

# OVERVIEW

Since 1979, East Bay Open Studios (EBOS) is the largest art event in the East Bay drawing over 50,000 visitors during the first two weekends in June. EBOS is produced by Pro Arts, a nonprofit artist-based organization with a gallery near Oakland's Jack London Square. EBOS includes a Preview Exhibition at Pro Arts gallery, a fundraiser Gala event, a preview art bus tour, artist workshops, an online gallery with works available for sale, Meet & Greet receptions for artists by neighborhood and the East Bay Open Studios Map & Directory for self-guided public tours of artists' studios. Including full color artist listing which serves as a regional catalog of working artists and a guide for self-guided tours of artists' studios.

## GUIDELINES

### ELIGIBILITY

Any artist may participate in East Bay Open Studios and the Directory of East Bay Arts. Artists must have a studio, home or exhibition space in an East Bay Area city, such as Oakland, Berkeley, Richmond, Walnut Creek, San Ramon, Benicia, Hayward, Livermore, etc. If you need a place to show your work for EBOS, attend the Sharing Space Workshop on Thursday, January 10, 7pm.

### ENTRY

#### Standard Entry Includes:

- Listing in the full color Directory of East Bay Arts. The Directory lists artist name, medium, color image, studio location, website, email address, phone number and participation dates, if any.
- Admission to all workshops.
- One 20" x 20" x 6" space in the EBOS '08 Preview Exhibition at Pro Arts.
- Two back-to-back 8.5" x 11" pages in the EBOS '08 Artists Book. This book is a reference guide for gallery visitors. Content may include your artist statement, resume, images of your work (no originals please), etc.
- Studio Location Poster to mark the exterior entrance to your studio and demonstrate your participation in the largest art event in the region.
- Event Posters for distribution in your neighborhood.
- EBOS '08 Postcards.
- Inclusion in the online gallery hosted by Pro Arts.
- 50 copies of the Directory of East Bay Arts for distribution.

#### Bold Entry Includes:

Benefits of Standard Entry plus Bold Artist Listing in the Directory. Draw more attention to your listing with **bold** text!

#### Expanded Entry Includes:

Benefits of Bold Entry plus Expanded Artist Listing in the Directory with 3 lines of descriptive text (200 character maximum).

#### Limited Event Entry

(Late Registrations received after February 9):

Benefits of Standard Entry excluding listing in the Directory of East Bay Arts; other exclusions may apply, contact Pro Arts for complete description. Late entries will NOT be listed in the published Directory.

#### EBOS in the Schools

Students must be from a visual arts class or department in an East Bay college or university participating as a class; each artist must identify the same school address as their studio location. All other eligibility requirements apply. \$45 per Student Includes all benefits of Standard Entry.

### ENTRY FEES

All participants must be current members of Pro Arts. Membership must be current through June 15, 2007. Standard Entry: \$125 + applicable membership fee. No refunds. Discounted fees are available for Early and Online Registration (See Entry Fee table). Limited fee waivers extended to current members for volunteer service, contact Pro Arts for details.

	<b>Early Online</b> <small>Deadline January 28, 2007</small>	<b>Online</b>	<b>Regular</b>
<b>Standard Entry</b>	\$ 95	\$110	\$125
<b>Bold Entry</b>	\$110	\$130	\$145
<b>Expanded Entry</b>	\$135	\$160	\$175
<b>EBOS in the Schools</b>			\$45
<b>Limited Event Entry</b> <small>(LATE REGISTRATION)</small>			\$125

### MEMBERSHIP

**Annual Membership Fee:** Artist \$45; Student with Valid ID \$20; and Seniors (55+) : \$20

Pro Arts Membership offers unmatched benefits in supporting community art for artists and art supporters. See Pro Arts website for the full list of Membership Benefits.

# GUIDELINES Continued

## PREVIEW EXHIBITION

Each participating artist receives a 20" x 20" x 6" space in the EBOS '08 Preview Exhibition at Pro Arts. Use this space to entice visitors to your studio by presenting original examples of your work, or high quality reproductions. Artists who plan thoughtful presentations in their space consistently receive more visitors to their studios. Sales from the Preview Exhibition are encouraged, therefore Pro Arts suggests hanging available work. Artists receive 60% of sale price. If your work sells, payment will be made within 30 days from the close of the exhibition. Preview Exhibition artwork needs to be picked up between June 17 - 21, 12 Noon - 6PM. After June 21 there will be a \$10 per day late fee. Pro Arts will discard any work left after July 15.

## DIRECTORY OF EAST BAY ARTS

The EBOS Map & Directory is now the Directory of East Bay Arts, the definitive guide to the visual arts in the East Bay. This annual publication includes full color artist listings and maps to highlight the region's working artists and facilitate free self-guided tours of artist studios. The Directory (circ. 80,000) is inserted into the East Bay Express, circulated throughout the greater Bay Area and available at Pro Arts, galleries, cafes, bookstores, and other arts venues from April to June. Each Artist Listing includes a color image representing the artist's work. Upload images online by logging into the EBOS registration or deliver a disk with formatted image to Pro Arts. Label disks with artist's name, studio location and contact information. Images must be formatted 2" x 2", cmyk, 300 dpi, .jpg files only. (Note: final image size may vary due to format.) Upload Expanded Entry descriptive text (200 characters max) online or deliver disk to Pro Arts. All content must be received by registration deadline: February 9, 2008 at 5pm.

## DISPLAY ADS

**Display Ads are Offered in Addition to Artist Entry.**

Display Ad	1/8 page	1/6 page	1/4 page
	\$200	\$300	\$550

More on advertising in the Directory of East Bay Arts online at [www.proartsgallery.org](http://www.proartsgallery.org) or email to [info@proartsgallery.org](mailto:info@proartsgallery.org).

## PROMOTION

Between January and June 2008 Pro Arts promotes EBOS '08 through the collective marketing efforts of sponsors, media partners, businesses and participating artists. Artists are encouraged to promote their studios through additional grassroots efforts. To ensure the integrity of the event all announcements of any kind (postcards, fliers, e-mails, press releases and posters) must include the East Bay Open Studios logo (available online) and the following statement:

"East Bay Open Studios is produced by Pro Arts, a nonprofit artist-based organization that supports the diverse cultural communities of the East Bay by exhibiting artist's work and providing a venue for furthering communication in the arts. This event features over 400 artists and is accompanied by The Directory of East Bay Arts, the Preview Exhibition open May 6 - June 15, 2008, an online gallery, the Brake for Art: Art Bus Tour, Artists' Reception and Preview Gala. Pro Arts produces exhibitions and events year-round in its gallery at 550 Second Street near Oakland's Jack London Square. More info online at [www.proartsgallery.org](http://www.proartsgallery.org)"

## CALENDAR & DEADLINES

<b>December 15</b>	<b>12 PM</b>	Artist Registration Opens
<b>December 28</b>	<b>6 PM</b>	Deadline: Early Online Registration
<b>January 10</b>	<b>7 PM</b>	Workshop: Sharing Space A workshop for artists looking for studio space or have space to share during EBOS. Pro Arts hosts this gathering to make connections between artists.
<b>February 9</b>	<b>6 PM</b>	Deadline: Artist Registration
<b>February 21</b>	<b>7 PM</b>	Workshop: East Bay Oakland Studios 101 An introduction for first-time EBOS participants and those wanting a refresher course. Topics include Preview Exhibition, Directory of East Bay Arts, online gallery, prepping your studio & more.
<b>March 27</b>	<b>7 PM</b>	Workshop: Market Your Studio for Success This is a special opportunity to learn how to make EBOS a personal success. Meet other participating artists who have successfully promoted themselves and their neighboring artists. Topics include: Event promotion, studio preparation, publicity and more.
<b>May 2 – 4</b>	<b>12 – 6 PM</b>	Artist Installation: East Bay Open Studios Preview Exhibition Fri-Sun, April 27-29 / 12-6 PM See Guidelines for details
<b>May 6</b>	<b>12 PM</b>	East Bay Open Studios Preview Exhibition opens to the public
<b>May 10</b>	<b>1-6 PM</b>	Meet & Greet Receptions for Artists by Neighborhood Artists Networking Opportunities by Neighborhood. - Neighborhood Times TBA
<b>June 5</b>	<b>6-8 PM</b>	Preview Gala Tickets: Artists - \$20  Exclusive preview of East Bay Open Studios Exhibition. A formal and festive evening with live music and champagne followed by a free reception for friends and family.
	<b>8-10 PM</b>	Artists' Reception Admission: FREE
<b>June 6</b>	<b>6 PM</b>	Brake for Art: Art Bus Preview Tour Cost: \$75  Exclusive preview of select artist studios featured in Pro Arts' East Bay Open Studios. Meet artists and enjoy private previews of studios, wine and hors d'oeuvres.
<b>June 7 &amp; 8</b>	<b>11 – 6 PM</b>	East Bay Open Studios Weekend I
<b>June 14 &amp; 15</b>	<b>11 – 6 PM</b>	East Bay Open Studios Weekend II
<b>June 15</b>	<b>5 PM</b>	East Bay Open Studios Preview Exhibition closes to the public
<b>June 17 – 21</b>	<b>12 - 6 PM</b>	Artist Deinstallation: East Bay Open Studios Preview Exhibition Artists must present photo ID to retrieve the work. Your work will not be released to anyone other than yourself unless prior arrangements are made. Late fees of \$10/evening apply after June 21. Works left after July 8 will be disposed of by Pro Arts
<b>June 22</b>	<b>12 PM</b>	Late Pick-Up Fees Apply (\$10 a day)

*Full Calendar of Pro Arts' exhibitions and events at [www.proartsgallery.org](http://www.proartsgallery.org)*

*All Workshops and Events are held at Pro Arts Gallery and are free for participating artists unless otherwise marked*

# EBOS '08 ARTIST REGISTRATION

Register Early & Online to Save on Registration Fees  
[www.proartsgallery.org](http://www.proartsgallery.org)

## 1. ARTIST CONTACT PRINT CLEARLY

First Name \_\_\_\_\_  
 Last Name \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Day Phone (\_\_\_\_) \_\_\_\_\_ Evening Phone (\_\_\_\_) \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 Website \_\_\_\_\_

Optional (please check all that are applicable)

- Asian/Asian American  Latino  African/African American  
 European American  Native American  Latino  Mixed  
 Male  Female  Disabled

## 2. ARTIST LISTING & DIRECTORY INFORMATION

First Name \_\_\_\_\_  
 Last Name \_\_\_\_\_  
 For Student Groups only, School Name \_\_\_\_\_  
 Studio Name, if applicable \_\_\_\_\_  
 Studio Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Day Phone: (\_\_\_\_) \_\_\_\_\_ Evening Phone: (\_\_\_\_) \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 Website \_\_\_\_\_

### My studio will be open:

- Sat. June 2  Sun. June 3  Sat. June 9  Sun. June 10  
 My Studio will not be open event dates  
 My Artist Listing  address and/or  phone is for this event only  
 (Exhibition spaces used for the event only will be designated as such)  
 My studio is wheelchair accessible  Yes  No

Image submitted on CD.

(Image must be formatted 2" x 2", cmyk, 300 dpi, .jpg files only.)

## 3. MEDIA

Please write "1" for your primary medium & "2" for secondary medium, if applicable.

__Architecture	__Drawing	__Metal	__Sculpture
__Ceramics	__Film	__Mixed Media	__Textiles
__Clothing	__Furniture	__Painting	__Video
__Conceptual	__Glass	__Paper	__Watercolors
__Crafts	__Installation	__Photography	__Wood
__Design	__Jewelry	__Printmaking	
__Other _____	__Other _____		

## 5. ARTIST AGREEMENT AND WAIVER

I hereby agree to the terms and conditions of Pro Arts EBOS as outlined herein. I understand that if I host other artists, or if I am hosted by another artist, each must be a registered EBOS participant. I understand that there are no refunds on registration and membership fees. I agree to indemnify, defend and hold harmless Easy Bay Open Studios and Pro Arts, its officers, agents and employees for any and all liabilities, claims, errors, omissions, losses, accidents and expenses caused by, arising out of, or in connection with, either directly or indirectly, the East Bay Open Studios event.

Artist Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## 4. FEES & PROMOTIONS

Check boxes and fill in applicable fees. Enter sum on the Total Enclosed line. (See "Guidelines" above for more information)

**PRO ARTS MEMBERSHIP** (circle one) **New / Renewing**  
 \$45 Regular  \$20 Senior 55+  \$20 Student (with valid ID) +\$ \_\_\_\_\_

### ARTIST LISTING & EVENT REGISTRATION FEES

**Early Online Registration (Deadline: January 28)**  
 Basic Entry: \$95  Bold Entry: \$110  Expanded Entry: \$135 +\$ Online \_\_\_\_\_

**Online Registration**  
 Basic Entry: \$110  Bold Entry: \$130  Expanded Entry: \$160 +\$ Online \_\_\_\_\_

**Regular Registration**  
 Basic Entry: \$125  Bold Entry: \$145  Expanded Entry: \$175 +\$ \_\_\_\_\_

**EBOS in the Schools:** \$45 (See Guidelines for class participation restrictions) +\$ \_\_\_\_\_

**Limited Event Entry** (Late Registration): \$125 +\$ \_\_\_\_\_

### Display Ads- Discounted Artist Rate:

1/8 page \$300  1/6 page \$400  1/4 page \$660 +\$ \_\_\_\_\_

**EBOS Preview Gala** no. attending \_\_\_\_\_ x \$20 Artist +\$ \_\_\_\_\_

**Art Bus** no. attending \_\_\_\_\_ x \$75 +\$ \_\_\_\_\_

**Donation for Pro Arts Exhibitions & Programs** +\$ \_\_\_\_\_

**TOTAL ENCLOSED:** \$ \_\_\_\_\_

### PAYMENT

Check Enclosed  Money order enclosed  Charge my Visa / MC

Acct.# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Please make your check or money order payable to Pro Arts. Payment must accompany Entry Form. Do not send cash.

### WORKSHOPS

Please check all that you plan to attend:

Sharing Space  EBOS 101  Marketing Your Studio for Success

### SUPPORT PRO ARTS

I pledge 5% of my EBOS studio sales to Pro Arts in support of Pro Arts exhibitions & programs. Contributing artists will be contacted upon the close of EBOS '08

Please contact me about volunteering at Pro Arts.

**Promotional Code** \_\_\_\_\_

### For Office Use Only

Date \_\_\_\_\_ Initials: \_\_\_\_\_ Amt. \$ \_\_\_\_\_ MB \_\_\_\_\_ EF \_\_\_\_\_ #4130 \_\_\_\_\_  
 Cash  Money Order/Check # \_\_\_\_\_ Visa/MC Approval Code: \_\_\_\_\_