

PedalArt Des Moines 2012 Artist Agreement

Please read this Artist Agreement carefully, complete all of the fields below electronically using Adobe Acrobat, and email it to michelle@instinctgallery.com by Saturday, February 25, 2012. Completing and returning this form indicates your understanding of and agreement to abide by the following guidelines:

Theme & Design:

- Bicycles, bike riders and bike culture
- Limit: One poster design per artist
- All copies of the poster should be printed on the same color paper and using the same color inks

Format & Media:

- The show is dedicated exclusively to poster art, i.e., a flat piece of printed artwork
- Folding pieces, multi-page booklets and other types of work will not be accepted
- Artists are responsible for printing their own posters
- Recommended printing options include screen printing, letterpress and archival inkjet printing

Poster Size:

- 20 in. x 26 in. maximum (Posters can be smaller than this, but not larger)

Poster Quantities:

- 1 Display Copy (Becomes property of PedalArt) — signed and marked “AP” (Artist Proof)
NOTE: Display copies should NOT be framed, but may be mounted on paper or board to prevent curling
- 30 Sale Copies — signed and numbered (1-30)
Display Copy and Sale Copies must be submitted flat, NOT rolled or folded

Poster Sales:

- All posters for PedalArt DSM 2012 will be priced at \$40
- PedalArt DSM and its partners will take a 30% commission on each poster sold
- The remaining 70% of revenue from each poster sold will go to the artist
- Checks for poster sale revenues will be issued within 30 days of the end of the event
- Any unsold Sale Copies will be returned to the artist at the end of the show
- There may be potential to hang works at another location after the opening weekend. Artists will be informed if these plans are solidified.

Key Dates:

- Saturday, February 25: Artist Submissions due to michelle@instinctgallery.com
- Monday, February 27: Artist Selection for 2012 show announced
- Monday, April 23: Posters due to be dropped of at Des Moines Social Club
- Friday May 4 - Sunday, May 6: PedalArt DSM at Instinct Gallery/Des Moines Social Club

PedalArt Rights and Responsibilities:

PedalArt and its partners are responsible for organizing, planning, promoting and staffing this event
PedalArt and its partners reserve the right to use images of posters for promotional or publishing purposes

PedalArt will take all reasonable measures to protect poster artwork before, during and after the event

PedalArt is not responsible for any loss, theft or damage to poster artwork while in its possession or on display

Name: _____

Street Address: _____

City, State & Zip: _____

Phone: _____ Email: _____

Web Site URL: _____ Twitter ID: _____

PLEASE NOTE: IF YOU DON'T SUBMIT YOUR POSTERS ON TIME, THEY WON'T BE IN THE SHOW. THANKS.

TO BE COMPLETED UPON POSTER SUBMISSION – DEADLINE IS MONDAY, APRIL 23

Poster Title: _____ Number of Sale Copies submitted: _____

Artist Signature: _____