

Information for the Objects of Art's February Shows

The Virtual Edition of
The 35th Annual San Francisco Tribal & Textile Art Show
&
The Virtual Edition of
The 37th Annual American Indian Art Show /San Francisco

Two unique Virtual shows presented February 24 – 28, 2021

DATES:

Online Benefit Previews

February 24, 2021 (Wednesday)

35th Tribal & Textile Art Show Virtual Benefit 9 AM to 4 PM PST • Noon to 7 PM EST • 5 PM to Midnight GMT

37th American Indian Art Show Virtual Benefit 10 AM to 5 PM PST • 1 PM to 8 PM EST • 6 PM to 1 AM GMT

Benefit Preview Cost: \$25 allows access to both password protected Benefit Previews

One hundred percent of the proceeds will go Blessingway through Native Art New Mexico.

(Contributions can also be made throughout the shows on the site.)

General Admission Show Hours: Free

February 25, 2021 (Thursday) Shows open at 10:00 AM PST and remain open until

February 28, 2021 (Sunday) When Shows close at midnight PST

LEVELS OF PARTICIPATION FOR EACH SHOW:

\$650 BASIC SPACE: Including a dealer page with your logo, information about your gallery, a link to your website, what payment methods you accept and the contact information you choose to share. Your dealer page will also include space for up to 30 objects. Each object will have its own page including descriptive information and price with a maximum of 8 images per object and a contact prompt a customer can click to reach you directly by email.

\$1200 ADVANCED SPACE: Including a dealer page with your logo, information about your gallery, a link to your website, what payment methods you accept and the contact information you choose to share. Your dealer page will also include space for up to 60 objects. Each object will have its own page including descriptive information and price with a maximum of 8 images per object and a contact prompt a customer can click to reach you directly by email. The advanced space will also include on your dealer page a means for customers to join you – through Skype, Zoom, or Google Meet, in a live interaction at a time you promote on your page and, on any object page, space will be provided for two links to articles or publications to assist your customer in understanding that object.

All payment and shipping arrangements are conducted directly between the dealer and client and we urge you to provide your clients with a means of electronic payment.

The Home page of each show will include information about lectures and seminars for show visitors and search and browse capabilities so site visitors can easily find you and your material.

SHOW CREATION:

Images

Image quality is proving extremely important in stimulating web-based sales – and we recognize that some of you have not previously had the need to produce well lit, high quality images of the objects you sell.

For those of you who would like the help, we have asked Stan Schnier, our professional photographer, to create a short tutorial to assist in the creation of high quality images, including information about both the use of phone cameras and digital cameras. He's also recommending some easy to obtain background/lighting kits. You can reach Stan by email (Photos@stanschnier.com) or phone 917.945.3814 to request this support.

ALL images must be submitted in high resolution (300 dpi) and no smaller than 4"x 6".

Submission and Updating of Information

We will need a **single** high-resolution (300 dpi) show image at least 4"x 6" for use in show promotion with the submission of your contract.

We will provide you with a show template to use to submit your logo and gallery information, and to upload your objects, object information and images. We will provide the template as soon as you are accepted. Since this is our first virtual show together, we are setting a January 25th target date for all Gallery and Object information and images to be submitted.

We understand that objects may be sold or removed from your inventory prior to the show and we will make it possible to, *within reason*, "drop & add" objects as late as midnight, February 17 (the Wednesday prior to the show).

We will also provide a way for you to notify us that an object has been sold and to indicate whether you want the object marked sold with price remaining, price removed, or in the event the sale is to another dealer, remove it entirely from the site.

Show Promotion

We will be conducting extensive PR and advertising of the shows electronically, in the print media and internationally, including direct mail to collectors in addition to email blasts announcing the shows and promoting their special events. We will also provide you with show promotion material to share with your email lists including invitations to the Openings and the Shows.

Exhibitor Support

In addition to photographic support from Stan Schnier, Clare Hertel will be our show PR, Dylan Crouch will handle Social Media promotion, and Curatorial Director Walt Borton and our website developer John Bilotta will work directly with exhibitors on submission and updating of information and images. At this time, we are in the final stages of evaluating show platforms to select the platform and upload system that will assure the most attractive and easy to navigate virtual show for you and your clients.