



Mail and deliveries/Poste et colis  
**What the Fur Art Show**  
c/o Christopher Pilgrim  
87 rue McVey, LaSalle, QC, H8R3T3

Mail not received by **July 10** will  
be returned unopened

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Tout Courrier reçu après le **10  
juillet** sera retourné sans être  
ouvert

### **What The Fur Art Show and Print Market Rules and Guidelines**

The Art Show is for display of original art and Single edition prints of work. The art displayed does not have to be on sale, but it is encouraged. This is open to all attendees of the convention to participate in and view.

As part of the Art Show, What the Fur has a market for artists to sell their art prints. These will be displayed in racks for attendees to browse through and pick up, to purchase on the spot. It is a service offered to all attendees, not just dealers. This needs to be registered for in advance, so send an email to [artshow@whatthefur.ca](mailto:artshow@whatthefur.ca) before July 7th to do so.

### **ART SHOW RULES**

- Setup time for the Art Show is between 9 AM and noon on Friday. It is possible to set up later during the day, but keep in mind the art show will be open to attendees, and that you must not block the way to the art during your setup.
- Each artist is allowed to have up to two 5'x4' panels to display their work. If you do 3D work, you are allowed one 2.5'x6' table for display. Each panel and table is \$20. Email [artshow@whatthefur.ca](mailto:artshow@whatthefur.ca) to purchase your space.
- *All the art presented by the artist must be their own original art.* Plagiarism, blatant copies and copyright infringement will result in the entire collection of the artist being expelled from the art show. If the art presents a character belonging to someone else, their copyright must be indicated on the art along with the signature of the artist (as in, 'Mickey Mouse © Disney').
- Payment is expected before **July 7th** in order for the space to be reserved.
- Artist Information, Control sheets and Bid sheets (see below for Auction Rules) are best filled out and emailed to [artshow@whatthefur.ca](mailto:artshow@whatthefur.ca) before July 10th to speed up setting up process. If you cannot email the filled sheets, please still download, print and fill out the sheets before arriving at the convention or physically mail in at least the Artist Information sheet before May 1st to reserve your spot. The address is on the Artist Information sheet.
- If any space remains on Friday, you may purchase it directly from the Dealer Room table at the cost of \$20 per space, not exceeding the above-listed limits.
- All art is to remain PG-13 as the art show space is not in an enclosed area.
- All art must arrive at the show ready to exhibit, framed or matted. We do not offer a framing service. We will supply you with pegboard hooks and bulldog clips.

- Any unsold art pieces are to be picked up by Sunday during Art Show tear down. Come to the Dealer Room table to verify your Art control sheet and receive payment for your sold art. If you do not pick up your art at the end of the convention, you will be contacted in the following weeks and billed for the return of your artwork.

### **PRINT MARKET RULES**

- Setup time for the Print Market is between 9 AM and noon on Friday. It is possible to set up later during the day, but keep in mind the art show will be open to attendees, and that you must not block the way to the art during your setup.
- *All prints must be of your own art.* You retain the copyright of said art. Art of established characters is okay as long as credit is given (as in, 'Mickey Mouse © Disney'). *Anything violating someone else's copyright is not allowed.*
- You set the price for your prints. What the Fur charges no display fee in 2017, but takes a 15% commission on the sale of prints.
- You must first fill out the Artist Information sheet and a Print control sheet which indicates your list of available prints, the number of copies available for sale, and the sale price. Email this print control sheet to [artshow@whatthefur.ca](mailto:artshow@whatthefur.ca).
- You must label each print with its name and number, its sale price and your name. We recommend you print out stickers with this information and stick them on the back. If you require assistance, please email [artshow@whatthefur.ca](mailto:artshow@whatthefur.ca) and we will do our best to provide you with what you need. There may be a fee attached to preparing and printing stickers.
- At the con, you will find racks in which to place your art prints. You are free to place a label next to your chosen rack, from business card to postcard size, so as to advertise your work.
- Any unsold prints are to be picked up by Sunday during Art Show tear down. Come to the Dealer Room table to verify your Print control sheet and receive payment for your sold prints. If you do not pick up your prints at the end of the convention, you will be contacted in the following weeks and billed for the return of your merchandise.

### **MAIL-IN ART AND PRINTS**

- If you or your agent are unable to come to What the Fur, your art may be mailed in.
- To allow time to process all mailed-in art as well as other convention organisation, your art **MUST** be received by the submission deadline. Anything received after this time will be sent back unopened.
- Art and paperwork that are mailed in must be sent to the address listed above and on the Artist information form.
- It is recommended that you send your art with tracking and signature request, as well as insurance. What the Fur cannot be responsible for lost art in transit.
- We will return what is left of your art in the same box in which it was shipped, unless all your art has sold. We will ship back an empty box only upon your request.
- Please include a choice of payment for the return shipping. The Artist Information Form has fields for you to fill out regarding this.

- All fees (display and return shipping) may be made as one payment, or can be separated into distinct cheques or money orders. Physical payment should be placed in an envelope along with the filled out forms, inside the box of artwork. If no art is to be shipped back, we will process a refund as an addition to your profit if the payment was already made, or send you back your cheque or money order.

## PAPERWORK GUIDELINES

- Please arrive prepared with your forms filled out in the Dealers room. We will be happy to provide you with printed copies of our forms at the door, but would appreciate you filling them out outside of the room, as Dealers will be in the process of setting up.
- If there are any panels left on the first day of the convention, you may purchase them. Again, fill out all paperwork outside of the room and return to the Dealers table with your completed paperwork.
- The Control Sheets are used to list all items on display and the pricing desired. Even the NFS (Not For Sale) items must be listed. We do not want items to disappear, or have a claim for an item that wasn't there in the first place.
- Art and prints are not considered checked in until they've been reviewed by a Dealer Room or Art Show staff member, who has to sign and keep the control sheet until check out on Sunday. What the Fur is not responsible for the artwork until it has been checked in.
- All prices have to be set in round dollars. No cents please.

## ART SHOW AUCTION

- **Silent Auction:** There will be a silent auction running all day Friday and Saturday (during Dealer Room hours, of course) on the art. Bidding closes when a piece gets 4 bids, and said piece will go for live auction on Sunday.
- **Buy It Now:** At the choice of the artist, a piece can have a Buy It Now price, which is only valid on Friday and Saturday on pieces that do not have any bids. As soon as a bid is placed, the piece is now in the silent auction.
- **Sunday Sale:** There is also a Sunday Sale Price option. At the artist's discretion, any piece that has no bids on Sunday will be labeled with a special Sunday price. Any piece not up for Sunday sale will be removed from the panels.
- **Live Auction:** The Auction for the art that has 4 bids will happen during the Charity auction on Sunday.
- **Commission:** What the Fur retains a 10% commission on the final price of all art sold. This is standard operating procedure in conventions.

Please contact [artshow@whatthefur.ca](mailto:artshow@whatthefur.ca) for any questions, special requests (such as unusually large art or 3D art requiring large floor space) or if additional clarifications are needed.