

# **Oil Painters of America's 23<sup>rd</sup> Annual National Exhibition & Convention**



## **Sponsorship & Media Kit**



# OPA 2014 National Exhibition & Convention

Bennington Center for the Arts • Bennington, Vermont  
Exhibition • Saturday, June 7, 2014 – Sunday, July 27, 2014  
Convention • Thursday, June 5, 2014 – Sunday, June 8, 2014

**Oil Painters of America** is the leading art organization in North America with 3,600 professional artists as members. For nearly 23 years, OPA has been dedicated to preserving and promoting excellence in representational art. Its primary focus is to draw attention to the lasting value of fine drawing, color, composition and the appreciation of light.

**The OPA mission** is to advance the cause of traditional, representational fine art by providing a forum in which artists can display their art in regional and national competitions. In addition, the organization is committed to providing education opportunities to its members through quarterly newsletters, critique programs, scholarships, workshops, seminars and demonstrations by today's masters.

**OPA believes** that its members have made great strides in giving renaissance and rebirth to this great form of artistic expression.

**Don't miss out** on this opportunity to promote your company and share your products. OPA offers its National Exhibition Sponsors the opportunity to connect with its members year-round.

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## Connect With OPA



[www.twitter.com/OilPaintAmerica](http://www.twitter.com/OilPaintAmerica)



[www.facebook.com/oilpaintersofamerica](http://www.facebook.com/oilpaintersofamerica)



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

## Timeline

- **February 28, 2014** – All forms & payments due in OPA office
- **March 31, 2014** – Awards & Catalog Ads due in OPA office
- **April 14, 2014** – Hotel room block expires
- **June 2-5, 2014** – Tabletop Exhibitor supplies & Convention Bag samples due at gallery
- **June 5-8, 2014** – Opening Weekend 23<sup>rd</sup> Annual National Exhibition & Convention in Bennington, VT

Questions regarding Sponsorship or Advertising at the 2014 National Exhibition & Convention can be directed to Liz Pusch at [LPusch@oilpaintersofamerica.com](mailto:LPusch@oilpaintersofamerica.com) or 847-277-2890



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Hello and thank you for your interest in being an Oil Painters of America sponsor for 2014.

Oil Painters of America is preparing for its 23<sup>rd</sup> Annual National Exhibition & Convention and is pleased to announce its return to beautiful Bennington, Vermont from June 7 – July 27, 2014. This year's host will be the Bennington Center for the Arts.

The Bennington Center for the Arts was built in 1994 with the mission of offering access to world-class artists from all disciplines to the residents and visitors of Bennington County. With a total of 9,000 square feet of exhibition space this will be a lovely location for OPA's 2014 show where renowned Master Signature artist Charles Movalli will serve as Juror of Awards.

OPA is proud to announce several changes with this year's Sponsorship and Media opportunities. The number of exhibition days has increased, sponsor benefits have increased, and Liz Pusch is being introduced as the award, sponsorship and advertisement coordinator.

Over the past few years, the OPA Board of Directors has expanded the award categories to encompass the many artistic talents and styles of painting by its membership. The Board of Directors will continue to provide awards to its Associate/Signature and Master Signature members based on a variety of categories as well as continue to present a Gold, Silver and Bronze medal in both divisions.

OPA would like to honor its talented artists who will receive these awards, but this will not be successful without your support. Your company will be acknowledged in a variety of ways for your generosity. Please see Page 4 in this kit for sponsorship levels and the many sponsor benefits. As in the past, the need to combine awards may arise in order to achieve a comparable value in all categories. Your understanding is appreciated.

Also new this year, OPA is offering tabletop vendor space during the entire opening weekend from Thursday, June 5<sup>th</sup> through Saturday, June 7<sup>th</sup> for the same price as in previous years. Vendor space is limited and is available on a first-come, first-served basis to all sponsors who provide an award. Please refer to Page 5 for details and important dates.

Thank you in advance for your commitment to make OPA's 23<sup>rd</sup> National Exhibition & Convention a great success. We are sincerely grateful for your donations, catalog ads and generous support.

We look forward to seeing you in Bennington, Vermont.

Sincerely,

Kathryn Beligratis  
Executive Director



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## National Sponsorship Opportunities

### **Diamond - \$5,000 cash / \$10,000 merchandise**

- One Full-page, color Ad in National Catalog\*\*
- One Full-page, color Ad in Newsletter\*\*
- 12 consecutive months free Square Ad on Blog
- Company Logo and link on Exhibition Page
- Company Logo on Lanyard or Water Bottle
- 4 Dedicated eBlasts to OPA members\*\*
- 5 Dedicated mentions on Facebook & Twitter
- Company Logo & Link on Conference Page
- 5 Full Weekend Convention Passes (excludes dinner)
- Convention Bag Insert or Sample addition
- 2014 National Exhibition Catalog Listing
- 2014 Summer Newsletter Listing
- Awards Ceremony Recognition
- Business Logo and link on OPA Website Sponsor Page
- Donor Highlight Raffle Basket Contribution

### **Ruby - \$2,500 cash / \$5,000 merchandise**

- One Full-page, color Ad in National Catalog\*\*
- 1 Dedicated eBlast to OPA Members\*\*
- 9 consecutive months free Square Ad on Blog
- Company Logo and Link on Exhibition Page
- 3 Dedicated mentions on Facebook & Twitter
- 4 Full Weekend Convention Passes (excludes dinner)
- Convention Bag Insert or Sample addition
- 2014 National Exhibition Catalog Listing
- 2014 Summer Newsletter Listing
- Awards Ceremony Recognition
- Business Logo and link on OPA Website Sponsor Page
- Donor Highlight Raffle Basket Contribution

### **Emerald - \$1,000 cash / \$2,000 merchandise**

- 6 consecutive months free Square Ad on Blog
- Company Logo and Link on Exhibition Page
- 2 Dedicated mentions on Facebook & Twitter
- 3 Full Weekend Convention Passes (excludes dinner)
- Convention Bag Insert or Sample addition
- 2014 National Exhibition Catalog Listing
- 2014 Summer Newsletter Listing
- Awards Ceremony Recognition
- Business Logo and link on OPA Website Sponsor Page
- Donor Highlight Raffle Basket Contribution

### **Sapphire - \$500 cash / \$1,000 merchandise**

- 3 consecutive months free Square Ad on Blog
- 1 Dedicated mention on Facebook & Twitter
- 2 Full Weekend Convention Passes (excludes dinner)
- Convention Bag Insert or Sample addition
- 2014 National Exhibition Catalog Listing
- 2014 Summer Newsletter Listing
- Awards Ceremony Recognition
- Business Logo and link on OPA Website Sponsor Page
- Donor Highlight Raffle Basket Contribution

### **Amethyst - \$250 cash / \$500 merchandise**

- 1 Dedicated mention on Facebook & Twitter
- 1 Full Weekend Convention Pass (excludes dinner)
- 2014 National Exhibition Catalog Listing
- 2014 Summer Newsletter Listing
- Awards Ceremony Recognition
- Business Logo and link on OPA Website Sponsor Page
- Donor Highlight Raffle Basket Contribution

### **Jade - \$250 merchandise**

- 2014 National Exhibition Catalog Listing
- 2014 Summer Newsletter Listing
- Awards Ceremony Recognition
- Business Logo and link on OPA Website Sponsor Page
- Donor Highlight Raffle Basket Contribution

### **Memorial Award Option (\$1,000 cash minimum\*\*)**

Email Liz Pusch [lpusch@oilpaintersofamerica.com](mailto:lpusch@oilpaintersofamerica.com)

- Catalog Write-up about Memorial Honoree
- 6 consecutive months free Square Ad on Blog
- Company Logo and Link on Exhibition Page
- 2 Dedicated mentions on Facebook & Twitter
- 3 Full Weekend Convention Passes (excludes dinner)
- Convention Bag Insert or Sample addition
- 2014 National Exhibition Catalog Listing
- 2014 Summer Newsletter Listing
- Awards Ceremony Recognition
- Business Logo and link on OPA Website Sponsor Page
- Donor Highlight Raffle Basket Contribution

\*\*pending board approval

**Awards received after March 31, 2014 will not be guaranteed to appear in the catalog.**

**Please Note: Sponsors are responsible for shipping merchandise free of charge to award winner(s). shipping charges should be considered an expense to the sponsor over and above the actual value of the award.**

Please mail checks or merchandise certificates to:

Oil Painters of America  
1000 Hart Road, Ste. 220  
Barrington, IL 60010



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## Tabletop Exhibition Space Important Information

Thank you for your interest in being a tabletop exhibitor at our National Exhibition & Convention. This year we have extended our exhibition time to run from Thursday, June 5 – Saturday, June 7, 2014.

In order to be considered as a 2014 Tabletop Exhibitor, we must:

- Receive the commitment form via mail or email no later than **February 28, 2014**
- Receive payment via mail or online no later than **February 28, 2014**

Send payment via mail to: Oil Painters of America  
1000 Hart Road, Ste 220  
Barrington, IL 60010

Pay in our Online Store: [www.oilpaintersofamerica.com/store](http://www.oilpaintersofamerica.com/store)  
Please log in; then scroll down to payment option of one or two tabletops

### IMPORTANT DATES/TIMES TO REMEMBER

Set Up Tabletop Exhibits	Exhibition Dates & Time	Dismantle Tabletop Exhibits
Thursday, June 5 12:00 pm – 4:00 pm	Thursday, June 5 4:00 pm – 6:30 pm	Saturday, June 7 3:00 – 4:00 pm
	Friday, June 6 8:00 am – 3:00 pm	
	Saturday, June 7 8:00 am – 3:00 pm	

### TABLE TOP RATES AND PAYMENT POLICY

The rental price is \$350 for one 8-foot skirted table or \$550 for two 8-foot tables. The rental also includes 2 chairs per table, sign with Exhibitor's company name, name badge, and a wastebasket.

Exhibitor will assume responsibility for any other expenses incurred as it relates to the assigned exhibit space, including electrical, shipping, handling, and other.

Exhibitors are responsible for handling their own cash and credit card transactions, as well as all necessary supplies to perform business; i.e. pens, bags for carrying merchandise, extension cords, etc. Exhibitors are responsible for packing and shipping merchandise back to their respective companies. OPA is not responsible for any merchandise left on-site or lost. Exhibitors will be responsible for their own sales, including paying the applicable taxes.

**PLEASE DO NOT BRING YOUR MERCHANDISE AWARD TO THE SHOW.** OPA cannot be responsible for packing and shipping awards brought to the show. We appreciate your cooperation.

### REFUND POLICY

Cancellations after April 30, 2014 will be charged full space rental. Refunds will be given prior to April 30, 2014, less a \$100 administrative fee. Cancellations of exhibit space must be submitted to OPA in writing. Telephone or email cancellations are not accepted. In the event of cancellation, OPA has the right to use said space to suit its own convenience, including selling space to another Exhibitor without any rebate allowance to the cancelled Exhibitor.



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**Commitment Form and payment must be received no later than February 28, 2013**

## **ASSIGNMENT OF TABLE TOPS**

OPA will have full discretion over the assignment of table top space to Exhibitors.

## **TABLETOP PERSONNEL**

Personnel will be limited to two (2) individuals for each 8-foot table. Booth personnel will be provided with a name badge and passes to all convention events.

Personnel are invited to attend the Awards Ceremony & Reception on Saturday, June 7<sup>th</sup>. The ceremony and reception will be held at the Bennington Center for the Arts from 5:00 – 8:00 p.m. Tabletop Personnel will be recognized at the Award Ceremony. If the winning artist is present, Exhibitor will be asked to help present the award to the artist.

Dinner Tickets to the **American Art Collector Magazine** Dinner will be available for purchase to Tabletop Personnel at the check-in table.

## **EXHIBIT ELIGIBILITY**

OPA reserves the right without recourse to absolutely control or prohibit any exhibit or any part of any exhibit, which in its opinion is not suitable in keeping with the character of the Exhibition. This regulation pertains to persons, things, conduct, printed matter, souvenirs, catalogues, etc.

## **INSTALLATION AND DISMANTLING OF EXHIBITS**

The exhibit area will be available during the times designated or earlier by special arrangement. All exhibits must be fully assembled by 4:00 p.m. on Thursday, June 5, 2014.

All exhibits must remain intact until the official closing time and shall not be dismantled or removed before that time. Crates and materials may not be brought into the exhibit tent before closing time on Saturday, June 7, 2014, at 3:00 p.m. unless by special arrangement.

## **LIABILITY AND INSURANCE**

Exhibitors shall protect, save and keep OPA and their employees and agents forever harmless from any damage or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor. And further, Exhibitor shall at all times, protect, indemnify, save and keep harmless the OPA and their employees and agents against and from any loss, cost, damage, liability of expense.

All property of the Exhibitor is understood to remain under custody and control of the Exhibitor, in transit to and from or within the confines of the exhibit area. Exhibitors are advised to carry floater insurance to cover exhibit materials against damage or loss and public liability insurance against injury to the person or property of others. OPA assumes no responsibility for the safety of the properties of the Exhibitor, his officers, agents, or employees from theft, damage by fire, accident, or any other cause.

## **CANCELLATION**

In case the premises of the event center are destroyed or damaged, or if the exhibit fails to take place as scheduled, or is interrupted or discontinued, or interfered with by any act of God, emergency declared by any governmental agency or OPA for any other reason, the exhibit contract may be terminated by OPA. In the event of any such termination, Exhibitor releases OPA and waives any and all claims for any type of damage and agrees that the sole liability of OPA shall be to return to each Exhibitor that Exhibitor's space payment.



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## DISTRIBUTION OF SAMPLES AND SOUVENIRS

Distribution of samples and souvenirs is permitted, providing there is no interference with adjoining Exhibitors, and it is conducted in a dignified manner.

## INTERNET

Code for internet access will be available at no charge. Please be prepared for manual credit card sales in the event of outage.

## SECURITY

Reasonable precaution will be taken to protect property during the installation, show and removal periods. However, OPA is not responsible for the safety of the property of Exhibitor from theft, damage by fire, accident, vandalism or other causes.

## SHIPPING AND RECEIVING OF MATERIALS

The Bennington Center for the Arts will accept shipments starting Monday, June 2. If you hand carry your boxes, they will come in through the front door. A cart and assistance will be available to assist you in bringing in your materials at no charge.

**All materials should be shipped to:** Bennington Center for the Arts  
44 Gypsy Lane  
Bennington, Vermont 05201  
(802) 442-7158

**Designate on outside of box (es):** Attention: Attendee's Name  
c/o OPA Show  
Please deliver to OPA Exhibit Room  
On \_\_\_\_\_ (date), at (time) \_\_\_\_\_  
Box \_\_\_\_\_ of \_\_\_\_\_

Please indicate on the outside of your boxes that it is for the OPA Show and to hold for delivery until Thursday, June 5, 2014. **Please be sure that boxes do not arrive prior to Monday, June 2, 2014, otherwise a storage fee will be charged.**

For shipments outbound from The Bennington Center for the Arts following the conclusion of the program, all boxes must be packed and labeled with your shipment and billing information before being stacked on the loading dock at the Bennington Center for the Arts. All boxes must be on the loading dock or removed from the premises by 4:00 p.m. on Saturday, June 7.

As a convenience, a UPS pick up will be available onsite Monday, June 9, to pick up any outgoing UPS shipments. Forms will be provided.

## HOUSING/REGISTRATION INFORMATION

A block of rooms has been reserved at the Paradise Inn. Please be sure to make your reservations early. Be sure to reference the Oil Painters of America room block to secure the special rates. Special group rate and availability cannot be guaranteed after April 14, 2014.

Paradise Inn  
141 W. Main Street  
Bennington, VT 05201  
(802) 442-8351

\$75 - \$130 + tax per night  
Double, Queen or King rooms & suites available.  
Two-night minimum stay required



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## Catalog Ad Important Information

Thank you for your interest in placing an ad in our National Exhibition & Convention Catalog. Please note: Sponsorship is not required to place a catalog ad.

In order to be included in the 2014 catalog, we must:

- Receive the commitment form via mail or email no later than **February 28, 2014**
- Receive payment via mail or online no later than **February 28, 2014**
- Receive ad materials via email no later than **March 31, 2014**

Submit commitment form via email to:

LPusch@oilpaintersofamerica.com

Submit commitment form or payment via mail to:

Oil Painters of America  
1000 Hart Road, Ste 220  
Barrington, IL 60010

Pay in our Online Store: [www.oilpaintersofamerica.com/store](http://www.oilpaintersofamerica.com/store)

Please log in; then scroll down to payment option of desired catalog ad size

### Ad Space Requirements:

<b>Quarter Page - \$300</b>	<b>One-Half Page - \$450</b>	<b>Full Page Ad - \$650</b>
<b>3.5" width x 4.5" height</b>	<b>7.5" width x 5" height</b>	<b>8.5" width x 11" height</b>
<b>No Bleed</b>	<b>No Bleed</b>	<b>Full Bleed</b>

Please submit your ad in a high-resolution (300 dpi) digital file to final size as a PDF document. In whatever program you are using, make your advertisement into a Press Quality PDF when exporting or printing.

Email your completed advertisement directly to: [LPusch@oilpaintersofamerica.com](mailto:LPusch@oilpaintersofamerica.com) on or before March 31, 2014.

## **Ad will not appear in catalog unless payment is received by OPA no later than February 28, 2014.**

Questions regarding Sponsorship or Advertising for the National Exhibition & Convention can be directed to Liz Pusch at [LPusch@oilpaintersofamerica.com](mailto:LPusch@oilpaintersofamerica.com) or by phone: 847-277-2890





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**This form must be received by mail or email no later than February 28, 2014**

## Sponsorship Commitment Form

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### 2014 OPA Sponsorship

- Donate a Cash Award**       **Donate a Merchandise Certificate\***

*(Please check box to select level of sponsorship. Refer to Page 4 for donation amounts & benefits)*

- Diamond    Ruby    Emerald    Sapphire    Amethyst    Jade    Memorial Award Option

\* Merchandise Certificate can be used at the discretion of the award winner.

\* Merchandise Certificate is for the following products: \_\_\_\_\_

- Reserve a Tabletop Exhibition Space** – Sponsorship required to be an exhibitor

*(Please check box to select number of table tops. Refer to Pages 5-7 for details and payment options)*

- One 8 x 10 tabletop (\$350)       Two 8 x 10 tabletops (\$550)

- Place a Catalog Advertisement**

*(Please check box to select Catalog ad size. Refer to Page 8 for ad specs and payment options)*

- Quarter Page (\$300)       Half Page (\$450)       Full Page (\$650)

- Contact Me about advertising in the Newsletter** – National Sponsorship required to be an advertiser

*(Email will be sent with 2014 Newsletter Specifications & Pricing)*

- Spring       Summer       Fall       Winter

*Signing this commitment form shows intent to sponsor at the 2014 OPA National Exhibition & Conference on behalf of the company listed above. The sponsorship level and company name designated above will be listed in the 23<sup>rd</sup> Annual OPA National Catalog once donation has been received.*

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

Please submit form(s) via mail to: Oil Painters of America  
1000 Hart Road, Ste 220  
Barrington, IL 60010

Please submit form(s) via email to: [LPusch@oilpaintersofamerica.com](mailto:LPusch@oilpaintersofamerica.com)