

2-3 WEEKS BEFORE YOUR SHOW

Place biography and postcards in the TEAA Gallery. This will remind visitors about what's coming up at the Gallery. More importantly, it will help the artist-on-duty to talk about your work and upcoming show.

The Publicity Committee's write-up about you and your digital images will appear in the monthly newsletter on the TEAA website.

You will want to consult with MaryAnn Gantenbein (503-861-2832) about the hanging of your exhibit. She will want your input as her committee is in charge of the exhibit display.

GALLERY



POSTCARD SAMPLE

You are invited to an Artists' Reception featuring (your name) at Trail's End Art Center January 1, 2016 from 2-5pm.

Stamp

*Aunt June
222 2nd St
Seaside, OR
97138*

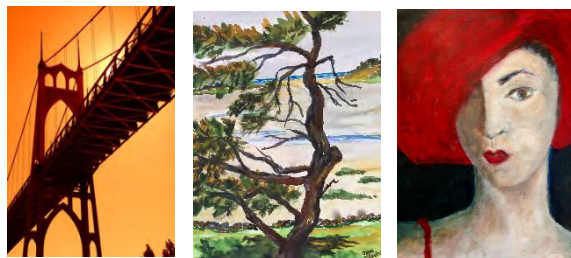


Trail's End Art Association
656 A Street, PO Box 2351
Gearhart, Or 97138
503-717-9458



Lynda Campbell Featured
January 1, 2016

A FEW FEATURED ARTISTS



Richard Newman, Jane McGeehan, & k Baker

TRAIL'S END ART ASSOCIATION

Featured Artists



MaryAnn Gantenbein, Past Featured Artist

Interested artists are assigned by lottery to showcase multiple pieces of their work during the TEAA members' monthly exhibits.

TRAIL'S END ART ASSOCIATION

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TO BECOME FEATURED

To be a Featured Artist, simply enter your name in the lottery just before the New Year. An announcement will be posted in the TEAA Newsletter and the General Meeting in December.

ARTISTS' RECEPTION

The Artists' Reception is held on the first Saturday of the month to coincide with the **Gearhart ArtWalk from 2-5pm**. Light fare (finger food) is served along with wine options, coffee and non-alcoholic punch.

You do not have to worry about this. Volunteers from among your fellow artists will provide the refreshments, the set-up and clean-up for you. **REMEMBER...** those whom you have helped will show up to help you!

You will be free to greet visitors and talk about your work. Have fun and make note of anything you would do differently next time; this will help the support teams and future featured artists.



STEPS TO A SUCCESSFUL EXHIBIT

While planning their presentations, artists may find the following guidelines helpful. In addition, Gheri Fouts (503-738-6434) has volunteered to provide assistance through these steps.

3 MONTHS BEFORE YOUR SHOW

Take an inventory of your work. While it is desirable to have as much current work as possible, some of your older pieces might make for interesting conversation about your progress as an artist. All paintings should be framed, gallery-ready with wire hanger. Watercolors and drawings, matted as well.

2 MONTHS BEFORE YOUR SHOW

Design a 4x6" or 5x7" postcard and a poster announcing your show and inviting people to the Reception on the first Saturday of the month. See sample on back of this brochure. Include:

- Some of your eye-catching art
- Trail's End Art Association 656 A Street, PO Box 2351, Gearhart, OR 97138 503-717-9458
- The dates and times of the exhibit and reception
- A small location map (available on the TEAA website)
- Make sure that this is a Trail's End Art Association exhibit with you as featured artist.

LazerQuick or Staples are good places to get your promos printed, as well as on-line companies.

Update your mailing list and list of local shops where you can place your cards or poster.

6 WEEKS BEFORE YOUR SHOW

The Publicity Committee at Trail's End will be announcing you as featured artist. **Write a brief biography** with an "artist's statement" and **create some digital images (350 dpi) of your work**

for use by the committee in the PR they create for the local papers. They will send you a series of questions to answer that are formatted for this PR. Be aware that the Publicity Committee has to submit their pieces at least a month before publication.

You may also want to schedule an interview for yourself on KMUN's Friday show hosted by Carol Newman, to schedule to be on air before the Artists' Reception.

Compile a mailing list of people to send your cards to: family, friends, past instructors, students of yours. TEAA members will see the announcement in the newsletter, however they like to receive e-mail reminders, too. Use your cards as rack cards in businesses that you frequent and other art-supporting locations around town.

4 WEEKS BEFORE YOUR SHOW

Mail your cards so people will mark their calendars. Do not forget your **social networking sites on the Internet**. Remember, you will be doing Trail's End a huge marketing favor by acquainting new visitors with the gallery.

Be sure you have an **updated, easy-to-read, one-page bio to be posted with your exhibit**. It should give visitors a glimpse into your creative process and the experiences that have brought you to this point in your artistic life. Include your contact information and make additional copies to be used as handouts.

See final preparations on back of brochure