



## ARTIST REGISTRATION FORM

Produced by The Talmadge Company

The Talmadge Art Show began in 1990 in the living room of the 1936 Talmadge home of producers Sharon Gorevitz and Alan Greenberg. The Talmadge Art Show is now held four times a year: February, May and November in San Diego and August in different locations. The Talmadge Art Show has grown to include up to 80 artists who produce and sell works of art including glass, pottery, raku, jewelry, oil paintings, clothing, mixed media, gourds, purses, cards and more. All artwork displayed at the Art Show must be made by the artist and the table must be staffed by the artist during the Art Show. Space is limited in every location and each show is juried.

*Space Allocation:* The booth is an 8' X 5' space with a chair provided. No art may be hung on the walls in any venue and you will need to bring fixtures for all hanging items. If you have a different type of setup (don't use a table, only fixtures, etc.), you need to describe this on the registration form and provide a photo of your booth. You can apply for more than one booth. Lighting for the table is suggested for every show—just bring an extension cord.

*Fees:* For 2012, the booth fee is \$100.00 (the August show is \$125.00), and there may be some exceptions and is non refundable once you are juried in to the show. The commission is 20% on all sales. There is a central cashiering booth where all sales are taken, monies collected, including tax on the sale. Cash, checks and credit cards are accepted. The Talmadge Company pays the sales tax. Two weeks after the show, the check along with a computer printout with all the sales information is sent to the artist.

*Publicity:* A mailer with photos of artwork, a list of selected artists and information on the event is sent approximately 2-3 weeks prior to the Show. Marketing includes publicity in major newspapers, magazines and websites. PR coverage is requested from the local TV stations.

*Website:* The Talmadge Art Show has a website and if you would like to have your website or email address linked, there is an additional cost of \$25.00-for every show. If you would like to have an individual pop up page created with your information on the site, the cost is \$75.00 for the first show and \$25.00 for subsequent show-if you use the same creative. (examples of the link and the pop-up page are on the site) This additional information will be archived on the website. These options are available under "Registration".

*Setup:* Day of the Show, setup begins at 8:00 a.m. and must be completed by 9:30 a.m. Breakdown will not begin until 4 p.m. at the end of the Show and must be completed by 5 p.m. Remember: you must bring your complete setup. Only chairs are provided at each venue.

*Photos:* Two photos must be included with the application for the jury process. Whether you are applying on-line or by mail, please email your photos to [rtdavenport@gmail.com](mailto:rtdavenport@gmail.com). Photos can also be sent to be considered for the mailer or the website. If you would like to have photos taken of your artwork, email [talmadgeartshow@me.com](mailto:talmadgeartshow@me.com). Again, all photos are to be emailed to [rtdavenport@gmail.com](mailto:rtdavenport@gmail.com). If you have questions about the size of the photos or the resolution, please contact [rtdavenport@gmail.com](mailto:rtdavenport@gmail.com).

*Registration:* Complete the attached Registration Form. On-line registration and payment through PayPal is preferred, but you can pay by check and mail with the application to:

Talmadge Art Show  
P.O. Box 601003  
San Diego, CA 92160

Questions: Call 619-559-9082 or email [talmadgeartshow@me.com](mailto:talmadgeartshow@me.com).

Step I: Complete the Printable Registration Form – Talmadge Art Show Applying  
for February\_\_\_\_\_ May\_\_\_\_\_ August\_\_\_\_\_ November \_\_\_\_\_  
Year Year Year Year

NAME\_\_\_\_\_

EMAIL\_\_\_\_\_

STREET ADDRESS\_\_\_\_\_

City\_\_\_\_\_ STATE\_\_\_ ZIP\_\_\_\_\_

HOME PHONE\_\_\_\_\_ CELL\_\_\_\_\_ FAX\_\_\_\_\_

As a service to our artists, The Talmadge Company will promote artists on the website with two options.

Yes, link my \_\_\_ website or \_\_\_ email address. (please choose one) The cost is \$25.00. Print clearly: \_\_\_\_\_

A hot link to your existing website or email address will allow people to contact you from our website.

Yes, I would like to have an Artist's Page on the Talmadge Art Show website. The cost is \$75.00. Your Artist's Page will allow you to promote your art through a photo, description and contact information. If you purchase the Artist's Link, we will contact you to coordinate the details with you.

Artist

Medium/Media\_\_\_\_\_

Please describe your work in 100 words or less:

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Any Special Requirements

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Set-Up (let us know if do not use an 8 ft. table, but are bringing shelving or fixtures or another type of setup. Include a photo or a description.

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**PLEASE READ THE FOLLOWING RULES, REGULATIONS AND SIGN:** Only artists displaying their own original art will be able to participate in the Talmadge Art Show. Information pertaining to the artist's work is permitted. Submitted pieces for either the mailer or the website are not required to be at the Talmadge Art Show, but must accurately represent the type of work displayed at the Talmadge Art Show. Talmadge Art Show reserves the right to request removal of displayed work that does not reflect that which is submitted. (i.e. crafts, other artists' work, etc.) Absolutely no imported, manufactured or mass-produced items, kits or articles not made in total by the artist. The only exception is re-manufactured items (i.e. items made from other products such as purses from sweaters, or embellished boxes, etc.). Artists are responsible for the transportation, installation, insurance and security of their work. Talmadge Art Show, its organizers, sponsors, volunteers, affiliates, and all venues where the Talmadge Art Show is produced, accept no responsibility for loss/accidents or injury/damages. Talmadge Art Show retains the right to use photographic images of artists and/or their artwork for advertising and promotion purposes only. Once accepted into the show, all fees are non-refundable. A commission is collected on all sales and the Talmadge Company will pay the sales tax. Talmadge Art Show reserves the right to refuse registration to anyone for any reason. A mailing list or email list of names is also to be provided to the Talmadge Art Show solely to be used for promotion purposes. All decisions are made ultimately at the discretion of the Talmadge Art Show.

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Signature

Date

I accept the Rules and Regulations of the Talmadge Art Show

Step 2: Mail completed registration form and booth fee of \$100.00 (\$125.00 for August show) to:

Talmadge Art Show  
P.O. Box 601003  
San Diego, CA 92160

Step 3: If you are new to the show, send at least two photos for the jury process to:  
[talmadgeartshow@me.com](mailto:talmadgeartshow@me.com)

Step 4: If you want a photo to be considered for the mailer, publicity or the website send photos to: [rtdavenport@gmail.com](mailto:rtdavenport@gmail.com)

Step 5: A mailing list or email list of your clients and friends is required once you are accepted in to the show. It needs to be in Excel format and sent to  
[talmadgeartshow@me.com](mailto:talmadgeartshow@me.com)

Please see the following link for a sample Excel worksheet for your mailing or email list. Please open this link, add your mailing list, save the file and return it to us at: [talmadgeartshow@me.com](mailto:talmadgeartshow@me.com)

<http://talmadgeartshow.com/excel/TAS-Mailing-List-Sample.xls>

These lists will only be used for publicity for the Talmadge Art Show and not used for any other purpose. These lists are never sold.

The Talmadge Art Show mails to over 12,000 physical addresses and also sends email blast to almost 5,000 people.