



SUMMER ART MARKET 2026

Artist Information Packet

Welcome, 2026 Summer Art Market (SAM) Artists! Congratulations to all of you participating in SAM on August 22 + August 23, hosted by the 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			
ROLE	NAME	EMAIL	PHONE
SAM – General	SAM Team	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	Tessa Crisman	t.crisman@asld.org	(303) 253-6681
ASLD	Rachel Basye	r.basye@asld.org	(720) 638-7324
ASLD	Office		(303) 778-6990 x 0
* Please reach out to ASLD with questions about payment, art specifics, etc.			
Event Rentals	Chair Rental	info@chairrentaldenver.com	(720) 303-8277

<i>Key Dates at a Glance</i>	
Wednesday, July 22	Artist Info Meeting @ 7:00 PM (<i>link sent from sam@asld.org</i>)
Friday, August 14	Deadline to place infrastructure order through Chair Rental
Friday, August 21	Artist load-in begins @ 2:30 PM
Saturday, August 22	Summer Art Market @ 9:00 AM–5:00 PM
Sunday, August 23	Summer Art Market @ 9:00 AM–5:00 PM Artist + Event load-out @ 5:00–7:00 PM

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1.0 Overview + General Information

1.1 FINDING ALL INFORMATION

Your best source of information is asld.org/sam-2026-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

These 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 Overview + General Information

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 the 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 in grades K-12.
- ASLD is not a degree-granting school.
- **ASLD has 3,000+ members!** Membership includes additional benefits, but is not required to be a student.
- **Scholarship programs** are available for both children and adults. Scholarships are need-based and available for full and partial tuition assistance

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 Overview + General Information

Whether you are new to SAM or have participated for years, please consider joining the Zoom meeting on **Wednesday, July 22 at 7:00 PM** where we will discuss all aspects of this year's event. A link has been sent from sam@asld.org.

4.0 Overview + General Information

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!***

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.
- 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 from entering.

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 SETUP 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
- ☐ Square, Venmo QR code, or other option for accepting credit card payments
- ☐ 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 State of Colorado

4.3 FOOD + DRINK

The Little Pub Company will return as the food vendor for SAM 2026. We will also be selling beer, cocktails, water, coffee, 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

NEW IN 2026: The City of Denver no longer requires a Special Event Sales Tax License. Your Special Event Return + Payment must be filed by the 20th of the month following the event (September 20).

Please direct any Sales Tax-related questions to 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: 720-913-9446

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

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

[Info + Online Filing Tools](#)

- 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

ASLD works with one vendor for booth and equipment rentals: [Chair Rental](#). Tents, tables, chairs, and hanging grids are available to rent — all items are delivered to site, and any rented tents will be placed and set up in your booth space.

You are not required to rent through Chair Rental, but any tent you bring must be sturdy and weighted. Tables, chairs, hanging racks, and display systems are the exhibitor's responsibility.

Orders and payment in full must be submitted to Chair Rental by **Friday, August 14** — but all equipment is subject to availability, so we suggest ordering as soon as possible. The rental order form is on the [SAM Artist Info](#) page.

Help ASLD remain a good neighbor! Please do not place chairs, tables, coolers, artwork, or any other items on private property. There have been neighborhood complaints in the past.

4.7 BOOTH SIGNAGE

Each artist receives one sign with their booth number and name — please display it, as it helps patrons navigate the event map. You're welcome to bring additional signage, but the provided sign must be hung. No booth names can be changed or added after printing.

Booth signs and artist badges are available for pickup at the ASLD Annex on Friday afternoon or Saturday morning. **Be sure to pick up before 9:00 AM on Saturday.**

4.8 SECURITY

Overnight security is on-site from 6:00 PM Friday through Sunday morning. While security serves as a deterrent, ASLD is not responsible for any damage, vandalism, or theft. Please close your tent each evening and stow valuables and any sharp objects (scissors, Exacto knives, box cutters) overnight.

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 are assigned a **designated entrance and time window for load-in on Friday, August 21**. See Section 5.3 for your assignment based on booth location. Please bring any load-in questions to us before the event weekend.

- **ARRIVE AT ASSIGNED ENTRANCE + TIME** – Please be considerate of your fellow artists and use **only** the entrance assigned to your booth. Do not arrive early – you will be asked to wait and return at your designated time.
- **RECEIVE LOAD-IN PASS** – Your pass will be pre-printed with your Booth Number and Name, and a space to add your cell phone number on-site. Display it face-up on your dash at all times during load-in. If your car is parked without a visible, complete pass, it will be towed at your expense.
- **PARK AT YOUR BOOTH** as close to the curb as possible, directly opposite your booth. Do not park in the middle of the street, in any booth spaces, or opposite any booth but your own.
- **UNLOAD** as quickly as possible to make way for fellow artists. Volunteers are available to assist, but may NOT move artwork at any time. Bring your own helpers and dollies. You may NOT leave your car unattended in the load-in area.
- **EXIT SITE** immediately once your artwork and supplies are unloaded – before returning to set up. No setup may occur while your vehicle is in the load-in area.
- **PROCEED TO PARK** – Parking for this event is difficult. **Park away from the event** on Saturday and Sunday. 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. **See Section 5.5 for parking options!**
- **LOAD-IN PASS HANDOFF** – If sharing a booth or bringing a second vehicle, they must wait outside until you have exited and handed off the pass before they may enter.
- **RETURN TO SITE + SET UP!**
- **ARTIST PACKET PICKUP** – Your Badge + Sign will be available at the ASLD Annex at your convenience. Pick up before 9:00 AM on Saturday.

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

There will be one Load-in Pass per booth, pre-printed with your Booth Number and Name. Add your cell phone number upon entry and display the pass prominently on your dash throughout load-in. Since we're using public streets without designated pull-off, it's essential we can reach you immediately if your car needs to be moved. A car parked without a visible, complete pass will be towed at your expense.

5.3 LOAD-IN SCHEDULE + ASSIGNMENTS

Artist load-in will take place on Friday, August 21. Chair Rental and all rented equipment will arrive at 7:00 AM, and will be setting up until load-in begins at 2:30 PM.

** In the event of setup or weather delays, Chair Rental Co. may be on-site longer. Please be courteous — they're working as quickly as possible.*

** For questions about your specific rental, contact the Chair Rental office directly.*

** Do not interrupt the crew while they are working on other booths.*

Load-in arrival times are staggered by entrance/zone and by even/odd booth number to limit congestion. If you arrive before your assigned window, you will be asked to wait.

Booths #1–20, 41–78, 111–128 | Enter at **4th Ave & Grant St**, exit at 1st Ave
You must enter via 4th Ave to get in line. Do not enter Grant St via Speer Blvd.

- 2:30–3:15 PM | EVEN booths | #63–78, 111–128
- 3:15–4:00 PM | ODD booths | #63–78, 111–128
- 4:00–4:45 PM | EVEN booths | #1–20, 41–62
- 4:45–5:30 PM | ODD booths | #1–20, 41–62

Booths #21–40 | Enter at **3rd Ave & Sherman St**, exit at 3rd & Logan St

- 3:00–3:45 PM — EVEN booths
- 3:45–4:30 PM — ODD booths

Booths #79–110 | Enter at **2nd Ave & Sherman St**, exit at 2nd & Logan St

- 3:00–3:45 PM — EVEN booths
- 3:45–4:30 PM — ODD booths

Reminder: 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 APPLICABLE)

While we have overnight security and encourage using tent walls to fully enclose your booth overnight, we understand some artists prefer to bring artwork to site each morning. If that's your, brief vehicle access will be permitted:

- **7:00–7:45 AM** each morning— brief vehicle access for artwork drop-off. Use your same assigned load-in entrance. All cars must be out of the event area by 8:00 AM. Tents, weights, and supplies should remain on-site from Friday load-in.
- **5:30–6:30 PM** on Saturday evening — vehicle access to collect artwork at the end of Day 1, if preferred.

5.5 PARKING FOR THE WEEKEND

Parking near the event is limited — please park away from the footprint and leave the closest spots for your patrons. You may not park in the alleys or on ASLD property during the event; any vehicle blocking neighbors, alleys, or access will be towed.

A couple of parking options:

- **4th Ave & Grant St lot** — paid and ADA parking available (limited)
- **455 Sherman St** — paid parking at the garage

We'll also be encouraging attendees to use public transit and the bike path — feel free to include that in your own marketing!

5.6 BREAKS DURING THE WEEKEND

Volunteers will do their best to cover artist breaks throughout the weekend, but availability isn't guaranteed. We recommend bringing a friend or family member to help — or get to know your booth neighbors, who may be happy to keep an eye on things during a quick break.

If you know anyone interested in volunteering, have them register at the link in Section 6 or contact Kait Short with any questions!

5.7 CLEAN-UP

You must leave your area 100% clean upon load-out. The waste stations around SAM will be collected when the event ends — take all trash, boxes, and materials to the north parking lot before you leave on Sunday evening. Our Greening Team will ensure everything is sorted appropriately. **A \$100 fine will be assessed for any booth not left clean.**

5.8 LOAD-OUT

The event concludes at 5:00 PM on Sunday. No 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 ends, fully break down your booth before retrieving your vehicle. This keeps the load-out area moving and ensures every artist has equal access.

Load-out traffic is one-way. Enter at your assigned load-in entrance, pull up along the curb opposite your booth, and exit the same way. **No vehicles will be permitted into the event area until 5:30 PM – no exceptions.**

If you're sharing a booth, stagger your load-out arrival with your boothmate — remember that multiple cars per booth in the footprint at once means one will end up in a neighboring booth's spot.

5.9 2026 BOOTH ASSIGNMENTS + MAP

You can find the Site Map with booth numbers and load-in entrances at <https://asld.org/sam-2026-artist-information> and included at the end of this document.

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 2026 // Volunteer Registration Form](#)

7.0 Artist Wellness

- **Restrooms** – Portable restrooms and handwashing stations will be dispersed throughout the event for public use. The restrooms in the ASLD Annex will be available to artists and volunteers only. Please be mindful of the sensitive plumbing of this older building!
- **Water** – A water fountain is available in the ASLD Annex to refill your reusable bottles.

8.0 Tickets

As in previous years, SAM will be a ticketed event. Presale tickets will be available online for \$7 from August 1-21. Day-of tickets will be available online and in person for \$10. Tickets are valid for both days of the event.

NEW IN 2026! We will be offering a limited quantity of VIP Packages for sale, which will include entry, food and beverage, and some other fun perks. More details to come!

ARTIST LOAD-IN MAP

