

Exhibitor Application

About the exhibit area: The PVAA Art Place (hereinafter "Art Place") is open to members of the Pomona Valley Art Association (PVAA). Located in Montclair Place it provides our artists with a clean and friendly place to exhibit artwork to the public. Since we make joining the PVAA very affordable, it is easy to become a member and enjoy the benefits provided, including the availability of a show space inside Montclair Place (MP).

Exhibiting criteria: The exhibit area provides excellent window views for an exhibitors artwork and we want artists to enjoy the benefits and rewards of showing their artwork at the Art Place. Exhibitors must however recognize that we are in a public mall environment and while we may embrace all forms of artistic expression, artwork must be suitable for presentation in the public setting of the exhibit area. To ensure our exhibitors meet public viewing requirements of the mall, all artwork to be exhibited must be approved by The Art Place Manager(s) prior to display. Any work not approved by the Art Place Manager shall not be exhibited. *The Art Place Manager may work with the artist to provide modified showing conditions, if possible, for work not appropriate for general public viewing; at Manager's discretion.*

The Application: Prospective exhibitors must return this completed application to the Art Place Manager for review and approval. Applications may be dropped off at Gallery SOHO or mailed to: Pomona Valley Art Association, P.O. Box 932, Claremont, CA 91711.

Exhibit space: Exhibition space based on the current Art Place layout and fee schedule. The fee is to reserve the exhibit space, whether or not the exhibitor occupies the space. Any times space is not occupied by the exhibitor, the Art Place may place other materials to maintain a viewing presence for the mall. No compensation is made to artist for non-occupied times.

Artist responsibilities: Exhibitors are responsible for individual advertisements of their exhibit to potential clients. Advertisements including Pomona Valley Art Association, The PVAA Art Place or Gallery SOHO references and or logos shall be approved by the Art Place Manager prior to use. The Art Place will provide advertisement (provided by the exhibitor) on PVAA website, Facebook and or other social media sites in use by the association. The Art Place will also display posters (provided by the exhibitor) in advance of showings. Artists shall be responsible for installation of their artwork and materials under the direction of the Art Place Manager(s).

Sales: All sales run through the PVAA, 10% will be retained by the PVAA. PVAA does not accept checks for art sales. PVAA is not responsible for returns. Sale return request will be directed to the Artist and any returns will be at Artist discretion.

Deposit: Completion of a Exhibitor Agreement and a \$100 non-refundable deposit is required to reserve the calendar date. The deposit will be applied to exhibit space rental for non-cancelled exhibits.

Payment: Payment for Exhibit Space fees must be paid in full thirty (30) days prior to start of exhibit. If fees are not paid in full, calendar date may be opened and the exhibit considered cancelled. Payment for reserving exhibit space may be made at Gallery SOHO by cash, credit card or check. Payments via USPS must be by check or money order. A \$35 NSF charge will be required for any return checks. Checks shall be made out to "Pomona Valley Art Association".

Cancellations: After a date has been booked by the the Manager, cancellations must be made thirty (30) days prior to exhibit start date. Cancellations made less than thirty (30) days will be subject to partial or complete forfeiture of exhibit fee subject to Manager ability to re-book the space.

Installation and Take down: Exhibitors are responsible for having their exhibit ready on the dates and times specified. Unless prior written arrangements are made with the Art Place Manager, exhibits not removed by the date and time specified will be removed and stored by the Art Place and a \$25 fee charged to the Exhibitor plus a \$5 dollar per day storage. Unless prior written arrangements are made with the Art Place Manager, any materials stored longer than fourteen (14) days shall be deemed a donation to the PVAA and may be sold or disposed at PVAA discretion.

Disclaimer: While the Art Place will take precautions to protect the artwork and materials of the Exhibitor, the Art Place, Gallery SOHO nor the Pomona Valley Art Association assumes any responsibility for loss or damages to the Exhibitor.

Exhibit hosting: "Hosting" is defined as being in the exhibit area, presenting artwork, answering questions about the exhibit(s) and representing oneself and the PVAA with dignity and professionalism. It is in the best interest of the artist to host their exhibits as much as possible in order to interact with potential clientele. The PVAA will endeavor to provide a host for times when the artist can not be at the exhibit. While hosting, artist are asked to perform reciprocal hosting for other Art Place shows and or functions in progress.

It is requested that exhibition artist(s) host nine shifts per week in the Art Place, if possible. Hosting may or may not be scheduled in entirety within the exhibit time. Shifts times are as shown. Acceptance of exhibits with less than nine hosted shifts are at the Art Place Manager's discretion.

Artist shall Co-ordinate hosting schedule with the PVAA Scheduling Manage. Please check boxes (right) to indicate Exhibitor's preferred hosting times.

To schedule hosting time, contact the PVAA Scheduling Manager at info@pvaa.net.

The PVAA is required to maintain open hours as posted at the mall, therefore the Exhibitor must host times scheduled. If an emergency arrises, contact the Art Place Manager and or Gallery SOHO at (909) 624-4900.

Shift times	11am to 3pm	3pm to 7pm
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

We at the Pomona Valley Art Association and The PVAA Art Place Managers want you to have and enjoyable and profitable experience utilizing the Exhibit Show spaces for many successful exhibitions. Please feel free to share your thoughts, ideas and suggestions. Have fun sharing your art with the community!



Exhibitor Application Form

Please fill in completely and print:

Name _____ PVAA Member No. _____

Street Address _____ City _____ Zip _____

Phone _____ Email _____

Website _____

Artistic Media _____

I request reservation of _____ exhibit space(s) at \$ _____

for the week of Friday ____ / ____ / ____ to Thursday ____ / ____ / ____

Check days exhibit will display F S Su M T W Th

Exhibit shall be taken down Thursday night at 7:00 pm. Exhibit shall be installed Thursday night between 7:00 pm and 9:00 pm. A 72 hour notice to Art Place Manager is required if installation will run past 10:00pm.

I have read the application in full, my signature below verifies my understanding of the above and agreement therewith.

Artist signature _____ Date _____

Manager approval _____ Date _____

Date Deposit Paid

Receipt number

Amount Paid

Pomona Valley Art Association

P.O. Box 932, Claremont, CA 91711