

**GALLERY 110 NORTH- PLYMOUTH ARTS CENTER, 520 EAST MILL STREET, PLYMOUTH**  
Plymouth Arts Center, P.O. Box 253, Plymouth, WI 53073  
[www.plymoutharts.org](http://www.plymoutharts.org) 920-892-8409

**AGREEMENT & GUIDELINES FOR EXHIBITORS**

Gallery 110 North is delighted that you have agreed to have your original artworks displayed in our upcoming, scheduled exhibition. The following will clarify the conditions and guidelines between the Gallery and the Artist/Exhibitor. Signatures of the parties shall confirm the agreement.

**DELIVERY OF ARTWORK**

All transportation and shipping costs for the exhibition are the responsibility of the artist unless otherwise agreed upon prior to the exhibition date.

The Plymouth Arts Center is not responsible for damage or theft of artwork while in transit. Work will be inspected at the time of check-in to the Gallery. Any damage observed will be recorded and reported to the artist immediately.

All work must be delivered in person on the **Saturday prior to the opening**, unless other arrangements have been made in advance to deliver **before that Saturday**. If shipped, to arrive **no later than the Friday prior to that Saturday delivery date**. Delivery of artworks is 11:30 AM to 1:30 PM on the scheduled Saturday date. Receipts for your work will be available upon request at the time of delivery.

**PICK UP OF ARTWORK**

Artworks must be picked up promptly following the close of the exhibit. Scheduled pick up of art from gallery is on Saturday, the day after exhibit ends, 10 AM to 1:30 PM. If a party other than the Artist will pick up the artwork at the close of the exhibit, the Receipt, signed by the artist should be presented to assure the person picking up the work has been authorized by the Artist to do so.

At the discretion of Gallery 110 North, work left at the Gallery more than ten (10) days beyond the closing date becomes the property of the Gallery unless prior arrangements have been made.

Works shipped to the Gallery may be shipped back to the artist with **payment of a \$25 handling fee along with a return shipping amount or prepaid FEDEX or UPS shipping label provided by artist**. Return shipping will be in container in which the artwork was received.

**INSURANCE**

All artwork is covered by insurance while on the Gallery's premises. Any valuations shown are those stated by the lender and may not be considered as insurance claim values. In the event the value is questioned on an insurance claim, values will be based upon fair market value. If no records are available to support fair market value, references to similar works by other artists will be used to establish value.

**CONDITION OF ARTWORK UPON DELIVERY**

All work must be delivered ready to hang, or assembled and ready to display. Artwork requiring assembly and disassembly is the responsibility of the artist. Artists with special requests should contact the Plymouth Arts Center office staff and they will forward to the exhibit coordinator. All artwork on paper must be under Plexiglas or glass and **properly wired for hanging** unless previously agreed to. If glass is broken in shipment, a new glass will be fitted and the artist billed for the cost of the glass.

**SALES**

Artists may offer their work for sale, or if not for sale indicate a minimum number of pieces as NFS.

**Sales are encouraged.** **Commissions:** The Plymouth Arts Center shall sell the artworks in Gallery 110 North only at the retail price specified by the artist on the Inventory sheet. The Plymouth Arts Center and the Artist agree that a 35% (percent) commission of the retail price will be due the Plymouth Arts Center.

**Sales Tax:** The Plymouth Arts Center assumes all responsibility for Sales tax. We will collect and pay the Wisconsin State sales tax of 5.5% on all works sold in Gallery 110 North. The applicable sales tax as determined by the State, will be added to the retail price established by the Artist.

**Terms of Payment: Before payment of SOLD art, a W9 form, enclosed, must be completed and submitted to the PAC Office.** The Plymouth Arts Center shall pay the Artist proceeds of an artwork sale, less 35% commission, within two (2) weeks following the close of the exhibit.

## **CONDITIONS & LIABILITY**

Artwork presented for this exhibition MAY NOT have been shown on any previous occasion in Gallery 110 North.

It is to be understood that no artwork may be removed from the exhibit by the artist once it has been submitted to the show. Gallery 110 North retains the right to reject any works of art that are deemed to be inappropriate. A committee of three persons will make this decision, if the need arises. The Gallery shall have the right to use the works or reproductions of same for catalogue and promotional use. The submission of entries constitutes acceptance of all conditions outlined in these guidelines.

Design and hanging of the exhibit will be the responsibility of the Gallery Exhibition Committee. In the event the artist(s) find it critical to review and approve the design and hanging of the exhibit, the artist(s) may review the show once prior to the opening, by appointment. This would typically be done on Thursday of opening week. Once the show is hung, it is our policy that no artwork be moved, relocated or displayed in an alternate manner by the artist(s) or any other person who is not one of the gallery designers.

The fact that a work of art has been in Gallery custody shall not be misrepresented as an endorsement of the work by Gallery 110 North or by the Plymouth Arts Center/Plymouth Arts Foundation, Inc. However, it may be stated that the artwork has been exhibited at the Gallery.

Neither the Gallery nor the Artist shall be liable to the other if the exhibition is canceled, terminated or substantially changed more than 90 days prior to opening. Such action by one party within 90 days prior to opening shall make that party responsible for the actual nonrecoverable costs already incurred for the exhibition by the other party but not for any lost profit or consequential damages.

## **LABELING**

All information for the exhibit will be taken from the Artist Inventory Sheet which we will assume is correct. If there are changes to be made, it is the responsibility of the artist to contact the **Plymouth Arts Center office at 920-892-8409 or [info@plymoutharts.org](mailto:info@plymoutharts.org) one month prior to delivery of the piece(s)**. To facilitate installation, all artwork should be labeled with the artist's name, title of work, media, size (as framed) and price.

## **PUBLICITY**

Announcement of exhibitions is sent to all members of the Plymouth Arts Center, placed in the member newsletter, on the website, via Facebook and sent to many news sources. Press releases are submitted to Wisconsin's major magazines, metropolitan Milwaukee publications, state colleges, universities and Wisconsin artists' groups. Returning the signature page of the contract as soon as possible enables the Plymouth Arts Center to include this exhibit in these publications. An Artist's opening reception is held at the expense of Gallery 110 North on the Friday evening on which the exhibit opens to the public. Artists are encouraged to determine a name for the exhibition, and to develop a camera-ready graphic or supply an image to be used in development of promotional materials for the show. The Gallery will produce promotional materials at no cost to the artist.

## **NUMBER OF WORKS RECOMMENDED**

League of Milwaukee Artists Exhibit- maximum number of pieces per artist determined by Exhibit coordinators.

Our gallery will best accommodate the following number of works for this exhibit: A total of 50-70 pieces of artwork, including 2D wall-hung and 3D pieces, (3D number limited to which our display equipment will accommodate, confirm with exhibit coordinator)

**The inventory sheet, as completed and submitted by the artist(s), shall be the final list of artworks for display.** No changes should be requested following the delivery of the inventory sheet. Final corrections to pricing, sizes and titles may be made prior to check-in of the pieces.

**IMPORTANT DATES-**

**EXHIBITION-DATES League of Milwaukee Artists, August 13 -October 1, 2021**

**ARTIST'S OPENING RECEPTION Friday, August 20, 2021 TIME 5:00-7:00 PM**

The reception is on this Friday evening after the opening day for an exclusive event.

**DEADLINES**

**ARTIST'S STATEMENT, BRIEF AUTOBIOGRAPHICAL INFO, PHOTOS / IMAGES of  
ARTWORK & MAILING LABELS And/or YOUR LOCAL PRESS RELEASE**

**SOURCES June 14, 2021 to allow time to design advertisement**

- The artist's statement & brief autobiographical statement will be used in development of press releases. This information can also be displayed in gallery binders available for viewers of exhibit.
- One or two images of pieces in the exhibit to accompany press releases and be used in printing of invitation/announcement. Artist agrees to allow use of their image on the Plymouth Arts Center web site. PAC will provide a link to the artist's web site, upon request, with a link back to PAC posted on the artist's site. **Submit image as a JPEG file attached to email. Each image to be no larger than 1MB. Images to be delivered no later than- 60 days before opening or sooner**

- If Artists wish to have a supply of the printed invitation/announcement, arrangements can be made for an overprint in the amount requested. Fee to artists for overprints to be determined. PAC will mail invitations to members of the Plymouth Arts Center and area artists at our expense, and place such in area tourism rack locations.

**ARTIST'S COMPLETED INVENTORY SHEET July 9, 2021 or sooner**

**(form enclosed, or create your own form to include the same information)**

**DELIVERY OF WORK TO GALLERY 110 NORTH Saturday, August 7, 2021 11:30AM- 1:30PM**

Shipped art must arrive the week of August 2 – 6, 2021

**ARTWORK TO BE PICKED UP FROM GALLERY Saturday, October 2, 2021, 10AM – 1:30PM**

**PLEASE SIGN BELOW AND AS SOON AS POSSIBLE, RETURN THIS SIGNATURE PAGE TO-  
Plymouth Arts Center - Gallery 110 North - P.O. Box 253 - Plymouth, WI 53073. Keep a copy of  
this signed Agreement for your file.**

You may enclose all the other completed information with the Signed Agreement, if possible, or mail the  
completed information from above to the Plymouth Arts Center or transmit via email attachment to  
[info@plymoutharts.org](mailto:info@plymoutharts.org) on or before the due dates.

Signatures of the parties constitute agreement to the terms stated herein.

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*Deborah Heberlein*  
Gallery 110 North, Plymouth Arts Center  
Gallery Exhibit Coordinator

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Date

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