

# SUMMER art MARKET

ART STUDENTS LEAGUE  
OF DENVER

## **Artist Information Packet**

Welcome 2021 Summer Art Market (SAM) Artists!

Congratulations to everyone who is participating in the Summer Art Market (SAM) on August 28 & 29. Please read this packet carefully as it contains all the information you need for participation in SAM.

### **Remaining Dates at a Glance:**

July 24	SAM Artist Meeting via Zoom
August 18	Deadline to order tents & equipment through Chair Rental
August 27	Booth set-up (times TBD)
August 28	Summer Art Market (9:00am - 5:00pm)
August 29	Summer Art Market (9:00am - 5:00pm)
August 29	Summer Art Market load-out & cleaning of area (times TBD)

Please do not hesitate to contact me at any time with any questions you may have.

Here's to a fun and successful Summer Art Market!

Carol Hiller  
Event Manager  
303-668-2322  
[carolhiller97@gmail.com](mailto:carolhiller97@gmail.com)

## **Table of Contents**

1.0 Overview and General Information	3
1.1 Finding All Information	3
1.2 Acceptable Art Guidelines	3
2.0 Marketing	4
2.1 Key Points about ASLD	4
2.2 Logo	4
2.3 This Year's Image	4
2.4 Marketing Piece	4
2.5 Digital Marketing Tool Kit	4
2.6 Press Releases	5
3.0 Artist Meeting	5
4.0 Preparing for Summer Art Market 2021	5
4.1 Tips and Tricks / Overview	5-6
4.2 Checklist	6
4.3 Food	6
4.4 Music	7
4.5 Credit Card Procedures	7
4.6 Sales Tax Information and Doing Business as a Vendor	7
4.7 Booth, Table and Chair Rental	8
4.8 Booth Signage	8
4.9 Security	8
4.10 Liability	8
4.11 Load-in & Load-Out	8
4.12 Load-In Parking Pass	9
4.13 Schedule for Load-In & the Weekend	9
4.14 Parking for the Weekend	9
4.15 Breaks during the Weekend	9
4.16 Clean-Up	9
4.17 Booth Map	9
5.0 Volunteers	10
6.0 Contacts	10
7.0 Artist & Guest Safety/Wellness Plan	10

## 1.0 Overview and General Information

### **1.1 FINDING ALL INFORMATION**

Your best source of information is <https://asld.org/summer-art-market-current/>. All attachments, forms and information will be updated and posted here on a regular basis. If you are looking for information, please go to the website first to check before calling Carol or the Art Students League office. Download this document to a handy location on your computer.

The majority of downloads will be a PDF. In order to read PDF's you must have adobe acrobat. This is a free download at [www.adobe.com](http://www.adobe.com)

There are some items that are being designed and not yet available. If you are looking for a particular piece and it is not yet online, please check back in the next few weeks.

### 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 reflect 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 Smart Phone 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:

1. Silk Screen - also known as serigraphy
2. Lithography
3. Relief Printing - woodcut and linoleum cut
4. Intaglio (etching)
5. Monotypes
6. Etchings
7. Chine Colle
8. Photo etching
9. Ceramic molds
10. Sculpture
11. Photography

#### **Not-eligible:**

- Furniture
- Absolutely no reproductions are to be offered
- Color copies are considered reproductions and may not be shown or sold
- Non-original, reproduced items such as note cards, t-shirts, jewelry and calendars **may not be sold**. This includes iris gicleé prints, photo reproductions (except in the photography category), offset lithography and prints made on a color copier.

Methods that will **not** be accepted:

1. Iris – Giclee Prints
2. Photo reproductions art paper
3. Off-set lithography
4. Prints made on 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 THE SUMMER ART MARKET IS A FUNDRAISER FOR THE ASLD!**

Here are some other key points and facts that may help you in conversing with potential buyers.

- ASLD Opened in 1987.
- Art Students League building, the Sherman School, is an Historic Landmark.
- Community arts organization serving diverse students of all abilities and ages.
- Mission: to provide an inclusive art community where students of all abilities are guided by professional artists to reach their highest potential.
- More than 100 faculty members are recognized professional artists.
- Classes & Workshops in drawing, painting, sculpture, ceramics, printmaking, mixed media, fiber art, jewelry, and book art offered year-round.
- Ongoing classes and specialty workshops for beginner, intermediate, advanced and professional artists.
- Art Educators: Special workshops offered for in-service or graduate credit.
- Summer camps for children grades K-11.
- The ASLD is not a degree granting school.
- 3,100 members – anyone may take courses but members receive special benefits.
- Scholarship program for children and adults.
- SAM participants are active members of the Art Students League as students, members, faculty and board members.

ENROLL NOW FOR

- Summer Children's Camps and Adult Summer Courses

HOW TO JOIN OR REGISTER FOR CLASSES OR SUMMER CAMPS

- Drop by the Art Students League of Denver, 200 Grant Street, Denver, Colorado; 303-778-6990 x 0 [www.asld.org](http://www.asld.org)

### **2.2 LOGO**

An official Summer Art Market Logo is available for you to use in your marketing on the ASLD website.

### **2.3 THIS YEAR'S PRIMARY IMAGES**

This year's primary images will be available on the ASLD website.

### **2.4 MARKETING PIECE**

We will let you know when the marketing piece is available.

### **2.5 DIGITAL MARKETING TOOLKIT**

A digital marketing toolkit for artists is now available online our our [SAM Artist Page](#). In the toolkit you will find logos, an email-friendly invitation, website banner ads, and other tools to help you promote the event.

## **2.6 PRESS RELEASES**

Press releases for SAM 2021 will be available closer to the event. Downloadable versions will be available online. These will be written and sent periodically throughout the time leading up to the event.

## **2.7 MARKETING NOTE**

Due to COVID-19 health limitations, SAM will be a ticketed event. Your marketing materials should inform your audience of this change and encourage pre-purchasing tickets. (We will likely be selling tickets through Evenbrite and will provide purchase info as soon as it is available.)

## **3.0 Artist Meeting**

This year's Summer Art Market artist meeting will take place via zoom on Saturday, July 24, 9:00 am - 10:00 am. The link will be sent closer to the date. **WHY SHOULD YOU ATTEND?** This meeting will offer the details to ensure your success!

## **4.0 Preparing for Summer Art Market 2021**

### **4.1 TIPS AND TRICKS AND OVERVIEW**

#### **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. People's memories can get muddled once they leave your booth.
- 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**

- Your booth will have 8-10 feet of space on each side, giving you the opportunity to show artwork on three sides this year. Don't forget to add grids or displays so that your work can be seen from all three sides.
- 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 discourage visitors to enter.

#### **Set-up and Prep**

- Arrange your space to bring people in, so that customers can get in and out easily without doing any damage to them, 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. 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.
- Last year, buyers arrived before 9AM. Plan an early arrival Saturday to make sure you are set-up and ready to sell your work when SAM begins. **NOTE THE EVENT HOURS: 9AM-5PM EACH DAY!**

### Load-In

- We have designated certain entrances for you to enter the site. **Please be considerate of your fellow artists and use only the entrance assigned to your booth. After you unload your artwork you must move your car immediately and then come back to set up your tent. Do not leave your car on the street while setting up. This causes problems for artists, staff and volunteers helping with the flow of traffic.**
- **Upon arrival all artists will receive one load-in pass per artist. When loading-in you MUST place this pass VISIBLY on your dash with your name, booth number and cell number.**
- Parking is a problem each year. 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 League property. If you do this, your car will be towed.
- **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.**

### 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 CHECKLIST

- |   |   |
|---|---|
| ✓ Tent  | ✓ Load In Pass  |
| ✓ Table (s) if needed                           | ✓ Equipment to display artwork (easels, bins, racks, etc.)  |
| ✓ Chair (s)                                     | ✓ Trashbags/Plastic to cover work if it starts to rain  |
| ✓ Calculator                                    | ✓ Weights to secure equipment & tent (several tents have been destroyed due to wind in the night)     |
| ✓ Receipt Book                                  | ✓ <b><u>Change – change will not be available in the ASLD office.</u></b> Please bring your own bank. |
| ✓ Markers/Pens/Pencils                          | ✓ Sales Tax License for State of Colorado   |
| ✓ Tape/Tags to price your work                  |   |
| ✓ Scissors                                      |   |
| ✓ Sunscreen/Hat                                 |   |
| ✓ Water/Food                                    |   |
| ✓ Business Cards                                |   |
| ✓ Sales Tax License for City & County of Denver |   |

#### 4.3 FOOD

The Little Pub Company will be the food vendor this year at SAM 2021. **Please note: Little Pub donates all food, food service and revenue to the ASLD. We are grateful for their support again this year.** We will also be selling beer, water and soda. Please plan on either purchasing these items or bringing a cooler. (NOTE: coolers must remain inside or behind your tent.) Artists do not receive any of these items for free. We provide some items for volunteers ONLY who are donating their time to make the event a success. Please plan accordingly to bring your own food or purchase from the Little Pub Company menu.

#### 4.4 MUSIC

We will have limited live music this year.

#### 4.5 CREDIT CARD PROCEDURES

**You will need to make your own arrangements for processing credit card payments for art sales.** ASLD will NOT be offering credit card authorizations this year.

– **The ASLD will NOT be offering credit card authorizations this year.**

#### 4.6 SALES TAX INFORMATION / DOING BUSINESS AS A VENDOR

If you have any questions regarding taxes, please contact the departments listed below. The departments are very helpful. Call them and let them know that you will be operating as a vendor in the Summer Art Market they will guide you with more information.

##### City & County of Denver

- If you do not have a sales tax license for the City and County of Denver, you will need to apply for a temporary license:

<https://www.denvergov.org/content/dam/denvergov/Portals/571/documents/Forms/NewTaxpayerRegistrationForm.pdf>

- City & County of Denver Treasury Department - 720-913-9955

##### State of Colorado

- If you do not have a sales tax license for the State of Colorado you will need to apply for a temporary license:

<https://tax.colorado.gov/how-to-apply-for-a-colorado-sales-tax-license>

- State of Colorado Tax Line - 303-238-7378

**TOTAL TAX TO BE CHARGED: 8.81%**

**BUSINESS FORMS:** Colorado Business information - [www.coloradosbdc.org](http://www.coloradosbdc.org)

NOTE: 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.

- The city tax is paid directly to the City of Denver, Manager of Revenue. Please call them at (720) 865-7018 for more information.

- 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.

#### **4.7 BOOTH, TABLE AND CHAIR RENTAL**

As noted in previous communications, the Art Students League of Denver is using one specific vendor for tent rentals this year. Please note, 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.

ASLD uses Chair Rental for tent, table, chair and hanging grid rental, set-up and tear down. You may find the rental order form at: [www.asld.org](http://www.asld.org). **You must place your order no later than August 18, 2021.**

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, art or any other items on private property. We have had many neighborhood complaints. Help ASLD remain a good neighbor!

#### **4.8 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 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.

#### **4.9 SECURITY**

ASLD has retained overnight security service to be on-site starting 6 p.m. Friday evening to 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 onsite.

#### **4.10 LIABILITY**

**Each exhibitor renting booth space, whether League 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.

#### **4.11 LOAD-IN & LOAD-OUT**

Specific load-in and load-out instructions will be sent. If you have questions, please ask them prior to the event weekend. You will pull up to your assigned space and unload. You will then move your car away from load-in, park and then come back to set-up your booth. You may **NOT** leave your car unattended in the load-in area. 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.

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.

**Load-in Times.** Specific load in times will be sent closer to the event.

#### **4.12 LOAD-IN PASS FOR DASH BOARD**

YOU MUST have a load-in parking pass displayed prominently on your dash with your booth number and cell phone and name. **There will only be one load-in pass per artist.** Because 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.

#### **4.13 SCHEDULE FOR LOAD-IN & THE WEEKEND**

A schedule for the event will be sent. The event rental company will arrive at 7am and will set up until 3pm. They may also be there after 3pm if any set-up or weather issues occur. **Please be courteous to the set-up 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 set-up crew when they are working on other booths.

**You will NOT be allowed to set-up prior to 3pm.** If you try to come prior to 3pm, you will be asked to leave.

#### **4.14 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 prior to the event. We encourage you to find street parking a distance away and allow your patrons to park in the lots and close up neighborhood parking. You may not park in the alleys or League 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.

#### **4.15 BREAKS DURING THE WEEKEND**

We have volunteers who 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 Carol Hiller 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.

#### **4.16 CLEAN-UP**

Every year we are faced with the challenge of clean-up. Our staff and volunteers need your help! You must leave your area 100% clean. Take all trash, boxes, etc. to the dumpsters before you leave on Sunday evening. **Reminder: We are cleaning up as you are cleaning up, which means the cardboard trash receptacles around SAM are being picked up when the Market ends and you are cleaning up.** Take your trash to the dumpster which will be located in the north parking lot. It is your responsibility to take your trash directly to this dumpster.

**A \$100 fine will be assessed for any space that is not left clean.**

#### **4.17 2021 BOOTH MAP**

The SAM event site map is available at: [www.asld.o](http://www.asld.o)

### **5.0 Volunteers**

The Summer Art Market would not take place without its volunteers who support the success of the artists and ASLD. There will be around 200 volunteers at the Summer Art Market this year and each year the number increases.

Opportunities for volunteers cover a broad range of areas (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 who is interested in being a volunteer, please have them contact Carol Hiller at 303-668-2322 or [carolhiller97@gmail.com](mailto:carolhiller97@gmail.com)

## **6.0 Contacts**

Artist Relations – Carol Hiller	303-668-2322	<a href="mailto:carolhiller97@gmail.com">carolhiller97@gmail.com</a>
Volunteers – Carol Hiller	303-668-2322	<a href="mailto:carolhiller97@gmail.com">carolhiller97@gmail.com</a>
Event Rentals – Chair Rental	303-936-0794	<a href="mailto:info@chairrentaldenver.com">info@chairrentaldenver.com</a>
Art Students League Office	303-778-6990 ext. 0	

## **7.0 Artist & Guest Safety/Wellness Plan (as of 4.21.2021)**

### **Guest Safety/Wellness:**

- Event has been divided into zones to help prevent overcrowding and adhere to state capacity limits for outdoor events. These zones have one separate entrance/exit. The transitional area between will be staffed and includes a socially distanced queue area with handwashing and restroom available.
- Eventbrite (or similar) ticketing system used to manage a timed entrance for the event. This will also allow for the collection of guest contact tracing information.
- Wellness waiver “signed” upon entry.
- Streets and sidewalks are divided into one-way foot traffic pattern.
- Additional portable restrooms and handwashing stations have been added and dispersed throughout the event.
- Restroom areas sanitized hourly by professional vendor.

### **Staff and Artists Safety/Wellness:**

- Timed artists loading on set up day.
- Artists and vendor spaces are 8-10ft apart.
- Upon arrival for staff and artists, check in includes symptom and/or temp check.
- Additional sanitizer and mask stations within festival for artists and in staff only areas.
- Staff and volunteers will be trained on safety best practices and required to wear proper PPE at all times on-site.

### **Additional Measures Taken to Prevent Spread of COVID:**

- The school buildings will not be open to the public.
- Stage removed to keep overcrowding.
- Removed 75% of seating.
- Reduced food and beverage program.
- Including COVID-19 Statement in our neighborhood notifications.