

EXHIBITION CHECKLIST



There's a lot of moving parts when it comes to a virtual art exhibition. Use this checklist to make sure all of the important details are covered and questions are answered by exhibition sponsors.

NAME OF EXHIBITION:

NAME OF EXHIBITION SPONSOR AND WEBSITE:

MAIN CONTACT PERSON AND CONTACT INFO:

EXHIBITION DATES:

DOES THE EXHIBITION SPONSOR USUALLY ATTRACT FIRST-TIME ART BUYERS OR EXPERIENCED COLLECTORS?

WHAT ONLINE PLATFORM WILL BE USED FOR THIS EXHIBITION? HOW WILL WORK AND OTHER CONTENT BE DISPLAYED AND SOLD?

WHICH PIECES AND DETAILS WILL BE DISPLAYED?

WILL THERE BE ANY FORM OF OPENING RECEPTION OR LIVE INTRODUCTION WITH THE SPONSORS AND/OR ARTIST?

WHAT ARE THE RESPONSIBILITIES OF THE EXHIBITION SPONSOR?

WHAT ARE YOUR RESPONSIBILITIES AS THE ARTIST?

IS THERE A CONTRACT PROVIDED BY THE EXHIBITION SPONSOR?

WHEN DO DIGITAL IMAGES OF THE ARTIST'S WORK NEED TO BE PROVIDED FOR THE EXHIBITION AND HOW LONG WILL THEY BE ONLINE?

WHAT CONTENT IS NEEDED FROM THE ARTIST FOR MARKETING MATERIALS AND PUBLICITY? BY WHAT DATE?

DOES THE EXHIBITION SPONSOR HAVE AN EMAIL LIST FOR ANNOUNCEMENTS?

WHO DESIGNS AND EMAILS THE ANNOUNCEMENTS?

WILL THE EXHIBITION SPONSOR EMAIL INVITATIONS TO THE ARTIST'S EMAIL LIST?

HOW ELSE WILL THE EXHIBITION BE PROMOTED?

IF WORK IS SOLD, WHAT IS THE COMMISSION FOR THE EXHIBITION SPONSOR?

IS THERE A DISCOUNT PERCENTAGE SHARED BETWEEN YOU AND THE EXHIBITION SPONSOR?

WHAT IS THE HONORARIUM OR ARTIST'S FEE?

HOW ARE SALES INQUIRIES HANDLED?

HOW WILL SOLD WORK BE DELIVERED TO BUYERS?

WILL PRICING BE AVAILABLE TO BUYERS?

HOW IS SOLD WORK DISPLAYED IN THE EXHIBITION?

WHAT IS THE TIMEFRAME AND METHOD FOR PAYMENT?

DOES THE ARTIST GET THE NAMES AND COMPLETE CONTACT INFORMATION OF COLLECTORS WHO PURCHASED WORK?

WILL THE VIRTUAL EXHIBITION BE REMOVED FROM OR ARCHIVED ONLINE AFTER THE END DATE?

NOTES: