

# MBAA 5<sup>th</sup> ANNUAL HOLIDAY SHOW

November 16 - Dec 1, daily 10 – 8 PM, closed Thanksgiving  
Brookwood Mall, Gus Meyer space, lower level  
Opening reception Friday Nov 16, 4 – 8 PM

Please join your fellow MBAA artists and friends for this special event at Brookwood Mall. The MBAA Holiday Show has a “gallery opening” like atmosphere, where artists present their latest and competitively priced fine art. Our reception is a great way to thank our regular customers as well as get together with fellow artists at this fun event. We will enjoy fellowship, refreshments, all while showing our latest work! MBAA also will give back to our community by donating 10% of the total sales to the local childrens' charity, Make a Wish!

Make a Wish is a non-profit organization in Alabama that grants wishes for critically ill children. We are excited to partner with this great charity.

## Show Guidelines

**We need our members to participate by volunteering to help in some way: in manning the space, or set-up/take-down, demos**

**ELIGIBILITY:** MBAA members in good standing as of the September meeting and who have attended at least one meeting in the past 12 months prior to the show are eligible to participate. Members joining after the September meeting may sign up but will be placed on a waiting list in the order their application was received. Vacant spots may then be filled with members who joined after the meeting.

**FEE:** A fee of \$75, made payable to MBAA is due with your registration form or by Paypal on our web site. This fee is non-refundable once you have been accepted as an exhibitor. Acceptance into the show will be determined by the date that your completed registration form and fees are received until we reach capacity. A list of exhibitors will be posted on the website as soon as possible. The \$75 fee covers the lease of the store space (2 weeks), reception food and beverages, advertising (street banners, signs, postcards, posters, printing costs, etc...)

**DISPLAYS:** Artists will each have one side of two 3'x 6' panels. Artist's work must not extend over the top or sides of the provided panels. No artwork shall be placed on the floor. Artists with oversized work should indicate such on the registration form and will be given a comparable amount of assigned wall space. These artists will not have the two complete panels. Artists shall provide their own containers (attached to their panels) for prints, note cards and/or business cards. Anything attached must fit within the 3'x6' display area. Artists are to provide their own display hangers/hooks.

**NAME TAGS & SIGNAGE:** MBAA will provide name signs as well as name tags for each artist.

**WHAT TO SHOW:** Display only original, fine, two dimensional work in oil, watercolor, acrylic, mixed-media on canvas, board, paper or other traditional grounds. All work should be hang-able. **Giclees and prints of your original paintings may be exhibited up to 1/2 of your display and must be identified as such on the price card. No etchings, lithos, screen prints or similar printings techniques are allowed, no photography, pottery, ceramics, jewelry or sculpture.** All artwork must have a clear name on the back.

**PRICE CARDS:** MBAA will furnish the price cards and /or an emailed copy that should be printed on cardstock. Every work must have a price card displayed that lists the artist name, title of the painting, medium and the price.

**DISPLAY PANELS & SETUP TEAM:** MBAA members and friends are asked to donate 3' x 6' display panels for the show. Even if you are not in the show, **PLEASE DONATE YOUR PANELS!** Deliver the

grid type panels to Brookwood Mall as coordinated by the team. Make sure all panels and all parts are clearly marked with your name, even the clips. If you cannot deliver your panels to the mall, please contact the committee to arrange pick up.

**ARTIST SETUP\*:** one and one-half days

Thursday, November 15<sup>st</sup> from 10AM - 4PM,

Friday, November 16<sup>th</sup> 10 am - 1 PM . You will be emailed a map of delivery points at the mall.

**ARTIST TAKEDOWN \*** Sunday, Dec 2nd from 10AM – 4 PM and Monday Dec 3 from 10AM – 2PM.

If you have to remove and/or return paintings due to appearing in another scheduled show, please make arrangements through the show committee.

**SALES & TAXES:** All sales permits will be handled by the club. All sales will go through the central checkout table. MBAA will handle collecting and remitting all retail sales taxes to the city, county and state. Sales made by Visa/MasterCard will show a deduction of 4% to cover the merchant fees. 10% will be deducted from the price of the artwork to benefit our charity, Make A Wish.

**RECEPTION:** MBAA & Make A Wish will provide refreshments based on how many guests are expected to attend the show. The food is provided for our guests, so members should eat dinner before they arrive. Artists may bring a snack/drink to the show and an area will be provided for their belongings.

**YOUR PART:** YOU are the best form of advertisement for this show! Please indicate on the registration form the number of postcards you will send out. Legal-size posters will be available for all members to place or post in their vehicles and we will need volunteers to distribute these to businesses. Cards and posters will be available for pick up at the October evening meeting. Please send out EMAILS to everyone in your address book announcing the show. Advertising on Social Media Sites is also a great way to connect with patrons, and gain new clients. Use Facebook, Twitter and your Website to your advantage!

**SECURITY:** MBAA and Brookwood Mall is not responsible for theft, damage or injury to you or your property.

**DATES TO REMEMBER:**

- Dates and times for setup and takedown may change as we coordinate with the mall

October	10	Registration deadline	
	23	Evening meeting, Emmet O’Neal Library 6:30 - 8:00PM	Poster & card pickup, social hour
November	14	Display panel delivery	9 - 4 PM
	15	Artist setup	9 - 4 PM
	16	Artist setup	9 - 1 PM
	16	Opening Reception	4 - 8 PM
December	1	Last day	10 AM - 8 PM
	2	Artwork takedown	9 - 4 PM
	3	Artwork takedown	9 - 2 PM
	3	Display panels removed	2 PM - 8 PM

For more information contact the Holiday Show Chair Robine Wright,  
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