

## **Frequently asked questions (FAQ's) regarding RiverSpan.**

### **1. What are the fees for participating? Is there a "booth" fee or "tent" fee?**

The jury fee is \$ 35.00 with application through [www.zapplication.org](http://www.zapplication.org). For those selected into the exhibition, there is a \$ 200.00 booth fee.

### **2. Will there be tents? If not, what protection against rain will there be?**

RiverSpan will tent the entire venue to keep art, artist and patron dry and/or out of the heat. We are building 100K worth of tenting to fit inside the superstructure of the bridge and approximately 65K worth of pedestals, so we are certainly looking at this event in terms of a long run.

### **3. Will pedestals be supplied? Will there be a fee for them?**

RiverSpan will provide all pedestals and will tent the entire venue to keep art, artist and patron dry and/or out of the heat. The artists who are juried into the event will be given a list of approximately 6 varied sized pedestals, which you can order made for your set up needs. This will determine our baseline of pedestals. Your ordered pedestals will be in your space when you arrive. There will be no charge per se for pedestals, as that is what a portion of the Booth Fee helps so off-set. By supplying the pedestals we accomplish two important tasks; we manage the "look" of the event and also remove a costly obstacle for artists who might wish to participate that reside outside the US or from across the country.

### **4. Will the show provide shipping to buyers, and if so at what cost? Are there commissions on the sales, and if so how much?**

RiverSpan will handle all crating and shipping for purchasers who are able to buy direct from the event, as opposed to cast orders on editions, which are then drop-shipped from the foundry or artist studio. Those cost will be regulated by weight, volume, etc. Those are not costs incurred by the artists. All sales will be facilitated by the RiverSpan event management. We will accept and take all credit and check risks and handle all crating and shipping from the exhibition for the purchaser. RiverSpan will receive a 33.3% commission on all sales.

### **5. How many years has the show been in operation, and what is the average attendance?**

This is the First year of an annual event. Given that we are building 100K worth of tenting and approximately 65K worth of pedestals, so we are certainly looking at this event in terms of a long run. I projected 15,000 to attend in the first year but others "in the know" have indicated their belief that figure to be a low projection. The bottom line is to get "purchasers" to attend, whether from across state and international boundaries or from our 2.2 million regional resident base. If only 5000 people attend but 700 are purchasers, it's better than if 50,000 people attend and 100 purchase. Our aim is to attract the attention of those who are willing and able to travel and possess the discretionary income to purchase once they are here.

### **6. How do you plan to market the event?**

International advertising will be placed in The Art Newspaper, which is published in 4 languages. Additional advertising will be in Sculpture magazine, Sculptural Pursuit, and Sculpture Review. Targeted advertising to the general aviation community will be placed in the Aviators Guide, which is a magazine written for the private pilot community about where they can go on any given month with their airplane. Direct mail campaign to high tax based regions in seven major cities in 5 states as well as additional guerrilla ad tactics to spread the word in a directed manner. Regional and local advertising will be approached after the national and international advertising has been executed.

### **7. What space is allotted each artist?**

Each artist will have space of 10' W x 7' D. Artist will grouped and series of 10 to 15, from side to side across the bridge to provide a "meandering" walk across the bridge for the spectators.

### **8. What security is provided?**

One of the first things that appealed to me about the use of the bridge (aside from the aesthetics') was the security issue. After the bridge was restored as a dedicated pedestrian causeway, the bridge was fitted with large swinging steel gates at either end that can be locked. RiverSpan event management will also have constant, 24hr security personnel on site throughout the run of the event. The approach ramps that are not within the gated confines will also be fenced and patrolled.

**9. What are the conditions for loading in and out , access, time frames, etc?**

Participating sculptors will each have assigned times to be at the North or South ends of the bridge. We will have staff and heavy electric flat carts with trailers to load artwork on and as the artist is parking their vehicle, we will transport your artwork to your space, where your pre-ordered pedestals ( supplied by RiverSpan will be waiting ) and off-load your sculpture for you to set up. We will be loading artists on to the bridge from the center out and striking the event from the center out to either end. If we do not organize this loading and off-loading in this manner, we will end up with two large clots of aggravated sculptors at either end of the bridge, and we do not want that!

**10. Can artists park near the show?**

Yes, we are working to secure parking immediately adjacent to the venue on both sides of the river.

**11. Are artists required to be present all day during the show?**

Either you or a rep/assistant should be available to answer questions regarding your work.

**12. Is there water and power available during the show?**

There will be water but it is not to be used as a constant supply system as we have limited drainage system. There is power.

**13. Do we have to submit photos of work that is going to be in the show?**

No. Obviously, artist will be producing new works between the selection process and the dates of the exhibition. It is necessary that the “type” of work you submit for jurying, be the “type” of work you bring to the exhibition. It would be wrong for an artist to be juried into the event based on “figurative bronzes” and then show up with contemporary blown glass designs. If you work in various styles and media, submit them all if you intend to exhibit all.

The absolute truth to the whole event is...An exhibition is only as good as the artists who participate.

Thank you for your interest.

Sincerely,  
Bruce Olson, Executive Director