



## RENTAL GUIDELINES

- Gallery rental is \$100 per week with an additional surcharge of \$50 for public holidays, Summer School holidays and local festival dates. We ask you to pay 10% of any sales of your exhibited works as an additional rent contribution.
- Once your application has been accepted and your dates have been confirmed you will be asked to pay a \$100 security deposit. The security deposit ensures our Gallery is returned in the state it was handed to you as per the requirements below. Floors cleaned and mopped, benches wiped and all plinths and hangers back in place & any damages reported.
- If a confirmed show is cancelled by the exhibitor within 14 days of opening, you will forfeit your security deposit.
- Total Gallery rental is due prior to the commencement of your show. Additional rent contributions are due within 14 days of the last day of your show. If you require an invoice let us know your figures so this can be arranged.
- Gallery key is provided for the duration of your booking.. Keys must be returned to the key safe at bump out. Keys include one for the front door, cash box and Mechanics Hall front door so artists can access the toilets. Customers are not permitted to use the Hall toilets. There are public toilets 100m away in front of the Golf Club.

## EXHIBITION GUIDELINES

- Exhibitors are required to sign and return the Arts Inc. Gallery Code of Conduct form.
- It is the exhibitor's responsibility to insure their own work against damage and loss.
- Each confirmed exhibition will be assigned a gallery committee liaison who will be your point of contact before and throughout your exhibition.
- Gallery must be open on weekends between 11 am & 4 pm. Other times at artist's discretion.
- Gallery sitting is to be organised by the exhibiting artist/s.
- Exhibition openings are by choice. Organisation & associated costs are the exhibitor's responsibility. You may request to hire the adjacent kitchen in the Mechanics Hall for an additional fee per night. Please talk to your liaison for details and conditions.
- If you require the lighting system to be adjusted to suit your exhibition please be in contact with your liaison, please do not adjust it yourself.
- Exhibitors manage the sale of their artwork. We advise that you manage a running sheet of prices. Note: Gallery does take 10% as an additional rent contribution on all sales made.
- Advertising is the exhibitor's responsibility & expense. This includes poster design, printing and distribution.. In your advertising please include the Arts Inc logo or *Supported by Apollo Bay Arts Inc.* We are happy to share your posts and images on Apollo Bay Arts Inc. social media (Facebook and Instagram) and Arts Inc. Gallery website.

## MARKETING

The applicant is responsible for creating their own marketing materials and promotions. Arts Inc. Gallery is purely volunteer run, but will support exhibitors via our channels as long as we have the following materials from you:

**Website:** For our [web site calendar of events](#) provide the following **within one fortnight** of the confirmation email.

- Title of your exhibition
- Names of artists
- Exhibition dates (often not the whole week of the booking)
- One or two paragraphs about the exhibition. Information can be updated as we get closer to the exhibition so don't worry about some details changing
- 1 - 4 good images (in SQUARE FORMAT , no more than 1MB). If you don't have these just yet (yep, we get it!) please send an image indicative of your work as a placeholder until you can provide an image of the works in the exhibition
- If you already have a promotional graphic for your exhibition please forward (MUST BE SQUARE FORMAT for the web site and instagram).

### Instagram:

- Please provide images in SQUARE FORMAT for instagram posts or your videos for reels **ONE FORTNIGHT PRIOR to your exhibition** where possible.
- **TAG US CORRECTLY** or we cannot re-post your materials! **@apollo\_bay\_arts\_inc\_gallery**

If you need design assistance for your marketing materials please email Gallery committee member Sarah Doyle at creekpde@gmail.com and she will be happy to assist if she has capacity.

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## IMPORTANT INFORMATION

- Account details for direct deposit BSB: 633000 Account No. 149524811 Ref: Surname & Invoice No..
  - When setting up the Gallery you **MUST NOT USE**: blu tac, staples, hooks, nails/pins on the walls, or tape on hanging wires. If you think you will require to use one of the above please talk to your liaison beforehand. Use of these items without consultation will be considered damage and will result in forfeit of your security deposit.
  - We provide a hanging system, plinths in various sizes, wall numbers, lockable money box, speakers, one small table and two chairs.
  - Arts Inc. Gallery does not supply an EFTPOS system. You will need to provide your own system for sales.
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