

## **What Information do I need to collect before I start 2012 Registration?**

For all participants (excluding Galleries and Special Events), registering for h.Art is a TWO stage process. It is not mandatory for artists' exhibiting at a Gallery or Special Event to complete Stage One 'h.Art Membership', though individual artists may if they wish in order to receive membership benefits.

### Membership Benefits:

- Eligibility to participate in h.Art Herefordshire Art Week
- Listed by name under medium/s in the index of artists in the printed guide
- Contact details published on the h.Art website
- 12 months' presence on the h.Art website with free live link to your own email and website;
- Invitations to networking and professional development events such as h.Art Planning Meeting, Celebration Event and Regional Meet and Greet
- Being in receipt of newsletters
- Offer to participate in Christmas Event (if continuing)
- Free copy of the h.Art Marketing & Information Guide
- Free allocation of h.Art publicity material, including pink roadside signs
- Ability to add additional images, information and events to your page on the website

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## **Stage One 'h.Art Membership Form'** *(personal to each artist)*

### *This form requires:*

- Name
- Contact Details
- 1-Sentence Description of your Work
- Artform Category *(maximum of 3 artforms, if you practice more than this you will need to prioritise 3 of them (eg those which will predominantly be on show in h.Art))*
- Whether you live Out of County and if you have been part of h.Art prior to 2011 *(the last two questions will determine whether you pay a Herefordshire or Out of County Membership Rate).*

**All artists' exhibiting at your venue must be registered and paid for members BEFORE continuing to Stage Two.**

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## **Stage Two 'h.Art Event Form'** *(full event details as will be published in h.Art Guide and Website)*

For group or shared venues, nominate 1-person to be the principal contact/organiser, only 1-person needs to complete 1-Event form per venue. This person must check that all Memberships have been completed and paid for BEFORE completing the Event Form.

You cannot save a partially-completed form so use the checklist below to make sure you have everything to hand when you begin.

Special Events are not required to complete an *online* registration form; instead a *downloadable* form will be available from the 'How To Take Part' page of the website when registration opens. The same information will be required for both online and downloadable forms.

### *This form requires:*

## Page 1

- Event Title (*this may simply be your name, or the name of your group, or a special title for h.Art. (NB, this is what you will be searchable from on the website)*).
- Your Event Type (*Individual, Shared, Group, Large Group, Gallery, Out of County Gallery*)(Special Event)
- Venue address, postcode and contact details.
- Number of boxes required in guide (*unless you would like to purchase additional space, you must select the number of boxes your 'event type' is entitled to:*

<i>Event Type</i>	<i>Box</i>	<i>Page</i>	<i>Image/s</i>
<i>Individual Studio</i>	<i>One</i>	<i>1/6</i>	<i>1</i>
<i>Shared Studio (2 Artists)</i>	<i>One</i>	<i>1/6</i>	<i>1</i>
<i>Group Venue (3-10 Artists)</i>	<i>Two</i>	<i>1/3</i>	<i>2</i>
<i>Large Group Venue (10+ Artists) – new category</i>	<i>Three</i>	<i>1/2</i>	<i>3</i>
<i>Gallery</i>	<i>Two</i>	<i>1/3</i>	<i>2</i>
<i>Out of County Gallery – new category</i>	<i>Two</i>	<i>1/3</i>	<i>2</i>
<i>Special Event</i>	<i>Quarter</i>		<i>2</i>

*Addition Space = £125 per box (1/6 page). Special Events Additional Space = £190 per quarter (1½ 1/6 page).*

- Image[s] for guide (*not mandatory at this stage. Size required: 1100 x 1100 pixels, file size 1MB. You MUST also enter the artists' name, title, dimensions and medium of the work. You may submit your image at a later date if it is not ready now (final deadline 31<sup>st</sup> April), although it is easier for the h.Art Coordinator if you can attach it now*).
- Description of your studio/work etc (50 words) (*this is the 'blurb' that appears in the Guide to persuade the public to visit you*).
- Directions to the venue (20 words).
- Any additional info for the co-ordinator (*sponsors/credits etc*).

## Page 2

- Select the names of all participating artists from the list (*this excludes Galleries and Special Events unless membership has been taken out by choice*). *If anyone of your artists is not on this list, they have either not completed or paid for their membership registration. This must be done before you can continue.*  
(*Special Events, please specify on your downloadable form if any artists have taken out membership*)).

## Page 3

- Opening times (*specify mandatory opening times: 1100 – 1700, unless you are opening earlier and/or later or in the evenings. Venues must open every day from 8<sup>th</sup> to 16<sup>th</sup> September (mandatory dates/times exclude Special Events).*  
*Specify the start and end dates if your event opens before or beyond h.Art week*).

## Page 4

- Details of demonstrations or workshops or other additional activities you are running (*date, time, cost, description*).

## Page 5

- Details of your visitor facilities (*wheelchair access flat or ramped, no. of steps, WC, refreshments offered, whether guide dogs and children are welcome, credit scheme offered, if informal daily demonstrations will occur*).

## Page 6

- Details of your Public Liability Insurance (*insurance type, name of insurer, name of organisation/company/person insured, policy no, limit of indemnity, renewal date*).
- Quantity of h.Art Publicity required (*Guides, pink roadside, over-printable header/footer posters, car stickers*).

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**To ensure that registering goes smoothly make sure you have everything to hand BEFORE you start.**