



2025 Fine Art Show and Sale Show Information for Exhibitors

We have received your registration and are looking forward to including your work in our show. We love showcasing the work of our local artists and artisans, giving our community a chance to purchase and enjoy their work and, in the process, raising money to support the art programs in Orange County Public Schools. Included here is additional information to help you find success in our show.

Contacts

Co-Chairs and	Karen O'Donnell	540.840.7202	odonnelllake@gmail.com
General Information	Peggy Shull	571.213.5055	pshullre@comcast.net
Show Layout	Peggy Shull	207.310-8671	pshullre@comcast.net
Show Registration	Jen Heinz	703.508.1104	jenheinz6103@gmail.com
Volunteer Scheduling	Barry Lotenberg	703.473.6243	barry@lotenberg.com
Giving Table Donations -	Dee Knapp	571.239-6294	dpgmomx2@comcast.net

Show Set Up

Peggy will assign all artists to a specific display location. Your location will be marked with your name before your arrival, and a display board showing the entire layout will be available for viewing. Set up is between 11 am and 4 pm on Friday, September 26th. A little pre-planning of your setup will go a long way and helps make your setup quick and easy. Before arriving to set up, please consider the dimensions of your display area, the sizes of your artwork, and how you will make it all fit together. Every effort will be made to have the space ready to be occupied by 11 am, but if something comes up and we are running a little behind, please be patient with us!

Artists Reception

Friday evening, September 25th, we will have an artists' reception from 6 – 8 pm. Wine and appetizers will be served. This reception is for active Lake of the Woods Arts members, exhibitors, their guests, and members of our patron list only. It is not open to the public. Silent Auction items will be offered *only* during the reception.

Show Hours

The show is open to the public on Saturday and Sunday from 10 am – 4 pm. You must keep your display open and set up until 4 pm on Sunday, then remove your artwork between 4 and 4:30 pm. All hands-on-deck to help break down after the close of the show is greatly appreciated.

Volunteer Roles

Even with each exhibitor taking a 2-hour shift to help with show operations, we still do not have enough people to cover the 73 shifts needed to run a smooth show. We have non-exhibiting LOW Arts members who volunteer their help as well, but if you are able to take on more than one shift, it will be greatly appreciated. If you are not comfortable leaving your exhibit, please arrange for a spouse or friend to sit with your exhibit while you take care of your volunteer obligation. Though not preferred, it is possible to have someone take your volunteer shift instead, but only by prior arrangement with our volunteer coordinator and on a very limited basis. Please understand there are very few volunteer positions available for substitutes, and there might not be any available as the time spots fill up quickly. If you need help, please arrange to have your exhibit covered instead.

Show Promotion

All exhibiting artists should submit 4-5 medium-size, high-quality images of their work and agree that the photos may be used for show promotions, which include our website, in Lake Currents, and on social media. You are encouraged to send these images as soon as possible to jenheinz6103@gmail.com. Please use the following format to name your saved artwork photographs: Last name_first name_Title of the art piece. The earlier we receive your images, the more likely they might be used for promotions. It is possible to sell before the show based on early publication. In addition, our show program will list each exhibitor's name and their preferred form of contact.

Pricing, Selling

Please review the Artistic and Show guidelines that follow.

The show will have a central cashier table to collect money, and taxes will be added at that time. LOW Arts takes care of tax payments to the State of Virginia. Payments can be made by cash, check, or credit card. You do not need to escort your buyer and artwork to the cashier's table, but you may choose to do so.

Price tags must be attached to every item and attached so they can be easily removed by the cashier. Please place smaller items in a bag or box with the price tag on the outside. Items placed in plastic bags should have the tag on the outside of the bag for easy removal. Tags on 2-D artwork should be attached to the back of the piece with the tag visible on the bottom left.

Please see attachments 4 and 5 in your email for the formatted price tags, which are computer-fillable, and instructions for these price tags. **Note: there are changes this year that will help streamline the checkout and reconciliation processes.**

Marketplace Table

Any active Lake of the Woods Arts member or exhibitor may place small items on the table. Items should be valued under \$30 and may include notecards, small 3D items, small matted prints, or small canvases on easels, etc. You must provide your own display setup (ie: basket for cards etc).

The Giving Table

Donations of artwork are being accepted through September 9, 2026 from our exhibitors and members of the Lake of the Woods Arts Club. All proceeds from this table will go directly to Orange County Schools' Art Program. These items should be of a smaller size and able to be placed on a table for display. Please direct any questions to Dee Knapp whose contact information is above.

Payout

LOW Arts retains 15% commission of sales to cover credit card fees, show promotion, materials, and other costs. Once the show closes, we will reconcile sales records with monies collected, and you should receive your payout check within a few weeks.