 2024 Art Now show guide and in extensive social media marketing.
- Opportunity for a small booth outside of main booth for showcasing one solo emerging artist in the stART section.

stART is a section of the fair intended to give exhibiting galleries an opportunity to showcase and exhibit one of their exceptional emerging\* artists. This allows the gallery to exhibit an artist that may not necessarily fit within their main booth and will connect the emerging artist to a wider audience, collectors, and garner more opportunities for that artist.

The stART booth will be separate from the exhibitors' main booth and the works exhibited will be for sale through the presenting gallery. The booths will be approximately 2' x 4' walls, with some floor space; exact sizes will be determined based on the availability of walls. There is no additional cost for the stART booth. All artwork displayed in stART must follow the same requirements as the gallery's main booth.

*\*Emerging artists are those in the early stages of their career with limited publication and exhibition history and self-identify as an emerging artist.*

## size and cost

Each booth will be 16' x 20' to start, with additional wall and floor space available based on placement (first-come, first-served basis, pending availability after application deadline).

Multiple booths may be purchased (first-come, first-served basis, pending availability after application deadline).

*\*SaskGalleries reserves the right to adjust booth sizes dependent on available space.*

| Booth Type      | Wall Space      | Floor Space                      | Cost     |
|-----------------|-----------------|----------------------------------|----------|
| A               | 16' x 20'       | (52 linear feet) 320 square feet | \$2,500* |
| A+              | 16' x 20' + 16' | (68 linear feet) 320 square feet | \$3,000* |
| B (2 available) | 16' x 20' x 28' | (64 linear feet) 416 square feet | \$3,200* |

*\*50% discount for SaskGalleries' Full and Associate members in good standing*

## requirements

Booths must only include original artworks, with an emphasis on fine art or fine craft.

- Original artworks can be defined as unique, one-of-a-kind pieces, or those with limited editions.
- Open edition works may be considered; however, they must be noted in the application.

Booths must be professionally hung and labelled. Booth signage is included; no additional booth signage is permitted. Exhibitors are not permitted to display reproductions and merchandise like postcards, posters, etc. for sale.

Works that may be considered sexist, racist, or exemplify cultural appropriation will NOT be permitted.

Works that may be in violation of licensing or copyright laws (e.g., work featuring an already existing animated character) will NOT be permitted.

Though artwork selection is up to the individual galleries, attention must be paid to the focus of the event, which is to provide attendees with an accessible and comfortable fine art experience showcasing Saskatchewan's commercial galleries and quality of Saskatchewan art.

Artwork focus should be on new, never before exhibited works.

By submitting your application, you understand that works put forward may not be accepted into the fair, and you may be asked to remove works from your booth.

## selection process

Applications will be scored by the Art Now selection committee based on exhibitor eligibility and completeness of information provided in the submitted exhibitor application form. SaskGalleries reserves the right to make all exhibitor acceptances and placements at its sole discretion. Special requests concerning location and other requirements may be considered but are not guaranteed.

## administration

To participate in the 2024 Art Now Fine Art Fair, all exhibitors must agree and adhere to the following requirements:

- All exhibitors will be required to complete an application and meet eligibility requirements to be considered for the show. Information provided in the application must be truthful and accurate to the best of your knowledge at the time of submission.
- A deposit cheque of \$500 or e-transfer to info@saskgalleries.ca MUST accompany applications for consideration, including a \$75 non-refundable administration fee (included in \$500 deposit).
- Upon acceptance of application, a signed exhibitor agreement is required to participate in Art Now. Further information and high-resolution images will be requested for promotional materials, social media, and the exhibition guide. This information is required no later than July 15, 2024.
- Full payment for booths must be received by July 31, 2024, unless special arrangements have been made with SaskGalleries.
  - **Cancellation Policy:** If exhibitor cancels, written notice must be given. Any cancellations made after June 30, 2024, will forfeit the deposit. Cancellations made after July 31, 2024, will forfeit all payments. A \$75 non-refundable administration fee applies to all applications.
- Exhibitors are required to report sales of works in their Art Now booth, and sales that resulted from participation in the ten-day online show and are encouraged to continue to report residual sales.
- Exhibitors must NOT post their Art Now branded show of works for sale on their own websites or social media prior to the start of the opening night reception at 6:30 p.m. on September 19, 2024.
- To be included in the online show, exhibitors must be able to provide quality images of a minimum of 20 and a maximum of 30 works (minimum 1500px to 2000px wide) and all byline information by August 26, 2024. Images under the minimum size will not be accepted for use. Further:
  - You may include up to four images of a single work.
  - Required byline information for each work includes title, artist, year, medium, size (height x width), price, framed or unframed.
  - Include e-mail address where the client can inquire or purchase the artwork.
  - Optional: You may include a Statement of Work to accompany each piece either from the artist or yourself, and/or a video of yourself or the artist discussing the work.
  - Optional: You may include a link to your own website where the user can see more works from the artist and/or any additional information about the artwork.

- Exhibitors are responsible for responding to inquiries and processing sales, including their own point of sale systems. SaskGalleries will not be involved in artwork sales other than for reporting purposes.
- Exhibitors must provide required information to SaskGalleries by the stated deadlines unless special arrangements have been made with SaskGalleries.

## dates to remember

- June 21– exhibitor application deadline
- July 15 – promotional materials due
- July 31 – full payment due
- August 26 – images and byline information for online show due
- September 18 (all day) & 19 (am only) – exhibitor move in
- September 22 (after show ends) – exhibitor move out

## show hours

- September 19 – 6:30 – 9:30 pm – opening night reception, ticketed event
- September 20 – 11 am – 8 pm – show open to public
- September 21 – 11 am – 6 pm – show open to public
- September 22 – 11 am – 4 pm – show open to public

## to reserve your booth

**Reserve your booth today – limited quantities available!**

Complete and submit the application form online at <https://form.jotform.com/SaskGalleries/24ArtNowApp> and send deposit cheque or e-transfer to:

SaskGalleries, 325 – 1831 College Avenue, Regina, SK S4P 4V5,  
phone: 306-775-3323, e-mail: [info@saskgalleries.ca](mailto:info@saskgalleries.ca)

Please note, a deposit of \$500 (cheque or e-mail transfer to [info@saskgalleries.ca](mailto:info@saskgalleries.ca)) must accompany your application. A \$75 non-refundable administration fee is included in the deposit.

**APPLICATION DEADLINE: 4:00 pm, Friday, June 21, 2024**

## a new fine art experience: FAQs

Take part in a new fine art experience featuring two shows in one location, and thousands of original works for sale. SaskGalleries will host and produce the 9<sup>th</sup> annual Art Now Fine Art Fair, and the Saskatchewan Craft Council (SCC) will host their inaugural Craft Is... fine craft show + sale.

Together, these events are intended to provide attendees with the best fine art experience in the largest fine art showcase in Saskatchewan, drawing in a large audience. Admission is by donation at the door and covers both shows. Both shows will share opening hours and participate in the Opening Night Reception.

### Frequently Asked Questions

- **Can art galleries participate in Craft Is... and can artists participate in Art Now?**
  - No. Only juried members of the Saskatchewan Craft Council can participate in Craft Is... and only commercial galleries (see the art now exhibitor requirements on page 2) can participate in Art Now.
- **What if my gallery represents an artist who will be having a booth in Craft Is...?**
  - If an artist has a booth in Craft Is... and is also represented by a gallery showing at Art Now, SCC will encourage the artist to first discuss their booth with the gallerist.
  - Since the works featured in both shows are original, having the same works in two booths is not possible. However, as with artists being represented by multiple galleries, some works shown by the same artists is inevitable.
- **Will Art Now and Craft Is... share display space?**
  - No. Each show has their own display areas separated by the shared stage, seating area, family area, and food/beverage area.
  - There will be one entrance/exit to both shows, through the lobby of Hall E.
- **Can participants in Craft Is... participate in the online Art Now booths?**
  - No. Only galleries showing at Art Now are eligible to populate a booth in the online Art Now show.
- **Will every exhibitor be loading/unloading at the same time?**
  - Galleries participating in Art Now will have the full day on September 18 to load in and set up their booths and are encouraged to use this time for the majority/all their set up to avoid waiting for access, waiting for dollies or ladders, etc.
  - On September 19, all exhibitors (Art Now and Craft Is...) will have from 8 a.m. until noon to set up their booths.
  - On September 22, all exhibitors (Art Now and Craft Is...) will have from show close until midnight to pack and load out their booths.
  - We anticipate there will be some bottlenecks... your patience and understanding is requested and appreciated from all participants as we navigate this inaugural year.
- If you have any other questions, please do not hesitate to reach out to SaskGalleries at [info@saskgalleries.ca](mailto:info@saskgalleries.ca).