

Traditional Gallery Method (“The Gallery”)

Panel Rental Method (“The Showcase”)

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Cost to Photographer

Photographer must prepare 2 framed prints as well as 2 matted or rolled prints. Cost of frames is an investment which may not see a return at that year's Calgary Stampede. Cost of frames is dependent on photographer's choice of frame style. A 30% commission is taken from sales revenue for each print sold as there is no rental charge to the photographer for the space occupied. As well, unless the photographer is participating at Photographers Corner, they must absorb the cost (time plus grounds entry) of attending images in the Gallery.

Photographers determine what size of juried prints they wish to display. The Photo Committee hangs the prints on their behalf with the assistance of the photographer if desired. Photographers rent a wall panel for \$250 for the entire Stampede duration. Space is limited to two photos per panel, additional panels may be rented for an additional \$250 per panel. Panels are 8 feet high by 4 feet wide.

Time Involved

Time involved in preparing the photos (frames/matting/rolling tubes). Photographers are responsible for preparing the juried images; having them printed and framed, ready for sale during the Calgary Stampede. Photographers are able to participate in Photographer's Corner should they wish to personally promote their images and sales during Stampede.

Time involved in preparing juried prints the Photographer wishes to display. NO inventory will be kept onsite by the CS Western Showcase Photo Gallery committee. Should the photographer wish to have inventory available, they will be responsible for finding said storage space. However, for best results, the Photographer should be readily available (always attend his showing) as the Western Showcase will NOT manage sales transactions; those are to be managed by the photographers themselves (those transactions are specifically between the buyer and the seller). Western Showcase volunteers can direct potential buyers to the photographer via business cards the Photographer may wish displayed with their work.

Exposure to the public

The only prints being exposed to the public are those hanging on the gallery panels. Again, Photographers' Corner is an opportunity to further this exposure and to promote sales.

Photographers can display a specific amount/type of promotional material (including business cards) and are welcome to attend their work any day during Stampede at their own expense. They can also bring other samples of their work but those are limited to a photo album (or equivalent)...no other promotional signage/photos/materials may be mounted on wall panels.

Marketing

As per the above, exposure and opportunity is limited. Onsite participation is limited to Photographers' Corner. Promotional materials are not allowed (including no business cards). Art featured in our Gallery is also displayed on our website <http://westernshowcase.com/selected-photos.php>

Photographers have unlimited time to interact with the public during the Calgary Stampede Western Photo hours of operation by attending their work as often as they wish (at their cost). **Note** - we suggest purchase of an online park-pass that allows entry as often as you like for a one-time fee.

Sale of photo prints

Calgary Stampede manages sales transactions and monies (less commissions); photographers are paid shortly after the conclusion of Stampede.

Photographers should be in attendance to interact directly to buyers and promote art sales. Western Showcase Photo Committee will not perform sales transactions and volunteers will only convey photographer contact info to buyers if asked. We strongly suggest that photographers have a website to manage sales.

**Onsite
inventory of
prints**

2 framed prints plus 2 matted/rolled prints must be available in inventory at the start of Stampede. If the image sells out during the Stampede, additional copies can be brought to replace sold images (if Photographer has extras available.)

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Photographer determines which juried prints they will display (for the duration of the Stampede). Those images must remain on wall panels throughout the duration of the Stampede. Sales may be made of these particular images, however, images are to remain hanging for the duration of the Stampede. It is expected that photographers will market their images but sell directly to buyers outside of the Showcase venue itself. **NOTE: no onsite inventory/space is available for photographers choosing this option.**