

WESTERN STATES HORSE EXPO®

2011 Art Show Prospectus
Entry Deadline: April 13, 2011

Please Read Carefully

The Western States Horse Expo, scheduled for June 10-12, 2011 at Cal Expo in Sacramento, California, would be honored to have your participation in the best-attended equine art show in the country. Please submit between one and three entries of your best work (up to three entries per division) having to do with horses of all breeds, color, or sport; landscape or western lifestyle; plus DOGS.

ACCEPTANCE:

Upon acceptance of your artwork, you will receive notification along with detailed shipping and handling information. All artists will receive notification of acceptance or non-acceptance status by mail. The jury's decision will be made by April 25, 2011. **The Western States Horse Expo will retain all photographs of entered work for possible promotional use.** All accepted artists will be eligible to sign up for an "Artist's Table" (approximately 5' x 10') within the Art Show for a special price of \$400. This area was a great success in 2010 so we are pleased to offer this deal again. Full details will be mailed out with the acceptance letter.

AWARDS: Ribbons will be awarded for first through third place in each division, along with a "People's Choice" award and a "Best of Show" award. All first place art will be eligible for the "Best of Show" award, with a cash prize. Judging will take place at Cal Expo on June 9th.

SALE OF ARTWORK:

All artwork entered must be available for sale. Historically, many pieces of art do sell. Many attendees return annually to add to their collection. The Western States Horse Expo will administer sales. The retail price on the entry form should include a 20% commission fee. All payments on sold artwork will be mailed by June 30, 2011.

DATES TO REMEMBER:

- April 13, 2011 Entry Deadline
- April 25 Notification of acceptance mailed
- May 27 Artwork delivery deadline
- June 10 Art show opens at the Western States Horse Expo
- June 12 Art show closes at the Western States Horse Expo
- June 21-30 Art returned to the artist

ENRTY FEE:

The entry fee is \$35.00 per entry (junior entries are \$10.00). Make checks payable to: Horse Expo, Inc. We also accept American Express, MasterCard, Visa and Discover. Entry fees are non-refundable. Entry fees go towards the awards and presentation of the art.

SUBMISSION INFORMATION:

Open Division (artists age 18 and over)

- ❖ Acrylic
- ❖ Colored Pencil
- ❖ Wearable Art
- ❖ Oil
- ❖ Pastel
- ❖ Pen & Ink
- ❖ Pencil/Charcoal
- ❖ Photography (black & white)
- ❖ Photography (color)
- ❖ Photography (digitally enhanced)
- ❖ Sculpture
- ❖ Watercolor
- ❖ Pottery

Junior Divisions (age 17 and under)

- ❖ Artwork
- ❖ Photography

Entry is to be submitted with a **quality color photograph, minimum size of 5x7 (prefer 8x10)**, depicting the artwork. Each photograph needs to include the artist's name, mailing address, title of artwork, division, and size on the back of the picture. You may submit up to three entries per division. Artwork must have been completed within the last three years. Artwork may not have been previously shown at the Western States Horse Expo.

INSURANCE:

The artist is to insure their artwork. The Western States Horse Expo will not be responsible for loss or damage from any cause. The insured value of the artwork is at the artist's discretion.

SHIPPING:

Upon acceptance, all art is to be shipped via UPS, USPS or Fed-Ex to:
Western States Horse Expo
3976 Durock Rd. Suite 102-B, Shingle Springs, CA 95682
Hand delivery to Horse Expo office (by May 27) or Cal Expo (June 8) allowed

Detailed shipping instructions will be included with acceptance letters. Including Fed-Ex or UPS account numbers or checking the COD box will expedite the return process. **International artwork must include a Fed-Ex or UPS account number for return shipping.** The artist will be fully responsible for all shipping and handling charges for the delivery and return of all art pieces. In the event that the original packaging is no longer in good condition, artwork will be re-packed using our discretion, therefore accounting for additional charges. All boxes must be properly marked with your name, return address and title of all art in the box on the outside. All artwork must have artist's full name and shipping address on back or underside of art pieces. The staff of Western States Horse Expo will handle the labor involved to accomplish all return shipping.

QUESTIONS:

Contact the Art Show Coordinator, Donna Snyder-Smith at rightrider@sbcglobal.net with any of your general art show questions. Questions regarding payment or to check on delivery status should be directed to the Horse Expo office at letters@horseexpo.com. If you prefer the personal touch please call us at 800-352-2411.

2011 EQUINE DREAM ART SHOW ENTRY FORM

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
E-mail: _____
Website: _____

FIRST ENTRY

Title (required): _____
Division (please check **one**): Acrylic Colored Pencil Wearable Art Oil
 Pastel Pen & Ink Pencil/Charcoal Photography (black & white) Pottery
 Photography (color) Photography (digitally enhanced) Sculpture Watercolor
Size (framed): _____ Retail Price: _____ Insurance Value: _____

SECOND ENTRY

Title (required): _____
Division (please check **one**): Acrylic Colored Pencil Wearable Art Oil
 Pastel Pen & Ink Pencil/Charcoal Photography (black & white) Pottery
 Photography (color) Photography (digitally enhanced) Sculpture Watercolor
Size (framed): _____ Retail Price: _____ Insurance Value: _____

THIRD ENTRY

Title (required): _____
Division (please check **one**): Acrylic Colored Pencil Wearable Art Oil
 Pastel Pen & Ink Pencil/Charcoal Photography (black & white) Pottery
 Photography (color) Photography (digitally enhanced) Sculpture Watercolor
Size (framed): _____ Retail Price: _____ Insurance Value: _____

Method of Payment:

Visa Master Card American Express Discover Check # _____
Card #: _____ Exp: _____ Sec. Code: _____
Total Amount: _____ (\$35.00 per entry/\$10.00 per junior entry)

Submission of entry will constitute an agreement to all terms and conditions of this prospectus, including permission for reproduction of artwork for publication, etc. Once accepted, no artwork may be removed from the art show for any reason. By signing below you also acknowledge that you fully understand the terms of the return shipping policy and terms of insurance.

Return my art work using the following service (please check one):

- UPS-COD
 UPS- account # _____
 2-day Ground
 Fed-Ex account # _____
 2-day Ground

I agree to the above terms and conditions

Signature of Artist Date
Juniors (age 17 and under) Age: _____

Signature of Parent (if under 18) Date

