

PRINTFEST 2019

Information for exhibiting artists

www.printfest.uk
[@printfestnews](https://twitter.com/printfestnews)
Printfest-Ulverston
[printfestulverston](http://printfestulverston.com)



Please email us if we haven't answered your questions and we will respond ASAP

Hello and a big welcome to the Printfest Artist Group 2019

Hello

Our aim is to provide you with 'all you need to know' about attending and exhibiting at Printfest.

Topics covered

When you arrive in Ulverston:

Stewards
Parking
Itinerary

Information about your stand:

1. How many panels on my stand
2. Hanging your framed prints
3. Displaying greetings cards
4. Browsers, stools and tables
5. Public liability insurance
6. Printfest raffle
7. The sales desk
8. The wrap desk
9. Storage

Making some noise:

1. Flyers
2. Advertising
3. Media kit
4. Public relations
5. Private View invitations
6. The event catalogue
7. Social media
8. Printfest awards

The last lap:

Arrival time slots
Thursday 2nd May
Friday 3rd May

And finally...

Food glorious food
Artists meet up
Artists packs
Map of artists stands
Group photograph
Artists surveys

Accommodation

If you haven't yet done it then it's time to book somewhere for your stay in or around Ulverston. If you want to stay in a plush hotel or an inexpensive B&B, or rent an apartment then Ulverston and the surrounding area has lots to offer you. Here are a few links that could help find somewhere you are comfortable with.

www.chooseulverston.co.uk
www.seftonhouse.co.uk/book.htm
www.csservicedapartments.co.uk
www.lakesidehotel.co.uk
www.swanhotel.com
www.airbnb.co.uk
www.booking.com/ulverston

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Ulverston is a festival market town ~ the flag fortnight festival will be on when you arrive!

Stewards

When you arrive at the Coronation Hall, we have several stewards in black Printfest t-shirts and pink hi-vis that will help you off-load your prints and materials onto a trolley and carefully take them to your stand whilst you park your car.

Stewards will be working at the Hall for the duration of the show. They are there to help you. They can cover for you at your stand when you need a comfort break or pop upstairs to the café, they should be able to help you, or know who will be able to help you, if required. They will also be there to assist at take-down time on the Sunday.

The Printfest Team want to make this a trouble free and rewarding time for each one of you and are very much looking forward to meeting you all.

Parking

Parking in Ulverston is mainly Pay and Display and costs around £1.20 for an hour or £6 a day. However, you can find side streets that have no parking restrictions on the south side of the A595 that is within a short walk of the Coronation Hall.



Itinerary

Thursday 2nd May

1.00-4.00pm

Sadie Tierney and Flora McLachlan set up their stands

The Opening Talk 6pm

This event is held upstairs in the Supper Room. It is presented by the Printmaker of the year: Sadie Tierney and the Printmakers' Printmaker: Flora McLachlan. The upstairs bar will be open from 5.30pm

Friday 3rd May

8.30am-5pm

Artists set up time

4.00pm

Potential media interviews!

5.00pm

Artists clear the Hall for Award Sponsors to make their selections

6.15pm

Artists Group photograph

6.30pm

Artists back at their stands for the Friends of Printfest Preview

6.30pm

FoPs start to arrive

7.00pm

Private View starts

7.15pm

Welcome talk (5 mins) by Patrons

7.30pm onwards

Award presentations:

Awagami Paper Award, Chris Benefield Memorial Award, Cranfield Awards x 2, Founders' Award, Haigh Award, Handprinted Award, McClures Award, Hawthorn Award, McClures Award, and the Zillah Bell Gallery Award are all presented during the Evening

9.00pm

Private View closes

Saturday 4th May

9.00am

Workshop participants arrive

10.00am

Doors open to the public

5.00pm

Doors close to the public

5.00pm - 6.30pm

Artists informal gathering, wine and nibbles upstairs in the Supper Room

Sunday 5th May

9.00am

Workshop participants arrive

10.00am

Doors open to the public

2.30pm

Voting closes for

Printmakers' Printmaker Award

3.00pm

Voting closes for

Visitors' Choice Award

3.15pm

Printmakers' Printmaker Award

presented

3.45pm

Visitors' Choice Award presented

4.00pm

Doors close to the public

4.05pm

Artists take down their work ASAP - Please remove your work from the panels, removing all screws, move your work about 3ft away from the panels to enable the break-up crew access to the panels without disturbing your work - thank you - Stewards will be available to help take your work out on trolleys while you collect your vehicles

4.30pm

Break-up team start to dismantle stands

9.00pm

Coro left empty

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Information about your stand

1. Exhibition stands ~ How many panels are there on each and how are they laid out?

There are five panels per stand, each panel is approx 800mm wide and 1.9 metres tall. They are constructed in three configurations; 1-3-1, 3-2 and 4-1. Stand allocations in the Main Hall will be made at the beginning of March. The allocation of stands in the Ante Room have already been made.

2. How do I attach my frames to the panels?

You can either screw directly into the panels and then hang your framed prints on picture wires, or you can use mirror brackets especially if the frames are heavy. Please do not use picture hooks or nails as these have caused all sorts of problems in the past. The size of screws that we would recommend depends on how big or heavy your frames are. But for a quick guide, about 20mm or $\frac{3}{4}$ inch if using mirror plates, and perhaps a little longer, say 25mm or one inch if you are using wires, as the screw heads will need to be left further out. The panels are approximately 40mm thick so you wouldn't be anywhere near going through them.

3. How can I display my greetings cards on my stand?

Many artists put up a simple shelf to display cards, others have them in boxes on stools. It's up to you how you want to display them.

4. Can I bring a stool, browser or my small table?

Yes, as long as it doesn't creep onto the visitor's walkways or neighbouring stands.

5. Do I have to have public liability insurance knowing that Printfest have their own insurance?

Yes, you do. For our insurance to be valid, every artist must have their own public liability insurance. You also must supply a copy of it to Printfest as the insurance company can demand to see it whenever they want to. We recommend joining the A-N Air scheme or the SAA Gold cover. Both are very reasonable. Please don't forget to bring a copy for us to keep when you arrive. You will find links to these websites from here: www.printfest.uk/artists/information-for-submissions

6. Will there be a raffle this year and would you like a print donated?

Yes, Printfest is running the raffle this year as always and would greatly appreciate a print from each artist if possible. We display all the prints and whilst it is very popular for the visitors, it is also a very valued way of supporting the running costs of the organisation.

7. Will there be a sales desk and will they be able to take debit and credit card transactions?

The sales desk, based in the foyer, will be manned all weekend and can take debit and credit card transactions throughout the event. Artists are charged 5% of the sales value for this service. We also encourage you to bring your own card reader, if you have one.

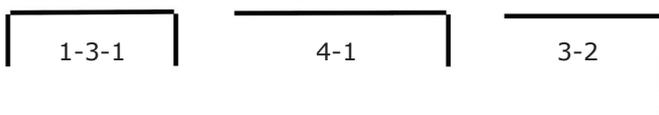
8. Do I need to bring lots of wrapping materials?

We provide a free wrapping service for all artists as part of the package, it is based in the foyer.

9. Will there be anywhere for us to store things?

Artists have access to a space for storage that is off limits to the general public.

stand configurations x 3 kinds



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Marketing Making some noise!

1. Flyers

Advertising flyers for the event are being posted out to you. We have printed 50,000 and they are now being distributed across Cumbria, the North West, the North East and locally.

1. Advertising

We place advertisements in The Westmorland Gazette, The NW Mail, The Lancaster Guardian, Ulverston & Dalton Now, Grange Now, Windermere Now, The Crack magazine in the North East and have printed listings in Galleries Magazine, Society of Wood Engravers, Printmaking Today, and online listings on several sites promoting the Lakes including Go Lakes (Cumbria Tourism). The advertising campaign will run throughout April.

3. Media Kit

Your media kit will be sent via email and includes: an advert, a flyer, a poster and an email footer to place in your email. Plus a list of Artists by location.

4. Public relations

We work with Mike Glover who prepares our main Press Releases. We send out interim Press Releases that align with our Mail Chimp campaigns. We tend to get good coverage from The NW Mail and The Westmorland Gazette. We send press releases and images to several publications which usually promise coverage. TV and Radio Stations will be contacted nearer to the event.

Are you able to team up with Printfest Printmakers near you and contact your local newspapers? Artists by location list will be emailed with your media kit.

5. Private View invitations

If you would like to send invites out, please email us and we will post some to you. Around 400-500 Private View invitations will be posted out end of March. An e-invite will be available for certain circumstances.

6. The Event Catalogue

The Printfest Event catalogue is in production and goes to press the beginning of April. We email you a proof for you to check your details. We list workshops in the North of England in the catalogue and on the website so if you run one or would like to mention one just let us know.

7. Social media

We run Mail Chimp campaigns, and Facebook, Twitter and Instagram campaigns. You can make a difference by sharing, posting, liking and commenting. Make sure to include hashtags as appropriate; #Printfest2019 #PrintfestUlverston #handmadeprint #printmakers #etching #linocut #screenprint #collagraph #artincumbria

8. Printfest Awards

Don't forget that you could be the lucky winner of one of the awards this year. All of them will be awarded during the event (see itinerary). Some of them offer printmaking materials, many carry a financial reward and one is for the Best Newcomer to Printfest, awarded by Zillah Bell Gallery. Make sure we know if this is your first time exhibiting at Printfest in order to be eligible. Find out the details on all the awards here www.printfest.uk/support/sponsors



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The last lap!

Arrival time slots

We are trying to stagger your arrival times on Friday to enable the Stewards to give you as much assistance as possible. So, we have allocated time slots to each of you.

If these are not possible or inconvenient, please email us and tell us your preferred arrival time and we will endeavour to give you the one you want.

Pull up outside the front of the Coro, there are limited spaces, a Steward will be there to greet you with a trolley to take your work to your stand while you go and park your car. We understand about separation anxiety! Make sure the Steward takes down your car registration, just in case.

The slots are as follows:

Thursday afternoon 2nd May

from 2.30pm:

Sadie Tierney and Flora McLachlan

Friday 3rd May 8.30am-3.30pm

8.30 - 9.30am:

Debby Akam, Joanna Allen, Frances Arnold, Jamie Barnes, Helen Bishop, Laura Boswell, Jo Bourne, Anja Percival

9.30 - 10.30am:

Kit Boyd, Matthew Bratihwaite, Ann Bridges, Cath Brooke, Adele Burdon, James Bywood, Hester Cox, Lou Davis

10.30 - 11.30am:

Katie Edwards, Becca & Tom Higgs, Penny Hunt, Amy Hutson, Bridget Jones, Emma Kirkman

11.30 - 12.30pm:

Stephen Lawlor, Moira McTague, Martin Mitchell, Gregory Moore, Diana Moss, Jane Mowat, Helen Murgatroyd

12.30 - 1.30pm:

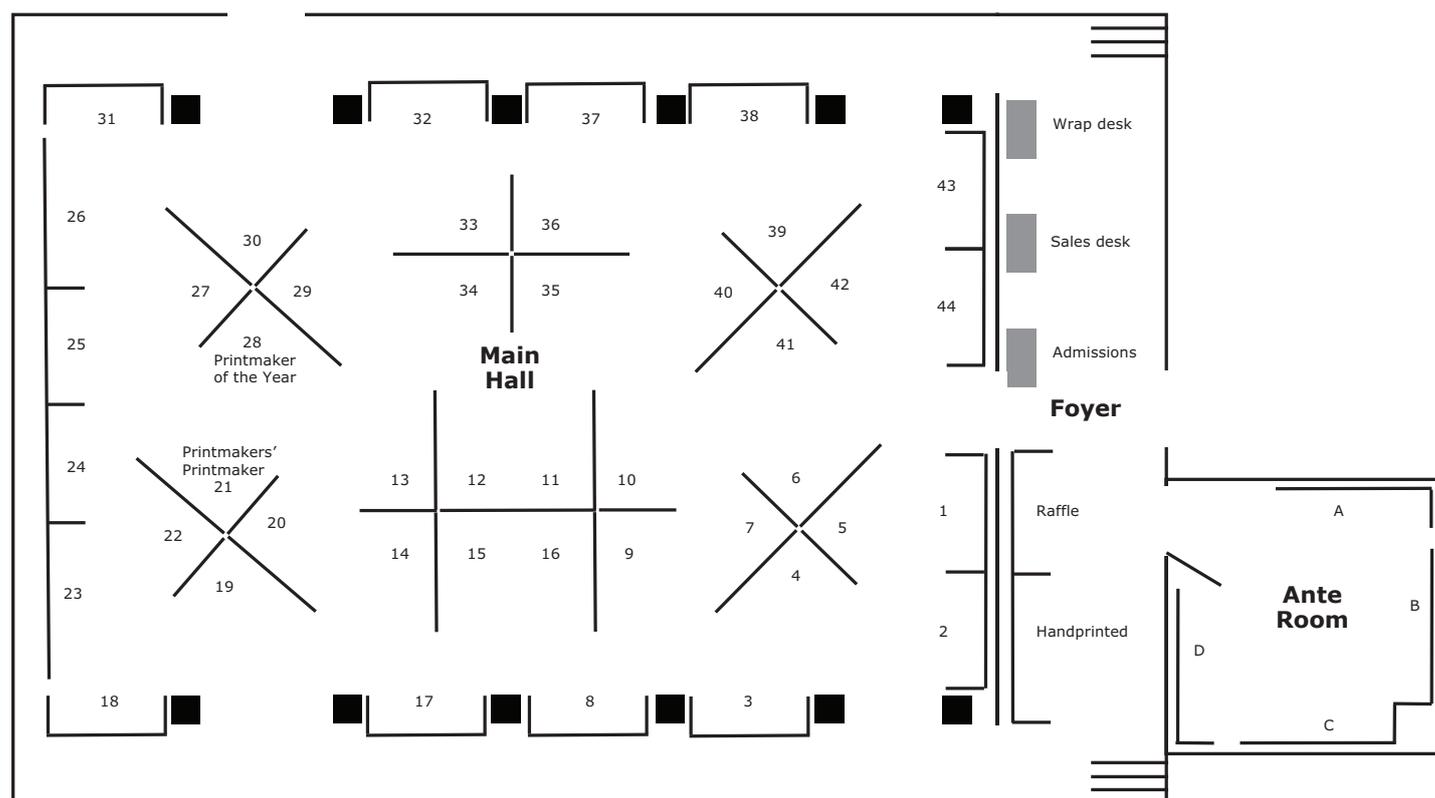
Carol Pairaudeau, Paula Gamble-Schwarz, Rebecca Payn, Mark Pearce, Babs Pease, David Peduzzi

1.30 - 2.30pm:

Jo Peel, Ian Phillips, Nancy Power, Dorothy Ramsey, Anthony Ratcliffe

2.30 - 3.30pm:

Morna Rhys, Sarah Robley, Jay Seabrook, Rahil Sheikh, Kelly Stewart, Simon Tozer, Sue Wheeler



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Food, glorious food!

The food over the weekend will be provided by 'The Vintage Village Hall' and we are asking them to do a special deal for artists. Details will be in your Artists Pack, which will be on your stand when you arrive.

Artists Meet up

On Saturday night, straight after the doors close at The Coronation Hall, you are all invited to nibbles and wine upstairs in the Supper Room 5.00pm – 7.00pm. This is always a popular event which enables everyone to get together, relax, chill out and meet up with fellow printmakers old and new.

Artists Packs

These will be on your stand when you arrive. It will include: Weekend itinerary; Internet password for the Coro; your name badge; sales and wrap vouchers; food voucher; your catalogue and your survey sheet.

Map of Artists' stands

All the stands are allocated to enable visitors to have an enjoyable and varied walk around the venue, balancing black and white work with colour work, landscapes with more abstract work and figurative work. The layout of whose stand is where is in the catalogue with your name and stand number for visitors to find you.

Group photograph Printfest 2018

On Friday night at The Coro, at 6.15pm just before the Friends of Printfest arrive for their Preview, there will be an Artist's Group Photograph 2019. It would be a shame for you to miss this so make sure you are there for 6.15pm.

Artists surveys

The Stewards will come round and collect your completed survey as you are packing up at the end of the day. The comments you provide are valuable for us to make sure that future artists have the best time they can exhibiting at Printfest.

