



EXHIBITION CHECKLIST

Here are just some of the areas that need to be pre-planned and responsibility appointed. When organising an exhibition there is far too much work for any one person to do so the more you can delegate the better. This leaves you with the task of overseeing and co-ordinating the smooth running of the final stages and the days leading up to the opening of your exhibition. The areas of responsibility are as follows.

1/ The Co-ordinator

Oversees all of the below and keeps checking for areas that might have been forgotten.

2/ The Venue

Hire	—
Notices/signs	—
Layout	—
Lighting	—
Picture Hangers	—
Refreshment	—
Insurance	—
Invalid Access	—
Liaison with Owners	—
Tables/Chairs	—
Screens	—
Seating	—
Flowers	—
Parking	—
Demonstration Rooms	—
Cloakroom/area to hang coats	—
Cabinet For Miniatures	—
Photographer	—

3/ The Finances

Using the list above estimate the cost of each. This is your expenditure. Now write a list estimating your potential income eg. Catalogue sales, picture commissions, charge made at the door.

INCOME – EXPENDITURE = PROFIT

If your profit is a minus figure then your budget needs to be reviewed. If you are unsure of how budgets work please do contact Nicky or Joanne at Head Office for some advice.

4/ Printing

Some samples of our pre-printed exhibition stationery are enclosed but the SAA can also offer you help and advice with certificates and catalogues.

5/ Sponsorship

Chase anyone and everyone who may put up some money towards the event, either as a direct sponsor or as an advertiser in the catalogue. Some suggestions of who to contact are:

- » Art materials companies
- » Art shops/galleries
- » Picture framers
- » Hotels
- » Restaurants
- » Holiday companies
- » Insurance companies

These can all be found in the Yellow Pages or local press.

6/ Advertising

Let the SAA know full details of the exhibition as soon as possible using the Exhibition Information form and we can give it good coverage in Paint.

We can also provide press releases to local media and mail SAA members in you area. Please see the enclosed Exhibition Information Form for further information.

7/ Preview Evening

Check:

- | | |
|---|---|
| Decide who to invite and send out invitations | — |
| Invite some VIP's (eg local Counsellor, Town Mayor) | — |
| Refreshments | — |
| Buffet | — |
| Other art clubs/RSC groups | — |
| Local artists | — |

8/ Prizes

Confirm with the companies who will donate prizes and liase with SAA Head Office to see what prizes they can donate.

Check:

Who will select winners	—
List of prizes to be awarded	—
Who will present awards	—
Photographs of prize winning pictures	—

The winners of the Favourite Painting (voted for by visitors to the exhibition using the pre-printed vote forms) will receive a Stockholm Crystal Goblet with Presentation box and an SAA certificate. These will be delivered with extra supplies of your exhibition stationery.

Runners-up certificates and prizes can also be donated by the SAA. Please contact Head Office if these are required.

9/ Handing in/hanging/taking down/collection of works

Have one person to oversee this area and plan ahead how it should work.

Check:

Hammer and nails	—
Glass cleaner and cloth	—
Layout in hall – in subject categories or not	—
Spare picture hooks/wire	—
Picture labels (see pre-printed stationery)	—
Contact name and number for a friendly framer near by for last minute repairs to broken glass etc	—

10/ The final event

To make sure it runs smoothly on the day check:

There is some one to take photographs	—
Staffing – work out a rota	—
Entrance – cash box/float/number of visitors	—
Info on the SAA	—
“SOLD” Stickers	—
Picture sales – have one person in charge of this, working from just one catalogue on the day, so that pictures are not sold twice!	—

This is by no means a comprehensive list – there will be areas that are not relevant to your exhibition, and areas that we have perhaps not covered. It is designed as a guide to help you. We hope you find it useful though really these are just points that we have gathered during the course of the SAA exhibitions. If there are any areas that we have not thought of please do let us know so we can share them with other RCS's organising exhibitions.