

# ART SALE PROCEDURES & INFORMATION GUIDE



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## ARTISTS' RESOURCE WEB PAGE

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Visit [www.mcmichaelvolunteers.com/2011artistonly](http://www.mcmichaelvolunteers.com/2011artistonly) for the **2011 Artists' Resource Webpage**. Here, you'll find updated information related to the sale, frequently asked questions, photographs of the display space, Works Lists for downloading in Microsoft Excel format (see below), and the Art Delivery Schedule (once completed).

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## SUBMITTING YOUR LIST OF WORKS

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Please submit your list of works electronically (i.e., use your computer to send an email). On the **2011 Artists' Resource Webpage**, you'll find a link to a Microsoft Excel spreadsheet which (should you happen to have Microsoft Excel on your computer) will make it easy to list the required information for the works you intend to bring to the sale (title, medium, size-H, size-V, price). If you don't have Excel, don't worry. Send an email or call Geoff Simpson at 905 893 1121 Ext. 2269 (volunteer line) and we'll work out an alternative. It just makes it much faster and easier on us and less chance of errors if we don't have to retype the information. Please return the list via email to [artsale2011@McMichaelVolunteers.com](mailto:artsale2011@McMichaelVolunteers.com) no later than October 1<sup>st</sup>.

**Only original works may be entered in the Autumn Art Sale.** Works which have already been reproduced to create products for sale should not be submitted. Original works that have been reproduced will not be accepted. Original artist hand-pulled prints must be in editions of 50 or less.

Don't go crazy, but please list every work you intend to bring with you to the sale (10 to 40 is normal; 80 is a bit crazy). This information is used both for our cash register database, as well as for producing the works labels (with price) for your panel. It's easier to update the cash register and produce the cards in advance rather than producing new ones throughout the weekend. We'll give you label/price cards for your preregistered works when you arrive for delivery on Thursday October 20.

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## CHOOSING YOUR DELIVERY TIME SLOT

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Artists will deliver their works to the gallery on Thursday October 20 between **10:00 am to 4:00 pm**. You will be given a 15 minute time slot to park your vehicle at the gallery end of the parking lot, unload your works (with the assistance of a volunteer and supplied dollies), and proceed to **Registration**. The security personnel at the parking gate will have your name and show you where to park (the area will be clearly marked). To guarantee a smooth registration process for all the artists it is very important that you adhere to your appointed time.

**If you have not already done so, please choose your preferred delivery block and send an email to [artsale2011@mcmichaelvolunteers.com](mailto:artsale2011@mcmichaelvolunteers.com):**

Early Block:	10 am to Noon
Middle Block:	Noon to 2 pm
Afternoon Block:	2 pm to 4 pm

Once all requests have been received and processed, you will receive an email informing you of your exact delivery time. The delivery schedule will also be posted on the Artists' Resource webpage once completed.

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## DISPLAYING WORKS AT THE MCMICHAEL

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Artist will have a panel six feet wide by seven feet tall on which to display and hang their works. (Sculptors will have a six foot by six foot area within which to display their works. Pedestals will be required.) Please sketch out your display plan (for your own use only). As artists' panels are directly connected to adjacent panels, please leave at least an inch of space around the sides when laying out the display of your works. Panel assignments are made in advance, independent of artist requests. Each panel has two overhead directional lights. No additional lighting can be accommodated.

All works that are framed must be professionally wired and ready for hanging. Paintings on gallery stretched canvas with painted sides do not need to be framed. The gallery will provide hanging hardware (secure hooks affixed on hanging cables).

You may bring as many works to the sale as you wish, however, there is no storage space at the McMichael, so your extra works must remain in your vehicle over the weekend. You may replace paintings as they are sold, or on Saturday and Sunday mornings beginning at 9:30 am.

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## REGISTRATION

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Upon arrival at **Registration**, you will be greeted by a volunteer who will hand you a package containing your identification, panel number and a welcome letter. You will be directed to one of the **Backroom** check-in tables where another volunteer will sign in your work, process a Condition report and give you the labels for your works. From here you will be shown to your panel and assisted with hanging your work (if needed). To avoid congestion in the registration area, please do not enter the gallery with all the work you have brought for the sale. Begin by registering only the pieces which will be shown at the opening of the sale.

**IMPORTANT:** It is imperative that prior to any unsold works being removed or replaced; you must go through the **Backroom** to make sure that paperwork is completed correctly. **All art coming in or going out** goes through the **Backroom** to ensure accurate tracking.

*The Art Sale Chair reserves the right to disqualify any artist who has falsified their submission or is attempting to register art that is inferior, dirty, in poor condition or not professionally framed (if framed) and wired.*

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## FRIDAY DINNER FOR ARTISTS & VOLUNTEERS

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There will be a complimentary light buffet supper for the artists and volunteers beginning at 4:30 pm.

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## GALA OPENING

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The Gala Opening is Friday, October 21<sup>st</sup>, from 6 p.m. to 10 p.m. It's not a black tie event, but a good opportunity to get (a little) dressed up and have some fun. We'll have complimentary hors d'oeuvres, free admission and parking, and a cash bar and we're expecting a big crowd.

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## SELLING YOUR WORKS

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We will take care of the purchase transaction. McMichael Volunteers will be in abundance on the floor during the weekend. When a customer decides to purchase one (or more) of your pieces, a volunteer will take the piece (and the work's label/price card) and walk with the purchaser to our **Cash Desk**. The work will be wrapped and given to the purchaser, or kept securely in the **Backroom** if they prefer to keep browsing. A **red circle sticker** will be affixed to your label card, and the card will be returned to you to hang on your panel, indicating a sold work ●

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## SEE YOU ALL WEEKEND

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We would like to encourage all artists to attend the opening evening and to be available for the entire weekend. Our guests like to speak directly with you, and this personal contact gives you the opportunity to be involved in the promotion and sale of your art and for possible future relationships.

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## FOOD DURING THE WEEKEND

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As mentioned above, we will provide a complimentary light buffet supper on Friday October 21<sup>st</sup> for artists and volunteers beginning at 4:30 pm.

There is an excellent restaurant on site at the McMichael. There are also a variety of places to eat nearby within the village of Kleinburg. Artists are also welcome to bring their own lunches – space will be provided over the weekend for this purpose.

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## PARKING OVER THE WEEKEND

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Complimentary parking is included for all artists. Please identify yourself at the parking booth, as your name will be on the Artist list.

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## SUNDAY ART REMOVAL

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Leave your vehicle in the parking lot and be inside the Lobby before Security locks the front doors at the end of the day. Have your wrapping materials with you so you can pack up your work.

A Volunteer will help you move your works close to the front door and watch over them while you bring your vehicle to the front door for pick-up. Re-enter the lobby, retrieve your works and load your vehicle as quickly as possible to make way for the next artist.

If for some reason you are unable to be present to remove your works, please provide written authorization to someone to retrieve your work on your behalf. Without written permission we cannot release your work. Works cannot be left at the McMichael after the sale.

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## SHARE OF SALES

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Your share of the sales is 65% of the selling price. We ask that you forward an invoice to the McMichael Volunteer Committee in this amount plus GST, if you have a GST registration number. PST should not be added as Retail Sales Tax (PST) should only be charged to the final user, which in this case is the customer. The McMichael will charge the customer both GST and PST on the purchase price and will remit all taxes to the appropriate government. (The Gallery will send you a cheque with or without an invoice. We keep accurate records of all sales.)

As you are probably aware, any payments accepted via credit card will result in a fee charged back to the McMichael. This fee will be split in the same ratio as the sale, 65% to you and 35% to the McMichael Volunteer Committee. Your portion of this fee will be deducted from our payment of your invoice. If you sell any of your work within 30 days of the Art Sale to someone introduced to your work at our Art Sale, we would ask that you extend the same 65% / 35% split and kindly forward a cheque to us. You will be responsible to charge and remit the appropriate taxes on these sales.

## PROMOTION

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35,000 four colour brochures will be distributed to promote the sale, in addition to our media placements. In early September, 200 will be sent to each artist to distribute amongst your mailing list, or places in your community where potential customers might visit (restaurants, shops, etc.). They will be distributed via Canada Post to members of the McMichael, and homes in the general area, and other select target locations. We place ads in local newspapers. Our web site receives good traffic.

If you have any suggestions for places to advertise (hopefully free), let us know.

## FOUR TASKS

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1. Choose your preferred block for your art delivery times, and **email your choice** to [artsale2011@mcmichaelvolunteers.com](mailto:artsale2011@mcmichaelvolunteers.com).
2. Type out the list of works you intend to bring with you for the weekend, for which we will produce label/price cards and update our cash register database. **Send this list via email by October 1** to [artsale2011@mcmichaelvolunteers.com](mailto:artsale2011@mcmichaelvolunteers.com)
3. Check your email (or the Artists Resource Page) for confirmation of your exact scheduled delivery time. (Please be on time!)
4. **Distribute the Art Sale brochures** to your mailing list, or strategically place them (with permission) in places around your community where potential customers might be encouraged. If you are not able to distribute all 200 prior to the sale, please bring the remainder with you so we may distribute them over the weekend.

If you have any questions, send an email to [artsale2011@mcmichaelvolunteers.com](mailto:artsale2011@mcmichaelvolunteers.com), or leave a message on the volunteer line at 905 893 1121 Ext. 2269 (note, messages are checked weekly on Mondays).

We look forward to seeing you in October!

Louise Walter  
Art Sale Chair,  
McMichael Volunteer Committee

