ARTISTS OPEN STUDIOS
WHANGANUI
Te Taonga Toi O Aotearoa
The Arts Destination of New Zealand

Studio and Artists Registration Information – 2019 event

Dear Artists,

Thank you for your interest to participate in the 2019 Artists Open Studios.
Within this update you will find the information on -

- 2019 Registration process and updates
- 2019 Registration rates, Trail Guide layout options and inclusions
- 2019 Artists Open Studios Trail Guides

2019 Registration process and updates

At the Artists Information Evening on Tuesday 28th August – a short presentation was given on the new online registration process – and the intention was to provide a link to this video presentation, however after more thorough testing there has been updates to make the process more straight forward and user friendly. To replace the video instruction on the following pages are guides on using the registration site. There may be changes to the registration site/process over time of which we will notify you if required. We welcome your questions/feedback for future reference.

If you have any requests, do not hesitate to contact the Event Coordinator (Kat) – please try to direct these queries via email as opposed to Facebook or text as they are easier to keep track of and action this way. Also, if you require assistance with the registration process please contact the Event Coordinator to arrange a time for her to assist you.

The registration website is the base of what will form the new AOS website – which will be launched after registrations close and content has been audited/approved. Please note: the website is still in development phase so any content you notice that maybe dated/not relevant is still being updated.

The key components to this new online registration process are

- **Registering Studios** - each Studio should appoint a Studio Manager to complete the registration, updates and payment process. The Studio Manager will create the login details for their Studio. If you are a solo Artist then by default you are the Studio Manager.
- **Registering Artists** - Studio Managers are responsible for adding Artists to their Studios on the registration site. Although this will require collaboration to complete the Artists details, bio, supply images etc.

With the login you create you will be able access your Studio & Artists profiles at anytime you wish to update the details and images as you require – these changes will go live on the website as soon as you submit them. However, content as you wish it to appear in the Studio Guide must be correct on the website as at 31st October 2018 – further details on following pages re. this.

To be featured in the 2019 AOS Trail Guide – Studio and Artist registration details must be completed online together with full registration payment before midnight on Wednesday 31st October 2018.

2019 Registration rates, Trail Guide layout options and inclusions

The 2019 AOS Trail Guide Studio feature size and layout options remain the same – registration rates/structure has changed.

STUDIO REGISTRATION

Feature size	Layout options	Inclusions	Cost
Quarter page	2 image options: 1 landscape 66mm w x 41mm h OR 2 portrait 31mm w x 41mm h Body Text: 440 characters approx. 60 words	*website page *5 complimentary Trail Guides	$150.00 + GST = $180.00
Half page	2 image options: 1 landscape 135mm w x 61mm h OR 1 portrait 66mm w x 91mm h, 1 landscape 66mm w x 44mm h Body Text: 480-495 characters approx. 65-70 words	*website page *10 complimentary Trail Guides	$350.00 + GST = $410.00
Full page	3 image options: 1 large 135mm w x 142mm h OR 2 portrait 66mm w x 142mm h OR 1 large landscape 135mm w x 94mm h, 3 small 43mm w x 45mm h Body Text: 1080 characters approx. 150 words	*website page *15 complimentary Trail Guides	$790 + GST = $930.00

<u>Artist Registrations</u>

Each Artist who wishes to feature in your Studio has a registration fee of $50.00 inc. GST.
For this fee the Artist will receive a listing in the Trail Guide index (if submitted and paid before 31st October) and a full bio page on the website. The best feature of this is that their individual bio page will be featured via the websites new search function, for example if a Visitor is searching by Suburb, all registered Artists in that Suburb will be listed.
If for example your Studio features 2 Artists, for each of you to receive a separate Artists bio page on the website and a listing each in the Trail Guide Artists Index – cost for this is $50.00 inc. GST each.
Note – each Studio registered receives 1 Artist listing in the Trail Guide index.

Studio and Artists registrations received after 31st October will not be featured in the 2019 AOS Trail Guide – but can still be featured on the website. Please notify the Event Coordinator if you wish to add a Studio or Artist are this cut off date.

As in previous years

- for every listing the space available for contact details in the Trail Guide is the same and is limited – the order of preference as they will appear are reflected in the order of the fields as you enter them i.e. address, website, phone, email and so on. If you do not wish for one/any of these details to be published simply leave the field blank.
- the primary image for each listing must be a work of art available for purchase from your Studio. If a listing option is chosen with more than one image, the secondary and subsequent images can be of items relating to your studio i.e. the studio, art in process.

Here is the link to register your Studio and Artists:

http://openstudios.223.165.76.42.sth.nz/register/

Here is the guide to follow to begin your registration process:

1) Go to above link & create your login. You will receive email confirmation of your login details – however once you have created your login you'll be automatically redirected to the login page
2) Login to registration site – on the Home page you will see the Dashboard button – click on this. To return to the Home page at any stage – click on the ARTISTS OPEN STUDIOS link top left-hand corner of every page
3) Proceed to create your Studio profile
4) Complete as many details as applicable to your Studio in the Contact Details Section
5) Select your Trail Guide listing option size – note: you are able to change this if you wish but final listing option must be chosen by 31st October 2018
6) Upload your images – note: the primary image uploaded for each listing must be a work of art available for purchase from your Studio. If a listing option is chosen with more than one image, the secondary and subsequent images can be of items relating to your studio i.e. the studio, art in process. You can edit these images at any time but the final images to be featured in the Trail Guide must be correct at 31st October 2018
7) Enter your Guide Description – again you can edit this at any time you wish but final text must be correct at 31st October 2018
8) Enter your Online Description – this can be the same as your Guide Description – or if you wish you can add more text. Again, this is feature is accessible for you to edit at any time once logged in
9) Select your Studio mediums – note: if your medium is not listed or you would like to suggest an edit to the available mediums please email openstudios.whanganui@gmail.com with your request
10) Once your Studio profile has been created the option to add an Artist bio/profile is enabled – see information on following pages regarding Artist bio/profiles

   IMPORTANT: to save information you enter or any changes you have made please ensure to click the SUBMIT button at bottom of page

Here is the guide to adding an Artist to your Studio:

Once you have created your Studio – you will see the option to Add Artist is enabled.
The process for filling out the information is the same as the Studio – however this information is only featured on the website. The Artists name and respective Studio will be printed in the Trail Guide Index if submitted before 31st October 2018.

Here is an indicative timeline of the 2019 registration process:

- 15th September – registrations open online. You have from this date until the registrations close to login and update your Studio and Artist details and images as and when you require
- 1st October – payment portal will be enabled on registration site – note once payment is submitted you will still be able to update your online content
- 31st October – Studio registrations close and RAMS forms must be submitted
- 9th November – proof of page which your Trail Guide listing appears on must be approved by this date

You will receive email reminders as each of the above dates approach.

A tax invoice/receipt will be emailed to your registered email address once payment process completed. Payments can be made online with Visa/Mastercard/Debit Card, or if you wish to submit an alternative form of payment please contact Event Coordinator.

Please take time to read the Terms and Conditions upon registering – and note that if updates to these are required you will be notified via email and required to confirm your acceptance via the link provided.

2019 AOS Trail Guides

After careful consideration it has been decided that going forward the AOS Trail Guides will be available for purchase. There's a number of benefits for the event in implementing the sale of the Guide, including event sustainability, tracking visitor numbers, covering production cost, minimising waste, placing value on this key piece of event collateral.

A full version of the Guide will be available to download from the website. Also new website functionality will be vastly improved – so visitors that are more technology focussed will be able to utilise their devices as opposed to a Guide if they wish.

The 2019 AOS Trail Guides will be available for purchase for $5.00 from selected distribution points in the Whanganui, Marton and Waverley areas. It will also be available to purchase directly from website.

Studios will receive a nominated number of complimentary copies as shown in the Registration rates, and there is also the opportunity for Studio's to purchase copies at a cost of $3.00 – for you to on-sell at $5.00 – full payment must be submitted to receive these and no returns will be accepted.
Please contact Event Coordinator if you wish to purchase copies.