

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 Saturday, January 27, 1pm.

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 '07 Preview Exhibition at Pro Arts.
- Two back-to-back 8.5" x 11" pages in the EBOS '07 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 '07 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 March 2):

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.

DISPLAY ADS

Display Ads are Offered in Addition to Artist Entry.

Display Ad	1/8 page	1/6 page	1/4 page
	\$300	\$400	\$660

More on advertising in the Directory of East Bay Arts online at www.proartsgallery.org or email to info@proartsgallery.org.
Ad deadline: March 30, 2007

GUIDELINES (continued)

ENTRY FEES

All participants must be current members of Pro Arts. Membership must be current through June 10, 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.

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

PREVIEW EXHIBITION

Each participating artist receives a 20" x 20" x 6" space in the EBOS '07 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 12-16, 12 Noon-6PM. After June 16 there will be a \$10 per day late fee. Pro Arts will discard any work left after July 8.

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: March 2, 2007 at 5pm.

PROMOTION

Between January and June 2007 Pro Arts promotes EBOS '07 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 3 - June 10, 2007, 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"

EBOS '07 ARTIST REGISTRATION

Register Early & Online to Save on Registration Fees
www.proartsgallery.org

1. ARTIST CONTACT PRINT CLEARLY

First Name _____
Last Name _____
Mailing Address _____
City _____ State _____ Zip _____
Day Phone (____) _____ Evening Phone (____) _____
Email Address _____
Website _____

Demographic Information (Optional) Please check all that apply.

- Asian/Asian American Pacific Islander 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

3. MEDIA

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

<input type="checkbox"/> Architecture	<input type="checkbox"/> Drawing	<input type="checkbox"/> Metal	<input type="checkbox"/> Sculpture
<input type="checkbox"/> Ceramics	<input type="checkbox"/> Film	<input type="checkbox"/> Mixed Media	<input type="checkbox"/> Textiles
<input type="checkbox"/> Clothing	<input type="checkbox"/> Furniture	<input type="checkbox"/> Painting	<input type="checkbox"/> Video
<input type="checkbox"/> Conceptual	<input type="checkbox"/> Glass	<input type="checkbox"/> Paper	<input type="checkbox"/> Watercolors
<input type="checkbox"/> Crafts	<input type="checkbox"/> Installation	<input type="checkbox"/> Photography	<input type="checkbox"/> Wood
<input type="checkbox"/> Design	<input type="checkbox"/> Jewelry	<input type="checkbox"/> Printmaking	
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____		

www.proartsgallery.org

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 '07
 Please contact me about volunteering at Pro Arts.

Promotional Code _____

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 East 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: _____

For Office Use Only
Date _____ Initials: _____ Amt. \$ _____ MB _____ EF _____ #4130 _____
_____ Cash _____ Money Order/Check # _____ Visa/MC Approval Code: _____