

An aerial photograph of a vibrant turquoise lake. In the upper right, a rocky shoreline with large, smooth, light-colored boulders meets the water. Two kayakers in orange kayaks are visible on the water, one further up and one further down. The water's clarity reveals the rocky bottom.

RENO TAHOE INTERNATIONAL ART SHOW

*A celebration of what's best in
contemporary arts and emerging design*

RENO
TAHOE
INTERNATIONAL
ART SHOW

SEPT 8 - 11, 2022
RENO - SPARKS CONVENTION CENTER

The logo for the Reno Tahoe International Art Show is positioned in the top left corner. It features the words "RENO" and "TAHOE" in a large, serif font, with "INTERNATIONAL" in a smaller font below them, and "ART SHOW" in a bold, sans-serif font at the bottom. The logo is set against a background of a scenic view of Lake Tahoe, with mountains in the distance and a forested shoreline in the foreground.

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The Reno Tahoe region has long been a home to a significant fine arts community. The natural beauty of Lake Tahoe, the majestic Sierra Nevada range and Washoe Valley has historically been a magnet for creative spirits. Over time, Reno Tahoe based artists and bespoke furniture designers have been featured in the finest galleries in the world.

The recent pandemic has spurred sweeping changes in the way people work and live. With millions now working from home, major population shifts are well underway where affluent families are leaving cities like New York, Los Angeles, Chicago and San Francisco seeking a better, safer environment.

RENO TAHOE IS BEING RAPIDLY TRANSFORMED INTO A THRIVING COSMOPOLITAN CENTER

The Reno Tahoe region has been a major beneficiary to this growing flood of new affluent residents - many thousands per month - along with millions of square feet of new advanced manufacturing, hospitality, and commercial and luxury residential space.

The Reno Tahoe International Art Show (RTIA) presents interior designers and architects with an array of fresh, new and better fine arts and furnishings to use in ongoing and prospective projects. Art consultants and collectors will discover many new extraordinary artists and hundreds of works.

ART AND DESIGN ENTHUSIASTS WILL ENJOY A LIVELY EXHIBITION FILLED WITH BEAUTIFUL ART AND CREATIVE DESIGN, SET OFF BY LIVE PERFORMANCES, AND ONGOING HOSPITALITY.

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Reno Tahoe artists and designers will be joined by galleries invited to exhibit from the region, the nation and around the world.

The RTIA show will run concurrent with the Reno Great Balloon Races, a long-standing event attracting tens of thousands from the western US and around the nation. The hot air balloon extravaganza takes place in the early morning with the art show following.



**THE RENO TAHOE INTERNATIONAL ART SHOW (RTIA) IS AT THE
CENTER OF A CITYWIDE CELEBRATION OF ART AND DESIGN.**

Reno Tahoe is an ideal setting to produce a wider ranging event as all key destinations are just a few minutes' drive away. Exhibitors, interior designers, architects, art consultants, collectors and art and design enthusiasts are invited to enjoy gala music performances, a major first-time awards ceremony, receptions at the Nevada Museum of Art, the Lilley Museum at the University of Nevada and open hospitalities at breweries, bars and restaurants around town.

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AUDIENCE MARKETING

RTIA is promoted by a comprehensive platform that reaches its core audience both regionally and nationally.

KEY PROFESSIONAL TITLES:

*Interior Designer
Architect
Decorator*

*Developer
Art Consultant
Art Collector*

ART AND DESIGN ENTHUSIASTS:

While professional attendees are provided with complimentary admission, RTIA welcomes local, regional and national art and design buyers on a daily paid basis. Distinctive badges identify attendee types for exhibitors.

PLATFORMS

Advertising

email

Direct Mail

Social

Telemarketing



SUPPORTING MEDIA

ARTFORUM

ARTFORUM MAGAZINE

[//www.artforum.com](http://www.artforum.com)

Total Paid Circulation: 40,000+
Professional Readership: 26,000+

luxe

INTERIORS+DESIGN®

LUXE MAGAZINE

www.luxe-magazine.com

Paid Circulation: 515,000
Professional readership: 35,000

ARTNEWS

ART NEWS

www.artnews.com

Total paid circulation: 180,000
Western regional split: 35,000

MOUNTAIN LIVING

MOUNTAIN LIVING MAGAZINE

www.mountainliving.com

Paid circulation: 89,000
Professional readership: 18,000

INTERIOR DESIGN

**INTERIOR DESIGN
MAGAZINE**

www.interiordesign.net

Total Paid Circulation: 45,000
Professional readership: 25,000



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PLATFORMS



EMAILING:

Multiple e-mailings are sent to the qualified professional readership of supporting media, plus the regional readership of art and design enthusiasts.



DIRECT MAIL:

Direct mailings are sent to the professional readership of supporting magazines in the western region, plus metro New York, Chicago, and South Florida.



SOCIAL MEDIA:

Social marketing will be conducted via Instagram using the media partner social audiences, exhibitor audiences and the Reno Fine Arts Collective followers.



TELEMARKETING:

Key regional interior designers, architects and art collectors will be contacted directly. Pre-registered key titles and employees of targeted companies will also be contacted as part of a VIP outreach program.

RENO SPARKS CONVENTION CENTER

The Reno Tahoe International Art Show will be hosted at the newly renovated Reno Sparks Convention Center; a world class, 500,000 square foot facility located minutes from the Reno Tahoe Airport and adjacent to major luxury hotels such as the attached Atlantis Hotel and Casino.

EXHIBIT SPACE

Exhibitors can select from a range of space sizes that include art walls, and lighting, or space only positions. The exhibition space is carpeted.



COMPLETE PACKAGES

SIZES: **PRICE:** **INCLUDED:**

5' X 10':	\$2,650	5- 1M x 3M art wall panels, 5 - 100 watt/par 38 LED spotlights
10' X 10':	\$4,950	9 - 1M x3M art wall panels, 9 - 100 watt/par 38 LED spotlights
5' X 20':	\$4,800	8 - 1M x 3M art wall panels, 8 -100 watt/par 38 LED spotlights
10' X 20':	\$6,900	12 - 1M x 3M art wall panels, 12 - 100 watt/par 38 LED spotlights

SPACE ONLY:

5' X 10':	\$1,250
10' X 10':	\$2,500
5' X 20':	\$2,500
10' X 20':	\$4,000
20' X 20':	\$7,500



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