

## Exhibitor Registration Information

[www.focusonsimcoe.com](http://www.focusonsimcoe.com)

Registration Deadline – ~~March 1, 2019~~

**Registration extended to April 4<sup>th</sup>, 2019**



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## Exhibitor Registration Information

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## Registration Form

We want your exhibiting experience to be the best it can be. To do so we need all registration information and signage requests to be submitted by ~~March 1~~ **April 4**, 2019. This is to ensure your exhibit is published in all our marketing materials. Your information will be used for our catalogue as well as our festival map and website.

Name	E-mail	Phone
Title of Exhibit	Website	

Select your exhibit type	Name of Exhibit/Venue Space		
Individual	Exhibit Space Address		
Group	City	Prov	
Student	P/C	Phone	
Student Group			
Corporate			

**Photographer/Exhibitor Agreement:** By signing below you agree to the exhibitor terms and conditions (below) and will make every reasonable effort to abide by them. You also consent to the use of all submitted images and written material to be used by Focus on Simcoe in all marketing material for the festival. This includes but is not limited to the festival catalogue and map, website and newsletter.

\_\_\_\_\_

Photographer/Exhibitor Signature \_\_\_\_\_ Date

## Signage Request

Focus on Simcoe will provide signage to give you maximum exposure. Please indicate if your venue will allow signage and what sign you prefer. All rigid signage is to be returned to Focus on Simcoe at the end of the festival.

6"x6" Sintra	8.5" x 11" Poster (paper)	12" x 12" Foam Core	12"x 18" Foam Core with Directional Arrow  N S E W	24" x 24" CorePlast



## Venue Agreement

Please complete the following with the hosting venue to ensure accuracy and so that they understand their role within the festival.

Please note that name and address of venue will be published in all marketing material for FOCUS on SIMCOE. Please ensure its accuracy. Contact information will not be published but used internally to communicate with the venue.

**Venue Agreement** – please have an authorized venue representative sign this agreement

Exhibitor Name

Venue Name

Venue Address

City Prov P/C

Telephone e-mail

Venue Website

Venue Contact e-mail Phone

Open During (Enter Time venue opens and closes)

	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Open							
Close							

A great way to attract a crowd for both the venue and the photographer is by hosting a reception. This can be as simple as a meet and greet with the photographer over free coffee or can be more elaborate and have a liquor license and a band. Make sure you work with the venue to see what you can offer jointly. Once you decide on an event, we will market it for you. Your event should not be on the opening of the festival itself as this will detract from your event. For a list of dates and what other receptions are planned please contact the Festival Coordinator.

Reception date Time

Brief description

I approve the exhibit content and agree to host this FOCUS on SIMCOE exhibit for the month of June 2019

Authorized Venue Representative Signature

Exhibit Installation Deadline: Midnight, May 31, 2019 (exhibits can be installed in advance)



## Items to Review with the Venue

In advance of submitting your registration make sure you discuss the following.

Is the venue aware of the benefits of being a FOCUS on SIMCOE venue?

- They will receive free marketing through our website, catalogue, newsletters and maps.

Is the venue willing to split the exhibitor fees with you such as production and framing of your photos or the registration costs?

- Your exhibit will increase traffic to their venue throughout the month of June. Helping to offset the cost is a small price to pay for the marketing and exposure they will receive through the festival.

Will they help market your exhibit through their website, Facebook pages or other marketing avenues?

- By marketing your exhibit, the venue will see increased traffic. This will be beneficial to both you and the venue.

If you plan on selling your photographs, then how will this take place?

- Odds are the venue will process the transaction. An agreement should be made in writing in advance so that both parties understand the revenue split.

How will insurance be handled?

- Will their current insurance cover your work if anything was to happen? Will it cover the reception and anything that might happen during this time? Make sure you discuss this in advance so they can place a call to their insurance company if required.

What type of installation will they allow?

- How will you display your work? Will the venue allow you to put nails in their walls? Will you paint the wall if there is damage? Cover these topics in advance to avoid surprises.

What happens if there is damage or theft of your work?

- Will you write off the photographs? Will their insurance cover the theft or damage?

Will they allow festival signage to attract traffic?

- Remember that the festival will provide you with signage to increase traffic to the venue. What kind of signage will they agree to displaying?

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## Registration

### Registration Fees

Please check the exhibit category that applies to you

Individual Exhibiting	\$250
Individual Exhibitor with 2 Exhibits	\$350
Group Exhibit (Photo Club etc)	\$400
Featured Exhibit (private or commercial gallery)	\$200
Branded Corporate Sponsored Exhibit	\$750
Student Group Exhibit	\$200
Student Individual Exhibit	\$75
Sub-total	\$

Total \$

### Method of Payment

**Cheque**  
Enclosed

**Money Order**  
Enclosed

**Credit Card/Paypal**  
Online registration only

Make cheques and money orders payable to the FOCUS on SIMCOE Photography Festival. A cheque or money order is preferred. Credit cards such as MasterCard and Visa can only be used with the on-line registration form.

[www.focusonsimcoe.com](http://www.focusonsimcoe.com)

Confirmation of payment and receipt of materials will be sent to registrants by email.

For cheque payment mail to:

FOCUS on SIMCOE Photography Festival  
52 Marshall Cres  
Angus, ON, L0M 1B1



## Festival Overview and Registering an Exhibit

This is the first year for the FOCUS on SIMCOE annual Photo Festival. The festival is scheduled for June 1 to June 30, 2019.

Registration is based upon an Open Call for Photographic Exhibit. Participation in the FOCUS on SIMCOE is conditional upon

1. pre-arranging an exhibit venue; and
2. registration with the FOCUS on SIMCOE Photography Festival, including payment in full.

FOCUS on SIMCOE will limit the number of registered exhibits to 75, based on a first-come-first-served basis.

### Important Dates

**Registration Deadline:** Friday, ~~March 1~~ **April 4**, 2019

Deadline for Required Exhibitor Catalogue and Web Materials: Friday, ~~March 1~~ **April 12**, 2019

Deadline for Signage Choices (part of Registration): Friday, ~~March 1~~ **April 12**, 2019

**Deadline for submission of Reception Dates** (\* after this date Reception Dates can only be published on-line): Friday, ~~March 1~~ **April 12**, 2019

Deadline for Caption Requests: ~~April 2~~ **April 12**, 2019

### Geographic Area of FOCUS on SIMCOE

FOCUS on SIMCOE exhibits can be held anywhere in communities throughout Simcoe county. For a map of the R7 region, visit [http://www.mtc.gov.on.ca/images/regions\\_maps/Region07.pdf](http://www.mtc.gov.on.ca/images/regions_maps/Region07.pdf).

### Exhibit Content

Each exhibit must be a photographic still image. This may be presented through traditional analog print, digital print, monitor, screen projection, mixed media, billboard, postering, photo sculpture, or flags. Looped slide shows or animation of a series of still photographs are acceptable.

### Exhibitor Categories

**Individual** - One person.

**Group** - An exhibit with two or more participants.

**Individual Student or Student Group** - Individual students and groups of students who attend a Canadian, publicly funded school or post-secondary institution, undergraduate only.

**Featured Exhibits** - Exhibits in a private, public, commercial, or not-for-profit gallery. This category is designed to highlight the role galleries play in presenting the work of photographers and to encourage them to do so.

**Branded Sponsored Corporate Exhibits** - Exhibits sponsored by a corporation interested in aligning its brand with the work of a photographer or group of photographers. However, groups of business employees exhibiting as a team building experience are categorized as groups, and not as branded corporate exhibits.



## Why is there a fee to participate?

FOCUS on SIMCOE is a not-for-profit corporation run by volunteers. Fees are used to help in the marketing of the festival as well as the marketing of your exhibit/venue. The fee is supplemented by our sponsors to help with the website, catalog, maps, signage and other marketing efforts.

## Venues

The exhibitor is responsible for locating and working with a Venue. FOCUS on SIMCOE is also working with the various businesses throughout Simcoe County to generate awareness and to help match photographers with venues. This will be on a first come first served basis. Keep in mind that the venue has the right to refuse a photographer based on content or changes in their direction. Why not try approaching your local coffee shop, library, community centres or stores in the downtown cores. This festival's primary focus is to generate more foot traffic throughout Simcoe County. This will benefit the local stores as the advertising through FOCUS on SIMCOE is helping them with awareness.

If you are working on a public display the exhibitor will be responsible for arranging and securing all permits and licenses and any other documents required.

FOCUS on SIMCOE will help to drive traffic to the various participating venues. For the best exposure consider partnering with Venues open on weekends and later hours. Consider that most people will be making their viewing rounds during the weekends or after work.

All registrations must include a signed *Venue Agreement Form*. It is the responsibility of the photographer to work with the venue representative to complete and submit the Venue Agreement Form. FOCUS on SIMCOE assumes that all exhibitors registering on-line will keep a physical copy of the signed Venue Agreement Form.

## Exhibit and Venue Reception

A Reception is a great way to generate awareness for your exhibit. FOCUS on SIMCOE encourages both the exhibitor and the venue to partner in such an event. We ask that you avoid the opening date of the festival to ensure maximum participation at your event. The reception can be anytime between June 2<sup>nd</sup> and June 30<sup>th</sup>. To ensure maximum exposure work with the festival director to see what dates are taken and to make sure you get your event advertised. If you get the dates in on time your reception will be advertised in the pocket guide/map as well as web and other print. Make sure you and your venue discuss this in advance so that there are no surprises and they can use their marketing engine to help promote the event.

## Responsibilities of the Exhibitor

### When does the exhibit need to be ready?

As an Exhibitor of the FOCUS on SIMCOE Photography Festival you are responsible for setting up your exhibit in a timely manner. All exhibits must be set up by June 1<sup>st</sup> and on display for the full month of June. It is the Exhibitor's responsibility to ensure the Venue is aware of this and the Venue representative must sign the Venue Agreement Form indicating their acceptance of these terms.

### Who is responsible if there is damage or theft?

Any damage or theft of the exhibit will be the sole responsibility of the Exhibitor and not Vendor or company that the exhibit resides. Keep this in mind as you install your work. Perhaps a short term,





off-site insurance rider on your home policy might be in order. Most venues will have public liability insurance. If you have any concerns, address your questions with your venue representative.

### Who prints and frames the exhibit?

Photographers are also responsible for all costs associated to mounting, framing, and the installation of their exhibit. FOCUS on SIMCOE offers a First Time Exhibitors Workshop at no cost to help you in answering questions such as how I create an exhibit, how should I display my photographs, how do I print them, how do I market my event and more. Even if you're experienced why not come out and attend to share your knowledge with your peers.

### Can I sell my work?

Absolutely. FOCUS on SIMCOE encourages you to get your passion into the hands of people who would appreciate it. Why not try to sell a print? This can take the form of a traditional print or a card or even a calendar. Whatever the format, keep in mind that the Venue is not responsible to handle these transactions. If you work with the Venue they might create a partnership with you for a percentage of the revenues. When pricing your work keep in mind that it should be consistent. If you sell 1 8"x10" print for \$50 then make sure all your 8"x10" prints are priced at \$50. Consider a 1 pager with thumbnails of the images and a description with the price. This could be a take away for the potential customer. Make sure to include your contact information as well as your website.

## Required Materials

### Catalogue Items – due Thursday Friday, ~~March 1~~ **April 12**, 2019

A Festival Catalog will be printed marketing the festival. Each photographer/exhibitor will have 1 print and a description of their exhibit in the catalogue as well as an 8.5" x 11" artist sign for their event.

1. Artist statement or bio - Due Friday, ~~March 1~~ **April 12**, 2019
  - a. A maximum of 250 words will be available for the catalogue.
  - b. The exhibit signage will be produced on foam core as an 8.5" x 11" sign. A portrait of the artist is possible however this will limit the word count.
2. Catalogue Image - Due Friday, ~~March 1~~ **April 12**, 2019
  - a. 1 image per photographer will be printed in the catalogue as well as on the exhibit signage. Submit a standard jpg, tif or eps file at 300ppi at 5" x 7.5". Do not process or convert. Any file submitted not to these dimensions will be cropped at the design team's discretion. If a portrait is to be included then submit the same format but a maximum of 2" x 2".
3. Contact info - Due Friday, ~~March 1~~ **April 12**, 2019
  - a. Include the contact info you would like published. Consider your website or Facebook page as well as a phone number.
4. Exhibitor Captions Due ~~April 2~~ **April 12**, 2019.
  - a. Photograph captions are encouraged but not required. If you would like Exhibit captions for your photographs then please submit the titles, and other info you would like printed with the title such as size, price, date taken etc. Labels will be printed as a 2.25" x 3.5" image. Keep this in mind as space will be limited.



## Online Materials – Due Friday, ~~March 1~~ **April 12**, 2019

The following exhibitor's information will be used to advertise and market the exhibit online. This could be on our webpage or on our Facebook Page or other marketing vehicles.

1. Artist Statement
  - a. Create a statement around you and your work. This is used to describe who you are and what you photograph so that we can convey to the audience meaningful information. 1000-word maximum limit is applied.
2. Web Page
  - a. Each photographer will have a web page describing themselves, where the exhibit will be held, the date of the event, contact information and a description of your exhibit. Submit up to 4 images from your exhibit at 150ppi resolution at 3"x3". The web team will resize for your page.
3. Group Exhibit
  - a. Every effort will be made to accommodate group submissions however due to space limitations we reserve the right to limit the number of photos or photographers per group.

Send all material in to [focusonsimcoe@gmail.com](mailto:focusonsimcoe@gmail.com)

### How to Submit

Exhibitors can either register online or by calling 705-817-9688. Payment is due in full to participate and to be included in the marketing efforts. Credit cards can only be processed through online registration at this time.

If you would like to mail or deliver your registration package the address is

FOCUS on SIMCOE  
52 Marshall Cres  
Angus, ON L0M 1B1

Make cheques payable to FOCUS on SIMCOE Photography Festival.

## Registration or Cancellation

### Registration Confirmation and Receipt of Materials

Confirmations will either be provided through the website (for online registrations) or through e-mail. An invoice will be provided upon request. If you have not received a confirmation e-mail then please contact the Festival Director prior to the deadline of registration. Once the deadline has past the registration is closed.

### Cancellation of Exhibit

We understand that sometimes life gets in the way and you might need to cancel your exhibit. Due to all the various marketing materials that are put in motion this is only possible if we receive your cancellation in writing before Friday, ~~March 1~~ **April 12**, 2019. Please contact the Festival Director to discuss. If we have printed the materials, then a refund may not be possible. This will be judged on a case by case basis.



## What does FOCUS on SIMCOE Provide to the Exhibitor

FOCUS on SIMCOE will be creating material to help make your exhibit a success. The following items will be provided for your event.

1. Artist Statement/bio (8.5"x11")
2. Venue Signage (Your choice. See samples)
3. Catalogues to hand out
4. Exhibit Pocket Guides/Maps
5. Captions for your images

Exhibitors will be notified as to where and when they can pick up their materials.

### How Can you Help the Festival

FOCUS on SIMCOE is a not for profit organization run by volunteers. If you would like to donate your time, please contact a Festival Director from our website to see how you can help.

### Copyright

Photographers own the copyright for all submitted materials. By registering with the festival, the exhibitor agrees to allow FOCUS on SIMCOE to use their images to promote the festival through all marketing avenues. No images will be sold or distributed in or outside of the festival.

FOCUS on SIMCOE cannot return any of the submitted material. As such we ask that you ensure you have backups of all material submitted for the festival. The festival is not responsible for any loss or damage to the submitted materials. If there is an issue the festival will contact the exhibitor immediately.

### What are my benefits as an exhibitor?

As an exhibitor, the earlier you register the more benefits you will recognize.

1. Promoting you
  - a. with your own web page on the FOCUS on SIMCOE website.
  - b. With your own page in the festival catalog.
  - c. With our festival map/pocket guide.
2. The festival will supply you with
  - a. signage for your exhibit/venue
  - b. captions for your exhibit
  - c. catalogues and maps to hand out
3. Advertise your event for the exhibit
4. You have the option to sell your work during the festival
5. Expand your network of
  - a. new friends with a similar passion
  - b. New businesses
6. Recognition as a photographer and supporter of the arts
7. Recognition as a supporter of a cultural festival helping to increase tourism (increasing the economic base) for the community
8. A feeling of giving back to your community

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### Signage for Exhibitor Venues

Every exhibit will be provided the signage of their choice (see registration). To ensure consistency for branding, the festival will be the only providers of signage. This will help make the various events/exhibits recognizable to visitors.

Make sure you have discussed this with the venue as it is their property and they might have different thoughts as to what the signage should look like.

The following are the various choices you have for your exhibit. We ask that all signage be returned after the festival ends so that we can recycle them next year.

The examples below are for illustration purposes and not to scale.

6"x6"  
Sintra



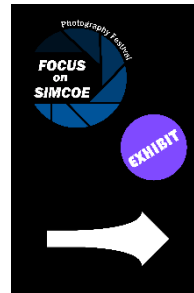
8.5" x 11"  
Poster (paper)



12" x 12"  
Foam Core



12"x 18" Foam Core  
with Directional Arrow  
N S E W



24" x 24"  
CorePlast

