



Allegany Arts Council

Saville and Mountain Maryland Schwab Galleries

PROMOTING A SUCCESSFUL SHOW

We are delighted to include you in a growing list of local, regional and national artists who have exhibited work at the Saville and Schwab Mountain Maryland Galleries.

Artists often ask us what they can do to make their shows the most successful. In response, we have prepared this helpful guide, including strategies which will help you prepare for the best possible experience.

Your Exhibition



Calendar Your Exhibition Dates

Exhibition dates are confirmed upon receipt of your signed Exhibitor Agreement. Upon completion, please be sure to promote the dates of your exhibition on your personal website, and any social media sites you manage.

You may also consider developing a plan for completing artwork, especially if your show is a year or more away. Time moves quickly – setting goals and dates for completion can help keep you on track.

Remember the Public Opening

A Public Opening is generally held the first Saturday of each new exhibition, and the date will be confirmed in your Exhibitor Agreement. The Public Opening gives you a chance to personally speak about your artwork, and it has been our experience when artists attend openings, **sales increase**. Public Openings are scheduled from 6-8PM and are free and open to the public. Be sure to promote your appearance with your own list of followers, friends and family, and feel free to bring them with you. There is no charge to you and you are not expected to staff or prepare for the reception. Remember, this is your chance to shine and ours to host.

Pricing Your Work

The reality is there is no *right* way to price your artwork, but understanding the market where you exhibit, and your own motivations and needs, are helpful in creating the best chance for successful sales during your show.

Artists often inquire about the best way to manage this process in our galleries. Below are a few helpful tips for navigating this process:



- Our galleries are located in Western Maryland, in the heart of Appalachia, with limited access to major metropolitan areas. Generally, artworks priced under \$1500 are best-sellers.
- If possible, provide an exhibit which offers a broad price point, including functional works.
- The gallery generally takes 35% commission on artwork sales, so please remember to factor into your pricing strategy.
- As a general rule, the gallery does not negotiate on pricing with customers.
- If you are motivated to sell, do so! Only you can decide what pricing structure works best for you.

Promotion



Getting the Word Out

Our goal is the same as yours – to provide quality exhibitions with artwork that sells!

Included below are some of the way in which we will promote you and your exhibition leading up to the show – please remember the more you promote, the more people we reach together.

- Dedicated event pages on our website – www.alleganyartscouncil.org.
- Promotion on our social media feeds @AlleganyArtsCouncil on Facebook and Instagram.
- Annual Gallery Schedule rack cards distributed widely throughout the region.
- General advertisement utilizing local radio ads and media press releases.
- Communication in our weekly digital arts flyer, ArtsFlash, with a distribution of more than 3000 recipients.
- Monthly columns in local publication, *Allegany Magazine*.
- Collaboration with our local Tourism Department and placement on their website – www.mdmountaininside.org.
- Promotion statewide with the Maryland State Arts Council.
- *And many more!*

Getting Started

The process is easy to begin:

- **At time of signing Exhibitor Agreement**, please provide at least one (1) high-res (300 dpi or higher) representative of your artwork and which may be used for promotional purposes.
- **No later than six (6) months prior to your exhibition**, please provide a title (if you have one) for the exhibition to be included in promotions.
- **No later than two (2) months prior to your exhibition**, provide a brief artist statement and biography which may be included in promotions.
- **No later than two weeks prior to exhibition**, provide a digital inventory of works to be included, giving their title, medium, and price.

We will also accept additional promotional items such as business cards, brochures or handouts, or video. All items should be sent to Julie Westendorff, Executive Director, at jwestendorff@alleganyarts.org or at 301.777.2787.