

RTIA SHOW 2023

Presentation Guidelines

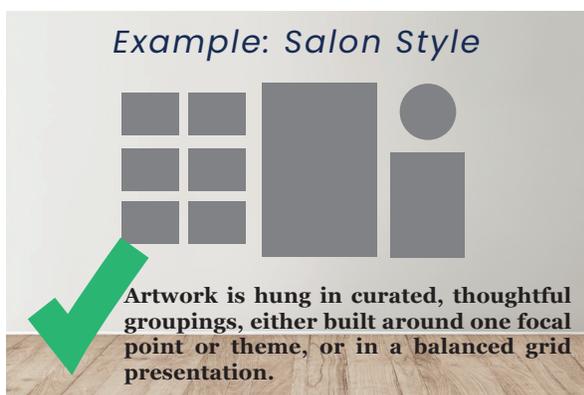
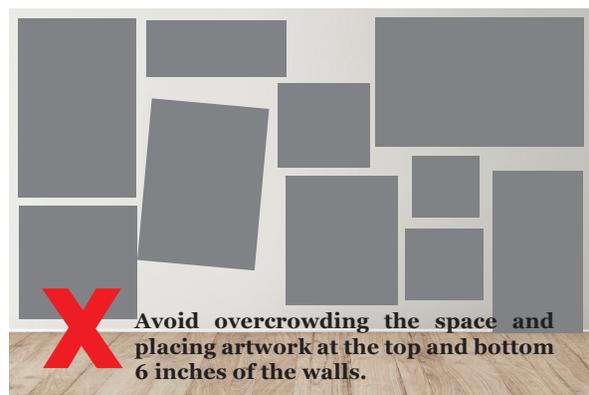
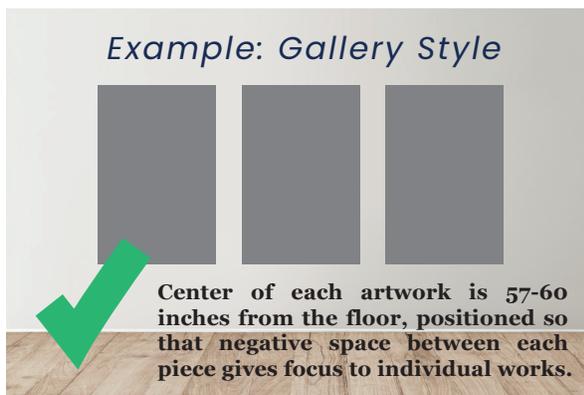
Installation

The RTIA Show ‘Heart of Reno’ Exhibition, including the newest feature, ‘Foundations’ is made up of 4’W x 8’H wood art panels, constructed with 2”x2” full frames and 3/8” finished plywood on both sides. These are taped at the visible seams and painted in several coats of white latex paint.

Exhibitors curate and hang their own booth space. We suggest using a battery operated hand drill and #8 1-1 1/4” wood screws. Other hanging methods are acceptable and up to the discretion of the exhibitor. If using double sided tape or sticky/tacky materials, please ensure these are easily removable.

Curation

The following guidelines are intended to elevate the presentation of the RTIA Show and increase the saleability of all artworks to potential buyers.



X Prints

Prints may not be included unless they meet a high-quality or limited edition standard and the price point is appropriate for a fine art show.

X Small Sale Items

Stickers, postcards, calendars, etc. may only be included if gifted to buyers on a complimentary basis (not for sale).

X Oversized Furnishings

Oversized tables and accessories that do not fit the booth space will be removed from the show.

✓ Add Color

Exhibitors may paint the walls or introduce wall coverings as long as they can easily be covered or removed.

✓ Curate the Space

Exhibitors are encouraged to curate the space (about 4’) in front of their walls with a tastefully covered table and chair(s) for convenience and comfort during the fair. Additional accessories such as area rugs, lamps, ottomans, etc. are welcome so long as booth space allows for it.

*While installation and curation are executed by the exhibitor, final presentation of each booth is at the discretion of RTIA Show management. Exhibitors who elect to ignore direction of management will be asked to leave the fair

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Marketing Guidelines

Welcome to RTIA

Thank you for joining the 2023 Reno Tahoe International Art Show! As an exhibitor, your artwork will become part of the pool for the overall RTIA marketing efforts, spanning from social media to print advertising and billboards. We ask that when providing images of artwork or headshots, you follow our marketing guidelines below:



Sample Imagery

Upon acceptance of application, please provide a minimum of 3 images of your artwork. Static images and/or short, high-res video will be accepted.



High-Resolution Photography

Provide high-res versions of each piece, shared as either a .png file (preferred) or a .jpg file.

If photographing your work, please utilize adequate lighting to ensure no heavy shadows or darkening occurs. We will not be able to use images that are too dark or blurred.



Art + Artist Details

Provide the title of the work, artist name, medium and size, preferably in the image label.



Social & Website

Provide links to:

a. Your website

b. Social Media Handles

- Galleries: please provide links for all featured artists.



Stay in the know with RTIA

Follow & Subscribe to all RTIA Show social media accounts.

Instagram: @rtiashow

Facebook: RTIA Show @rtiashow

Youtube: Reno Tahoe International Art Show



Avoid Distractions in Photos

Please avoid sending samples images of artwork with distracting backgrounds. Keep it clean and simple with the artwork as the main focus of the image.



Avoid multiple Pieces in One Photo

Please avoid sending images with multiple pieces of art in them, unless part of a series.



Avoid branded images

Please refrain from sending branded images with your name, logo or watermark.