



ARTIST PARTICIPATION GUIDE

As the premier fine arts and crafts festival in the Pacific Northwest since 1947, Bellevue Arts Museum Arts Fair is committed to connecting our makers and designers with customers. This year's virtual Bellevue Arts Museum Arts Fair is an investment in our artist community, promoting small businesses, and growing sales.

We want to ensure that our virtual fair offers the best possible experience for artists, which is why we're thrilled to announce that we will be working with [The Garrigan Lyman Group](#), a strategic digital agency based in Seattle, to build an exclusive virtual marketplace. In future years, the BAM Arts Fair will resume as a hybrid event with both in-person and digital marketplaces, which will highly benefit our exhibitors.

The decision to go virtual was not made lightly; our team spent countless hours surveying artists and reaching out to leading event organizers and city officials to ensure that we were making the right choice for our community. Given the current state of the pandemic and many unknowns regarding safety, we believe that hosting a virtual Arts Fair is the best option for 2021.

As you can imagine, this is a huge endeavor, and we want to get it right! We remain confident in our decision, but flexible in moving forward with artists. Review the Guide and FAQs that follow for information regarding benefits, package pricing, refunds, etc.

IMPORTANT DATES

March 1	Artist Registration opens
May 1	Artist Registration due
May	Additional information coming about next steps!
June 1	Booth Refunds (this only applies to 2020 Fair artists who rolled their participation over to the 2021 Fair, but are unable to participate)
July 19	Virtual Bellevue Arts Museum Arts Fair (BAM Members Preview)
Jul 21 to Aug 4	Virtual Bellevue Arts Museum Arts Fair
September 1	Proceeds distributed to artists

VIRTUAL BENEFITS

- Virtual Booth – showcase your brand story + products
- Customer Marketing Tools – analytics!
- Comprehensive Marketing Campaign
- 2 weeks of Bellevue Arts Museum Arts Fair content
- Manage your inventory & sales through your account
- Easy online setup (additional information coming in May)
- Grow your reach (gain followers on Facebook, Twitter, and Instagram)
- Continue to make personal connections
- Increase visibility to a digital audience

MARKETING CAMPAIGN

The BAM Arts Fair has built a comprehensive marketing campaign including:

6-WEEK MEDIA & MARKETING CAMPAIGN

TV, radio, newspaper

Digital display campaign

Emails to more than 10,000 engaged subscribers

Press releases to regional arts writers/outlets and national arts publications

PRESENCE ON BELLEVUEARTS.ORG (MORE THAN 300,000 ANNUAL VIEWS)

BAM SOCIAL FOLLOWING:

Facebook - 15,733+ followers

Twitter - 4,850+ followers

Instagram - 7,748+ followers

PROFILE PACKAGES & OPTIONS

PROFILE FEATURES	PREMIUM ARTIST PROFILE PACKAGE	ARTIST PROFILE PACKAGE
Marketplace	x (up to 24 artworks)	x (up to 12 artworks)
Video chat with customers	x	
Promotion Option for a direct link to share video or image content (e.g., DIY video, studio tour, workshop)	x	
Bellevue Arts Museum Store Opportunity to consign!	x	
Virtual Booth	x	x
IM with customers	x	x
Links to your social media (customer lead generation)	x	x

PREMIUM ARTIST PROFILE PACKAGE FEES:

\$325 Non-refundable; 15% Processing + Commission fee applied to each sale.

ARTIST PROFILE PACKAGE FEES:

\$250 Non-refundable; 15% Processing + Commission fee applied to each sale.

OPTION #1. PARTICIPATE IN THE 2021 VIRTUAL BAM ARTS FAIR

Welcome to the Virtual 2021 BAM Arts Fair (July 21 – August 4, 2021)! We appreciate your past participation in the BAM Arts Fair and want to invite you to participate in our virtual marketplace. Stay connected and invest in growing your online presence and brand.

Q: What are the artist profile pages going to look like?

A: [Click here](#) to view a snapshot of the artist profile pages.

Q: Do I have to jury?

A: Since you have participated in a past BAM Arts Fair and have gone through the jury process previously, we would be thrilled if you joined us for our inaugural Virtual BAM Arts Fair. You will not have to jury to participate for this year only. Welcome!

Q: Can I view analytics?

A: Absolutely! Our online system will be able to track how many visitors you had to your profile page and which products were most popular.

Q: If I was not invited to participate, can I register?

A: Unfortunately, not this year. In future years, we will put out a call to artists and request submissions from all makers, but not for 2021 due to timing limitations. Please email meredithl@bellevuearts.org to be added to our mailing list.

Q: What does it cost to participate?

A: The cost to participate in the virtual marketplace depends on whether you choose the Artist Profile Package (\$250) or Premium Artist Profile Package (\$325). In addition, there is a 15% fee applied to each item sold. The fee includes processing, credit card, handling, and commission. See Profile Packages & Options on page 3.

Q: How do I receive payment from BAM?

A: Bellevue Arts Museum will send payment for your sales by September 1, 2021. Your payment will include all sales minus the 15% processing + commission fees. If you were a 2020 Fair rollover artist, then you will also receive the remaining credit for your 2020 booth fee.

Q: I was accepted in the 2020 BAM Arts Fair and rolled my booth fee over to the 2021 BAM Arts Fair, when will I receive my refund?

A: Great question! Since BAM currently has your booth fee deposit from 2020, you have a credit with BAM. If you choose **not to participate** in the virtual BAM Arts Fair, then you will receive a check for a full refund mailed by June 1, 2021. If you choose **to participate** in the virtual BAM Arts Fair, your credit will be applied to the chosen Artist Profile Package (\$250 or \$325) and the 15% processing and commission fee. The 15% fee applies to each item sold. All remaining credit will be sent at the end of the event, by September 1, 2021.

Q: If I chose the Premium Package and am interested in consigning with the BAM Store, how does this work?

A: If you register for the Premium Package then a representative from the BAM Store will reach out to you with additional details.

Q: Do I still get to retain my BAM Artist Membership?

A: Absolutely! If you were a 2020 rollover Fair artist, then your complimentary Artist Membership is valid until 2022. [Check out the incredible exhibitions & happenings!](#)

OPTION #2. UNABLE TO PARTICIPATE IN THE 2021 VIRTUAL BAM ARTS FAIR

We understand if participating in a virtual marketplace does not work for you currently. We appreciate your support and flexibility. If you were a 2020 BAM Arts Fair artist and rolled your booth fee over to the 2021 BAM Arts Fair, then you will be mailed your previously paid booth fee in full by June 1, 2021.

Q: If I don't plan to participate in the 2021 Virtual BAM Arts Fair, do I need to fill out the Registration Form?

A: If you were a 2020 Fair artist who rolled their participation over to the 2021 BAM Arts Fair, then yes. Please fill out the Registration Form and let BAM know you are unable to participate. Artists must fill out this form by May 1, 2021 to receive a full refund. **Bellevue Arts Museum will mail your 2020 booth fee by June 1, 2021.**

Q: Do I still get to retain my BAM Artist Membership?

A: Absolutely! If you were a 2020 rollover Fair artist, then your complimentary Artist Membership is valid until 2022. [Check out the incredible exhibitions & happenings!](#)

INQUIRIES?

Meredith Langridge Anderson

Event Manager

meredithl@bellevuearts.org

[Bellevue Arts Museum Arts Fair](#)

MLA Events, LLC