



SUMMER ART MARKET 2025

Artist Information Packet

Welcome 2025 Summer Art Market (SAM) Artists! Congratulations to all of you participating in SAM on August 23 + August 24, hosted by Art Students League of Denver (ASLD).

This Artist Information Packet will be your resource for all things SAM. Please review all of the included information carefully, as it contains everything you need for your participation in this event. We also suggest downloading it for easy future reference!

Contact Info //

ASLD Contact: SAM@asld.org

This email is checked regularly by the events team, and should be your first point of contact for any questions regarding payment, art specifics, booth assignments/shares, etc. Important information will also be sent from this address, so please add it to your email address book to avoid our messages being marked as spam.

Event Lead: Kait Short / kaitlin@twoparts.com / (603) 703-4883

Please reach out to Kait with any questions regarding load-in/out, rentals, and other logistics leading up to the event.

ASLD Contact: Rachel Basye / r.basye@asld.org / (720) 638-7324

ASLD Contact: Tessa Crisman / t.crisman@asld.org / (303) 253-6681

Please reach out with questions about payment, art specifics, etc.

Remaining Dates at a Glance //

July 24 | Artist Info Meeting - 7:00 PM on Zoom (*link will be sent in early July*)

August 1 | Deadline to order tents and equipment through Chair Rental

August 22 | Artist load-in begins at 3:00 PM

August 23 | Summer Art Market from 9:00 AM - 5:00 PM





August 24 | Summer Art Market from, 9:00 AM - 5:00 PM

August 24 | Artist + Event load-out + cleanup from 5:00 PM - 7:00 PM

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1.0 Overview + General Information //

1.1 FINDING ALL INFORMATION

Your best source of information is asld.org/sam-2025-artist-information. All attachments, forms, and information will be updated and posted [here](#) regularly.

If you have any questions, please refer to the website first. Still can't find what you're looking for? Please reach out to Kait or sam@asld.org.

1.2 ACCEPTABLE ART GUIDELINES

The following guidelines were developed by the Summer Art Market committee to encourage artists to show and sell artwork that reflects classes taught at ASLD.

Artwork must be in the following media and be original or limited editions:

- Drawing
- Painting
- Printmaking
- Sculpture
- Photography (alternative processes e.g. photos taken and manipulated on a Smartphone or iPhone, iPad, etc.)
- Digital Art*
- Ceramics
- Fiber Arts
- Mixed Media/Book Art
- Jewelry
- Encaustic

** For artists who use digital software to create art, and therefore can only present their work through prints, please indicate the process and provide imagery of the final printed work(s). Only the highest quality, state-of-the-art printers and inks used in prints will be accepted.*



The following fine art printing methods are acceptable for limited editions:

- Silk Screen - also known as serigraphy
- Lithography
- Relief Printing - woodcut and linoleum cut
- Intaglio (etching)
- Monotypes
- Etchings
- Chine Colle
- Photo etching
- Ceramic molds
- Sculpture
- Photography

The following methods are **not** eligible and will **not** be accepted:

- Furniture
- Reproductions - Color copies are considered reproductions and may not be shown or sold. No exceptions.
- Non-original, reproduced items such as note cards, t-shirts, jewelry, and calendars may not be sold.
- Iris Gicleé Prints
- Photo reproductions (except in the photography category)
- Off-set lithography
- Photo reproductions on art paper
- Prints made on a color copier

2.0 Marketing //

2.1 KEY POINTS ABOUT THE ART STUDENTS LEAGUE OF DENVER (ASLD)

You will often be asked questions about ASLD while people are at your booth. **Please let every visitor know that Summer Art Market is a fundraiser for ASLD!** Below are some other key points and facts that may help you in conversing with potential buyers:

- ASLD is a **community art school** that has been serving diverse students of all abilities and ages since 1987.



- **ASLD's Mission:** The Art Students League of Denver empowers people to experience the joy of art in their own way.
- **SAM participants** are active members of the Art Students League of Denver as students, members, faculty, volunteers, and board members.
- The ASLD building, the Sherman School, is a **Historic Landmark**.
- More than 130 faculty members are recognized professional artists.
- **Classes + Workshops** in drawing, painting, sculpture, ceramics, printmaking, mixed media, fiber art, jewelry, **and more**, are offered year-round, for artists of all ability levels.
- **Summer camps** are offered for children grades K-12.
- ASLD is not a degree-granting school.
- **ASLD has 3000+ members!** Membership includes additional benefits, but is not required to be a student.
- **Scholarship programs** are available for both children and adults.

ENROLL NOW for Summer Children's Camps and Adult Summer Courses!

- Register online at www.asld.org or call 303-778-6990 x0

2.2 DIGITAL MARKETING TOOLKIT

A digital marketing toolkit for artists is available [here](#). In this toolkit, you will find logos, an email-friendly invitation, website banner ads, and other tools to help you promote the event, along with a how-to guide.

3.0 Artist Meeting //

Whether you are new to SAM or have participated for years, please consider joining the Zoom meeting on July 24 at 7:00 PM where we will discuss all aspects of this year's event. A link will be provided when ready.

4.0 Preparing for Summer Art Market 2025 //

4.1 OVERVIEW, TIPS + TRICKS

Artwork Considerations:

- Bring plenty of artwork. Don't skimp. Give your potential buyers many choices.



- Think about bringing a variety of artwork options – some framed, some with mats only. Bin work generally sells well.
- Consider having a broad range of prices.
- Take the extra time to create a pleasing display of work. Consider your mat and framing selection carefully.

“Don’t Forget to Bring” Checklist:

- Cord, string, and hardware to hang and stabilize your work.
- Business cards, postcards, etc., featuring you and/or your work. Give them to potential buyers so they can easily remember your work!
- Plastic sheeting is good for covering work if there is a sudden downpour.
- If you are setting up your own tent, don’t forget weights for the legs: hand weights, filled plastic gallon jugs, sand bags, etc. ***You may not set up your booth without them!***

Logistics: Remember that while it is nice to have visitors to your booth, please make them aware not to block the front of the booth. You don’t want to discourage visitors to enter.

Setup and Prep:

- Arrange your space to bring people in, so that customers can get in and out easily without doing any damage to themselves, to you, or to your work. Keep the flow as open as possible.
- Cover your bin work with acetate or shrink wrap.
- Make sure you have enough artwork to fill your booth space comfortably. Mark your work clearly, including medium, artist name, title, and price.
- You can rent lattice work to hang your work (see section 4.6). We strongly recommend that you keep the middle of the tent as open as possible.
- Tents provide shelter only. Artists must bring (or rent) their own table and chairs, as well as equipment, to display artwork, including easels, racks, bins, etc. For your personal comfort and added protection of your artwork, we highly recommend that you consider using a four-sided tent.
- Buyers typically arrive before 9AM! Plan an early arrival on Saturday to make sure you are set up and ready to sell your work when SAM begins. NOTE: Event hours are 9AM - 5PM each day.

Load-in:



- Specific load-in instructions will be sent ahead of the event, and there will be designated entrances for you to enter the site. Please be considerate of your fellow artists and use **only** the entrance assigned to your booth. All artists will receive a Load-In Pass, which will need to be placed visibly on your dash with your name, booth number, and cell phone number.
- Parking for this event is difficult. Park away from the event on Saturday and Sunday. You get a little exercise, and our patrons get a closer parking place! You may NOT park in the alleys or park in either of the lots on ASLD property. If you do this, your car will be towed.
- **For more specifics on Load-in + Load-out, please refer to section 4.10**

Safety and Protection of Artwork: Anticipate the unpredictable Colorado weather. Be prepared to protect yourself and your artwork from sun, rain, and wind. If wind and rain do develop, move your art away from the gutter near the curb. It's the low point on the street and your artwork can get wet if the gutters fill.

Relax and Enjoy Your Day! Acknowledge the people who come into your booth. A simple "Hello" is fine. Don't be pushy, but make sure a customer knows you are there if needed. Remember - this is a wonderful, fun event where you will get to meet lots of people and show off your work.

4.2 BOOTH CHECKLIST

- ☐ Tent
- ☐ Table(s)
- ☐ Chair(s)
- ☐ Equipment to display artwork (easels, bins, racks, etc.)
- ☐ Trash Bags/Plastic to cover work in case of rain
- ☐ Weights to secure equipment and tent - **NOTE:** *Tents have been destroyed overnight due to wind. Weights are crucial to protect your booth space.*
- ☐ Calculator
- ☐ Receipt Book
- ☐ Markers/Pens/Pencils
- ☐ Tape/Tags to price your work
- ☐ Scissors



- ☐ Sunscreen/Hat
- ☐ Water/Food
- ☐ Business Cards
- ☐ Load-In Pass - *To be provided upon arrival*
- ☐ Change – *Change will not be available in the ASLD office. Please bring your own bank.*
- ☐ Sales Tax License for City & County of Denver
- ☐ Sales Tax License for State of Colorado

4.3 FOOD

The Little Pub Company will return as the food vendor for SAM 2025. We will also be selling beer, cocktails, water, and soda. Artist meals will not be provided. Please plan accordingly to bring your own cooler with food, water, or soda, or purchase from the Little Pub Company menu or ASLD bars (NOTE: coolers must remain inside or behind your tent). Some items will be provided for volunteers only, who are donating their time to make the event a success.

Little Pub Company donates all food, food service, and revenue to ASLD. We are grateful to have their support again this year!

4.4 CREDIT CARD PROCEDURES – ASLD will NOT be offering credit card authorizations. Please be prepared to accept credit card payments yourself. We recommend using Square, Venmo, or similar services.

4.5 SALES TAX INFORMATION / DOING BUSINESS AS A VENDOR

If you do not have a Sales Tax License for the City and County of Denver, and for the State of Colorado, you will need to apply for a temporary license. If you have any questions regarding taxes, please contact the departments listed below for assistance. Let them know that you will be operating as a vendor in the Summer Art Market, and they will guide you with more information.

CITY OF DENVER SALES TAX: (720) 865-7075

[Treasury](#) | [Business Tax FAQs](#) - Scroll down to "Special Event Sales Tax"



STATE OF COLORADO SALES TAX: (303)238-7378

[Info + Online Filing Tools](#)

- Both the City and State will be sending representatives to the event to check for compliance. Each artist is responsible for being properly licensed.
- When you price your work, remember you will need to add tax. If you want to include the tax in your price, make sure you break it down on your receipt.
- Vendors who do not file their taxes for this event will be subject to enforcement action.
- The organizers of this event are required by law to supply the State and the City with a list of all vendors who attend this event. Be sure to file and pay your sales tax.

4.6 BOOTH EQUIPMENT RENTALS

As noted previously, Art Students League of Denver is working with one vendor for booth rentals: Chair Rental Co. You are not required to rent a tent through this vendor. However, if you are providing your own tent, it **MUST** be sturdy and weighted.

Chair Rental has tents, tables, chairs, and hanging grids available to rent. All items will be delivered directly to site, and any tents rented will be placed and set up in their designated booth spaces. You may find the rental order form on the [SAM Artist Info](#) page of our website. You must place your order no later than **August 1, 2025**.

Tables, chairs, hanging racks, and systems are the responsibility of the exhibitor. We encourage you to have a professional presentation of your work.

You may **NOT** put chairs, tables, coolers, artwork, or any other items on private property. There have been neighborhood complaints in the past. Please help ASLD remain a good neighbor!

4.7 BOOTH SIGNAGE

All artists will be provided with ONE small sign identifying their booth number and their name. Booth signs are provided as a courtesy for artists. You are welcome to bring your own signs in addition, but you must also hang the sign provided, which allows patrons an



easy way of identifying your booth and matching up booth numbers on their map. No booth names can be changed or added after printing.

4.8 SECURITY

ASLD has retained overnight security service to be on-site starting 6 PM on Friday evening through Sunday morning when the Market opens. While security is a deterrent for theft and vandalism, ASLD will not be responsible for any damage, vandalism, or theft. Please take care in closing your tent and stowing away valuables and objects that could pose a danger (scissors, Exacto knives, box cutters) to your work and the security person on-site.

4.9 LIABILITY

Each exhibitor renting a booth space, whether ASLD faculty or not, is an independent contractor. The Art Students League of Denver, its officers, Board of Directors, staff, contractors and volunteers are not responsible for loss, damage, or theft to Artist's personal property, including but not limited to, artwork during this two-day event.

5.0 Event Logistics //

5.1 LOAD-IN INSTRUCTIONS

All artists will be assigned a designated entrance and a designated time for load-in on Friday, August 22. See Section 5.3 for your assigned load-in based on your booth location. If you have any load-in-related questions, please ask them before the event weekend.

- **ARRIVE AT ASSIGNED ENTRANCE + TIME** - All artists will be assigned a designated entrance and a designated time for load-in. Please be considerate of your fellow artists and use **only** the entrance assigned to your booth.
- **RECEIVE LOAD-IN PASS** - Upon arrival, all artists will receive one Load-In Pass per artist. During load-in, you **MUST** place this pass **VISIBLY** on your dash with your name, booth number, and cell number. If your car is illegally parked and you do not have a Load-In Pass displayed on your dashboard, face up with your cell phone number so we can find you, you will be towed at your expense.
- **PARK AT YOUR BOOTH** - Once you have located your assigned booth, pull up as **close along the curb** directly opposite your booth to begin unloading. Do not park



in the middle of the street, in any booth spaces, or opposite any booth but your own.

- **UNLOAD** - Your responsibility is to unload as quickly as possible and make way for other artists who are unloading during that same time slot. Volunteers will be available to help as much as possible; however, ultimately it is your responsibility to bring helpers, dollies, and anything you may need to unload quickly. Please note: volunteers may NOT move art at any time. **You may NOT leave your car unattended in the load-in area.**
- **EXIT SITE** - Once your artwork and supplies are unloaded, you must move your car immediately before returning to site to set up your tent. No setup can occur while your vehicle remains in the load-in area. This causes problems for your fellow artists, staff, and volunteers who are helping with the flow of traffic.
- **PROCEED TO PARK** - Parking for this event is difficult. **Park away from the event** on Saturday and Sunday. You get a little exercise, and our patrons get a closer parking place! You may NOT park in the alleys or park in either of the lots on ASLD property. If you do this, your car will be towed.
- **RETURN TO SITE + SET UP!**

Please remember to be courteous to those who are helping you and your fellow artists. Their job is to move people along quickly and make sure traffic does not become an issue for the neighborhood.

5.2 LOAD-IN PASSES

You MUST have a Load-in Pass displayed prominently on your dash with your name, booth number, and cell phone number. There will only be one Load-in Pass per artist. Since we are using public streets without designated cut-outs or load-in zones, it is crucial that we can reach you immediately if your car needs to be moved. If your car is parked illegally and there is no pass on your dash, or it does not contain the appropriate information, your car will be towed at your expense.

5.3 LOAD-IN SCHEDULE

Artist load-in will occur on Friday, August 22, starting at 3:00 PM, and specific load-in timeframes will be assigned. Chair Rental Co and all rented equipment will arrive at 7:00 AM on Friday, and will set up until 3:00 PM.



*** In the event of any setup or weather issues, Chair Rental Co may be there longer. Please be courteous to the setup crew as they are working as quickly as they can. If they are still setting up in your area, they will do everything they can to accommodate you as quickly as possible. If you have questions about your specific rental, please **contact the company directly**. DO NOT interrupt the setup crew when they are working on other booths.*

No artists/vehicles will be permitted to enter the site prior to 3:00 PM, NO exceptions. If you arrive sooner, you will be asked to leave.

If you arrive prior to your assigned load-in window below, you will be asked to leave and come back for your designated load-in time.

Enter at 1st Ave & Grant St, exit at 4th Ave:

- Booths #1-25 | 3:00 PM - 3:45 PM
- Booths #48-76 | 3:45 PM - 4:30 PM
- Booths #107-126 | 4:30 PM - 5:15 PM

Enter at 3rd Ave & Sherman St, exit at 3rd & Logan St:

- Booths #26-33 | 3:30 PM - 4:00 PM
- Booths #34-40 | 4:00 PM - 4:30 PM
- Booths #41-47 | 4:30 PM - 5:00 PM

Enter at 2nd Ave & Sherman St, exit at 2nd & Logan St:

- Booths #77-92 | 3:30 PM - 4:15 PM
- Booths #93-106 | 4:15 PM - 5:00 PM

Note: If you are sharing a booth, please plan accordingly to stagger your load-in arrival time with your boothmate. Otherwise, if multiple cars per booth are in the event footprint at once, one of them will be parked in a neighboring booth's load-in spot.

5.4 ART LOAD-IN / OUT OVER THE WEEKEND (IF DESIRED)

While we will have overnight security on Friday + Saturday, and encourage utilizing tent walls to fully enclose your tent between each day, we understand that some artists will feel more comfortable bringing their artwork to site each morning rather than keeping it



on-site throughout the duration of the event weekend. For those artists who wish to do so, brief vehicle access will be permitted from 7:00am - 7:45am on Saturday + Sunday. The same load-in entrances above will apply, and all cars must be removed from the event area no later than 8:00am. Please note that this will be for artwork drop-off only; all tents, weights, and other supplies should be staged on Friday during Artist Load-in. Additionally, access will be permitted from 5:30pm - 6:30pm on Saturday evening to gather artwork to take home, if preferred.

5.5 PARKING FOR THE WEEKEND

There may be businesses that are willing to let us use their parking lots during the event. If so, you will be notified before the event. We encourage you to find street parking a distance away and allow your patrons to park in the lots and nearby neighborhood parking. You may not park in the alleys or ASLD parking lots during the event. Any vehicle parked blocking neighbors, alleys, or access will be towed. We will also be encouraging people to ride the bus and use the bike path, so please include that in your marketing as well.

5.6 BREAKS DURING THE WEEKEND

Event volunteers will be on-site and will try to give artists as many breaks as needed during the event. However, this is dependent on how many volunteers are available. If you know of anyone who may wish to volunteer, please have them contact Kait Short directly. These breaks are a courtesy and are not guaranteed. We recommend bringing friends and family to help you during the weekend. You may also want to spend time getting to know your neighbors and ask if they may be able to watch your booth during break times.

5.7 CLEAN-UP

Every year, SAM is faced with the challenge of clean-up from a heavily-trafficked, weekend-long event. Our staff and volunteers need your help! You must leave your area 100% clean upon load-out. Take all trash, boxes, etc., to the dumpsters before you leave on Sunday evening. Reminder: Our team is cleaning up as you are cleaning up, which means the cardboard trash receptacles around SAM are being picked up when the Market ends. It is your responsibility to take your trash directly to the dumpster, which will be located in the north parking lot. **A \$100 fine will be assessed for any space that is not left clean.**



5.8 LOAD-OUT

The event will conclude on Sunday at 5:00 PM. No art or infrastructure teardown may occur until **after 5:00 PM**. Please be courteous to your fellow artists and visitors by remaining open for the full duration of the event.

Once the event has ended, you may begin breaking down your booth. Please **completely** break down your tent, artwork, supplies, etc, and check in with the SAM staff member assigned to your area to confirm and receive your Load-out Pass. Then proceed to leave site to retrieve your vehicle. This helps limit the time your car is in the load-out area and ensures all artists have equal access for load-out.

Load-out traffic will be one-way. Please enter the same designated entrance you were assigned for load-in, pull up along the curb opposite your booth, and leave via the same exit. To allow time for guests to safely filter out of the streets, **no vehicles will be permitted into the event area until 5:30 PM, no exceptions.**

Note: If you are sharing a booth, please plan accordingly to stagger your load-out entrance time with your boothmate. Otherwise, if multiple cars per booth are in the event footprint at once, one of them will be parked in a neighboring booth's load-out spot.

5.8 2025 BOOTH ASSIGNMENTS + MAP

The SAM event site map will be available at asld.org/sam-2025-artist-information.

6.0 Volunteers //

The Summer Art Market would not be possible without its volunteers, who support the success of the artists and ASLD. It takes a large number of volunteers to staff the event, and each year this number grows! Opportunities for volunteers cover a broad range of areas, such as information booth, setup, breakdown, directions, beverage booths, artist relations, etc.

Volunteers will all be wearing a clearly marked event t-shirt. Please feel free to ask them any questions you might have during the show, as they are trained to find the answer or help you in any way possible. If you know of anyone interested in being a volunteer, please have them register here: [Summer Art Market 2025 // Volunteer Registration Form](#)



7.0 Contact Info //

Artist Relations | Kait Short, kaitlin@twoparts.com

Volunteers | Kait Short, kaitlin@twoparts.com

Event Rentals | Chair Rental, info@chairrentaldenver.com

ASLD Office | (303) 778-6990 x0

8.0 Artist + Guest Safety + Wellness //

- Portable restrooms and handwashing stations will be dispersed throughout the event.
- Artists and vendor spaces are 3-5ft apart.
- As in previous years, SAM will be a ticketed event. Presale tickets will be available online for \$7 from August 1-22. Day-of tickets will be available online and in person for \$10. Tickets are valid for both days of the event.