



2021 VIRTUAL BAM ARTS FAIR

ARTIST PROFILE SETUP GUIDE

Welcome to the 2021 Virtual BAM Arts Fair (July 21 – August 4). We are thrilled that you'll be joining us for the 75th anniversary of the Fair and our first-ever virtual marketplace. Thank you so much for your patience as our team has been developing our virtual marketplace platform. Review the information below to learn how to set up your artist profile with information about yourself, images, logos, products, and more.

PROFILE SETUP PROCESS

- SET UP YOUR ARTIST PROFILE [HERE](#).
- CREATE YOUR ACCOUNT (**must be completed by June 18**)
Add artist descriptions, custom order information, calendar availability, profile and product images, products, logos, social media links, etc.)
- FINALIZE YOUR ACCOUNT BY JUNE 18
- FOR MORE DETAILED INFORMATION, [click here](#) to view the Fair Setup Information PDF

PROFILE SETUP WEBINARS – JOIN US!

ON MAY 19 & MAY 26 AT 1PM PT, BAM will be hosting two webinars on Zoom about how to set up your artist profiles. Come with questions! **If you would like to attend the webinars**, [click here](#) to register!

IMPORTANT DATES

May 13	Award Winners Notified
May 17	Artist Profile Setup opens—artists can begin updating their shops!
May 19	Webinar #1: Artist Profile Setup (1 pm PT)
May 26	Webinar #2: Artist Profile Setup (1 pm PT)
June 18	Artist Profile Setup ends—artists must be done updating their shops
July 19	Virtual BAM Arts Fair (Members Preview)
July 21 – Aug 4	Virtual BAM Arts Fair
September 1	BAM mails proceeds to artists

VIRTUAL HIGHLIGHTS

CUSTOMIZABLE ARTIST PROFILES

- Artist bio
- Social media information and links
- Company logo

EASY-TO-USE PRODUCT CATALOG

- Share up to 10 images per product
- Product description
- Product details (size, color, weight, etc.)
- Product-specific shipping details
- Inventory per product
- Restock inventory
- Add custom order information

VIRTUAL HIGHLIGHTS [CONTINUED]

SALES

- Monitor purchases
- View customer information from those who purchased products

SHIPPING & TRACKING

- Fulfill orders by notifying the customer in the backend of the system that their item is on the way
- Enter the order tracking number and shipping information in your admin panel so customers can easily view their shipping status
- System will email/text customers to notify them their product is on the way, including a tracking URL

CLIENT APPOINTMENT FEATURES

- Let the system know your availability
- Availability is viewed from a link on your artist page
- Shoppers will pick a time based on your availability & the event is automatically added to both your calendars
- The calendar feature integrates seamlessly with your Google, Outlook, Office 365, or iCloud calendar so you're never double-booked
- You can set buffer times between meetings and prevent last-minute meetings from being created
- The system is Time Zone-intelligent and will detect the time zones

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

PRICING/PACKAGES

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.

FAQS

Q: What does it cost to participate?

A: The cost to participate in the virtual marketplace depends on whether you chose 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.

Q: How do I receive payment from BAM?

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

Q: Can I view analytics?

A: Absolutely! Our online system will track how many visitors you had to your profile page, sales, customer emails, and which products were most popular. You will be able to view this in your individual artist portal.

Q: Are you offering any webinars to help artists with setup?

A: YES. On **May 19 & May 26 at 1pm PT**, BAM will be hosting two webinars on Zoom about how to setup your artist profiles and product pages. Come with questions! **If you would like to attend the webinars, [click here to register!](#)** If you cannot attend the webinars, the recordings will be available on our website after each webinar.

Q: How do appointment requests work?

A: For the Premium Artist Profile level, artists will be able to pre-set their availability throughout the event. **BAM will be sending setup information soon for this feature!** Shoppers will be able to view your availability directly from your artist page. Shoppers can pick a time based on your availability, and the event will be automatically added to both of your calendars. The calendar feature integrates with your Google, Outlook, Office 365, or iCloud calendar so you're never double-booked. The system is Time Zone-intelligent and will detect time zones.

Q: How does shipping work?

A: Since BAM will not be holding any product inventory, artists will be responsible for coordinating their own shipping. **When pricing your items, please factor shipping costs into that price (except for large-scale items).** Messaging will be included on each product page so that customers understand that pricing includes the costs of shipping.

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Once an order is ready to be shipped, artists will be able to update the order status in the artist portal. They can enter any necessary tracking numbers or shipping information here. The system will then notify the customer that their order is on the way.

LARGE-SCALE ITEMS: For large-scale items, shipping will not be included. In your product description, please **add that shipping is not included in the price**. Artists will need to figure out **shipping costs and invoice their customer independently** when coordinating the shipping of large-scale items.

INTERNATIONAL SHIPPING: Since artists are responsible for shipping their inventory, **each artist can decide if they will allow international shipping to an international customer**.

CANADIAN ARTISTS: Please factor in the cost of international shipping to your products, as it is very likely a large percentage of customers will be purchasing from the United States.

US ARTISTS: If you would like to make international shipping available, make sure to add a note to your product description that International Shipping will be treated as a custom order. From here, **artists will need to figure out shipping costs and invoice their customer independently if there are additional shipping costs**.

Q: How do custom orders work?

A: We know that many exhibitors utilize the Arts Fair to create custom orders and obtain leads for commissioned pieces. We have a Custom Orders link as an option for each artist, which allows Shoppers and Artists to communicate directly about custom pieces. This is a valuable way to market your products and get them in front of the right audience. Artists will be able to set appointments with customers to collaborate.

Q: How is tax calculated?

A: Tax is calculated based off the product retail value and is applied once a shopper adds the product to their cart and goes through the checkout. The system manages this natively and will apply to all purchases. All funds will be collected through the website directly, and organizers will make sure it is remitted to the state. Artists will receive their revenue from the sale. Artists do not need a UBI#, unless their sales exceed \$56,000.

INTERNATIONAL ARTISTS: If an artist is selling their products from outside of the US, the website will collect taxes for each product sold. If an international artist is selling a product to someone outside of the US, no taxes will be collected.

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Q: If I sell one of my products that's listed online to a customer independently of the show, can I mark this item as sold from the backend?

A: Yes, artists can manage their inventory in the backend of the store. They are able to mark items as sold or change inventory levels. We recommend artists identify products to sell exclusively for the duration of the Fair.

Q: Are reproductions allowed?

A: YES

Q: Can you replace items as they sell?

A: YES. Artists are able to manage their inventory in the backend of the store. Additionally, artists can identify products that can still be sold, even if they are out of stock.

Q: How does the Awards Process work?

A: Even though we're hosting this year's Arts Fair virtually, we still want to celebrate the excellence of our exhibiting artists. Ten award winners were selected by a jury of art professionals. More information coming soon!

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

A: If you register for the Premium Artist Profile Package, a representative from the BAM Store will reach out to you with additional details. [Click here to see the BAM Store's Consignment Agreement.](#)

Q: What's the plan for in-person events in the future?

A: Bellevue Arts Museum will absolutely have in-person events again once we get permission from state and city officials. We are unable to host an in-person 2021 Fair, but cannot wait to see everyone in 2022, when hopefully large-scale events can return.

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?

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MLA Events, LLC



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