

Dear Westbeth Exhibitors,

We want you to have a successful show in the gallery which means building an audience. In order to help you build an audience, here is a timeline of what you will need to do.

Following this timeline will help YOU have a well- attended exhibit with many sales!

Three Months Before Your Opening Date

e-mail us your completed press release. It should include the days and time you are open. You can do longer hours or additional days but the minimum is Wed to Sun 1 to 6 pm. At the same time e-mail us your digitally created show poster with an image of one of the works so we can include it on our website. Visuals, like a poster, always grab attention faster than a press release.

Here are a few pointers on the digital show poster:

- Simple is better than complicated and cluttered.
Can I look at the poster and quickly see...
Whose show it is?
When is it?
Where is it?
Hours of the gallery?
Opening date and hours?
- Your poster must include the Westbeth logo as well as our website: Westbeth.org
If you are having a large group show, artists' like to see their name on the poster but 30 names visually clutter up a poster when it should be quick and easy to read.

6 Weeks Before Your Opening Date

You will receive an e-mail from us asking for information for The Gallery Guide. It will be the title, a two line description of the show as well as days and times you are opened. There are strict deadlines on the gallery guide. Failure to respond will forfeit your listing in the Gallery Guide.

Two Weeks Before Your Opening Date

We will need your show posters. 15 of them should be 8 ½ by 11 and 3 should be 11 by 17. If you have changed the poster from the original one you sent us two months ago, please send us a new digital copy of the updated one.

One Week Before Your Opening Date

We will send you an e-mail to make arrangements to meet with Jane Klein, our in-house facilities person in the gallery. She will go over your load in / load out and the operation of the gallery. Arrange a date and time to meet with Jane.

When you send the PR materials (press release, posters, etc) please send all of it to the following addresses:

westbethpublicity@gmail.com

westbethwebsite@gmail.com

westbethgallery@gmail.com

warcpresident@gmail.com

These recommendations will contribute to the success of your show.