



Oil Painters of
America's

25th Anniversary
National Exhibition
& Convention

Southwest Gallery
Dallas, Texas

Exhibition ★ Convention

May 13 – June 15, 2016

May 12 – 15, 2016



Exhibition: May 13 – June 15, 2016

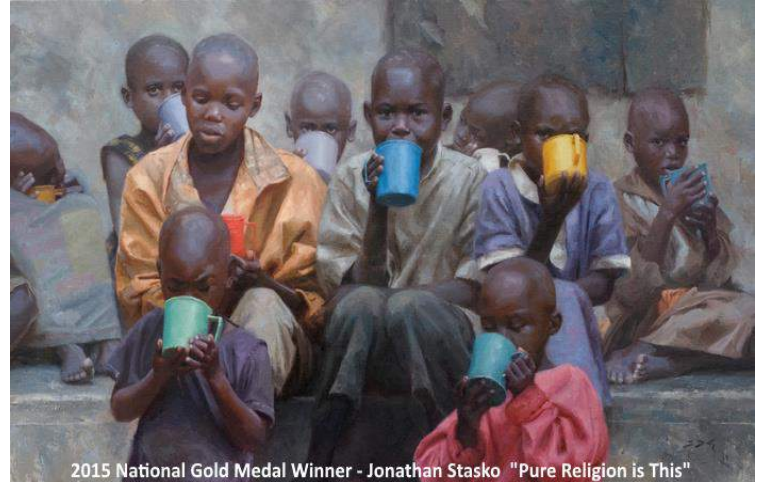


Convention: May 12 – May 15, 2016

CREDIT: MATT PASANT

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2015 National Gold Medal Winner - Jonathan Stasko "Pure Religion is This"

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2015 Western Regional Gold Medal Winner - John Richeson "Pushing Strays"

Timeline

- **February 29, 2016** – All forms & payments due in OPA office
- **March 14, 2016** – Awards & Catalog Ads due in OPA office
- **April 19, 2016** – Hotel room block expires
- **May 9, 2016** – Convention Bag & Raffle Basket donations due at hotel
- **May 5 - 11, 2016** – Exhibitor Supplies due at gallery
- **May 12 - 15, 2016** – Opening Weekend

Questions regarding Sponsorship or Advertising at the 25th Anniversary National Exhibition & Convention can be directed to Liz Pusch at LPusch@oilpaintersofamerica.com or 847-277-2890

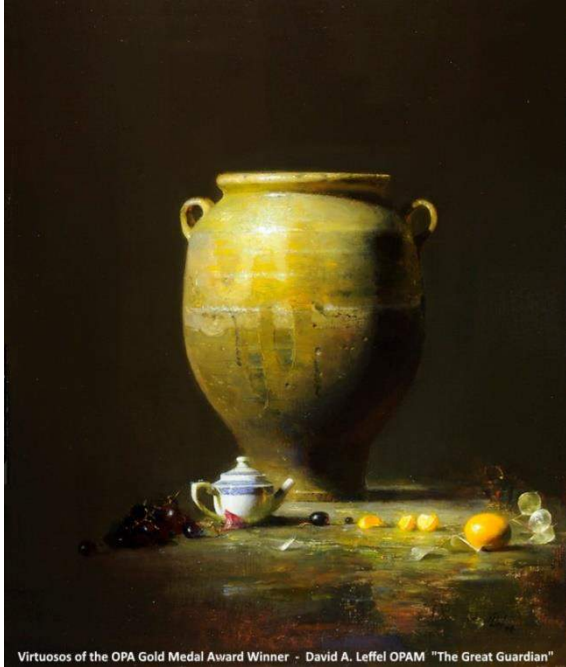


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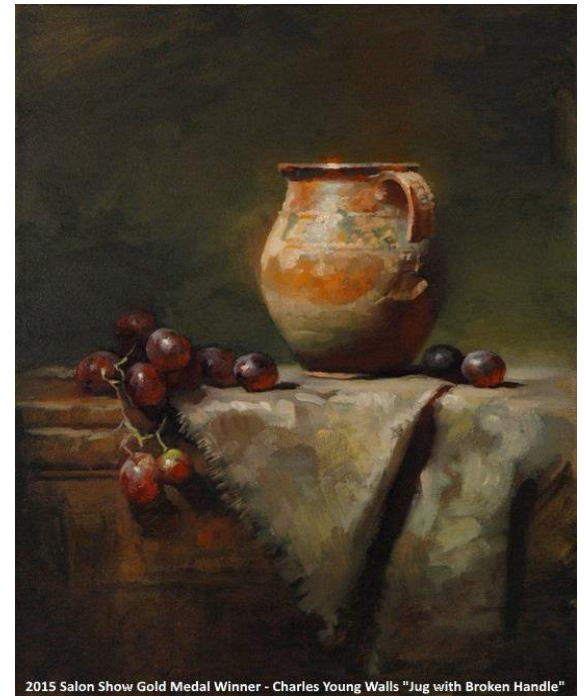
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Virtuosos of the OPA Gold Medal Award Winner - David A. Leffel OPAM "The Great Guardian"

Oil Painters of America is the leading art organization in North America with over 3,500 professional artists as members. For 25 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.

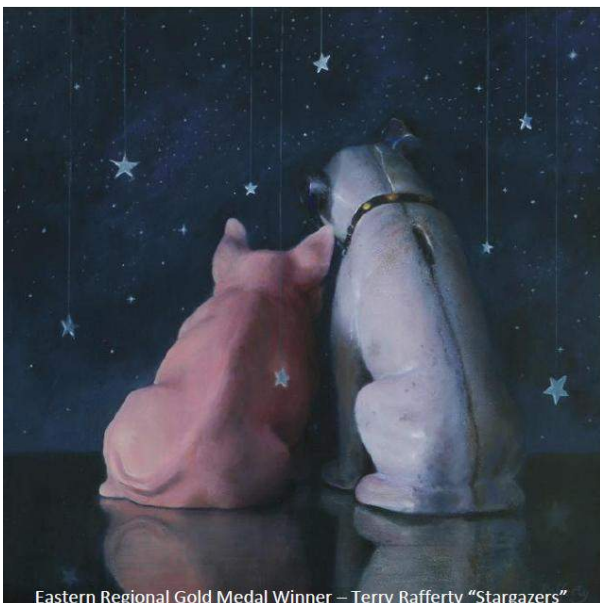
The OPA mission is to advance the cause of traditional, representational fine art by providing a forum in which artists can display their art in regional and national competitions. In addition, the organization is committed to providing education opportunities to its members through weekly blog articles,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



2015 Salon Show Gold Medal Winner - Charles Young Walls "Jug with Broken Handle"

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 with the OPA members. OPA offers its National Exhibition Sponsors the opportunity to connect with its members year-round.



Eastern Regional Gold Medal Winner – Terry Rafferty "Stargazers"

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OPA 25th Anniversary National Exhibition & Convention

Southwest Gallery Dallas, TX

Exhibition: May 13 – June 15, 2016



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CREDIT: MATT PASANT



2016 marks OPA's Silver Anniversary! Share your business with OPA members year-round by becoming a 2016 sponsor.

Southwest Gallery, Dallas' oldest and largest art gallery, will host OPA's 25th Anniversary National Exhibition & Convention from May 13 – June 15, 2016.

The opening weekend events will occur May 12 – 15 at The Crowne Plaza Dallas Galleria, a short three-minute drive away from the gallery, and will include vendors tables, a plein air competition with awards, sale and gallery hanging as well as demonstrations by Juror of Awards Kevin Macpherson OPAM, artist Qiang Huang OPA, and interview with OPA's Distinguished Artist Jeff Legg OPAM and much more.

Texas has always been a huge draw for OPA members. Between our 25th anniversary and great location, we're expecting a big outcome this year.

The Gold Medal Award in the Associate & Signature division will be \$30,000 cash this year while total awards for the exhibition are estimated to be in excess of \$100,000. Your support is needed to honor the talented artists who will receive these awards. As in the past, your company will be acknowledged in a multitude of ways for your generosity; including the very successful monthly Featured Sponsor spot and a new benefit for a company-personalized social media post to all OPA Facebook, Twitter and Instagram followers.

Six different sponsorship levels and benefits, including a Memorial Award option, are available this year. Please see page 5 to view the benefits available to your company. In order to keep the exhibition awards of a comparable value in all categories, the need to combine awards may arise. We ask that the minimum amount of a donation be valued at \$250 to allow easier grouping continuity to the awards. Your understanding is appreciated.

For the third year in a row, OPA would like to highlight our wonderful sponsors by raffling off baskets filled with goodies from you, the sponsors. Baskets and signs including your business logo will be on display from Thursday evening at the Welcome Reception through the start of the awards ceremony on Friday evening. A Raffle Basket teaser eBlast listing the sponsors & items will be sent to help rouse interest. These baskets have become a highly-anticipated part of the OPA convention for the attendees. Please note that donations to the baskets and/or convention bag samples do not go towards the sponsorship amount & benefits.

This year, Tabletop Exhibitors have the option of extending their time through Sunday for no extra cost. A half-page digital ad is included in the tabletop rental price and will be sent to all OPA members in a Tabletop Exhibitor preview eBlast. Vendor space is limited, and is available on a first-come, first-served basis to all sponsors who provide an award. Please refer to Pages 7-9 for details and important dates.

As always, OPA sponsors are invited to place an ad in the National Catalog and also in the quarterly newsletter to stay in touch with our members year-round. See page 10 for more information.

Thank you in advance for your commitment to make OPA's 25th Anniversary Exhibition & Convention a huge success. In order to be included in the sponsor listing in the OPA catalog, please be sure to have all paperwork & payments in the OPA office no later than February 29, 2016.

We are sincerely grateful for your sponsorship, catalog ads and generous support and look forward to seeing you in Dallas in 2016.

Sincerely,

Kathryn Beligratis
Kathryn Beligratis
Executive Director

Liz Rusch
Liz Rusch

Sponsorship & Marketing Coordinator



Exhibition: May 13 – June 15, 2016



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25th Anniversary Sponsorship Levels & Benefits

Diamond - \$5,000 cash or \$10,000 in merchandise

- One Full-page, Color Ad in National Catalog
- One Full-page, Color Ad in OPA Newsletter
- 2 Advertising eBlasts to over 6,000 OPA Subscribers
- Linked Logo on National Exhibition Page
- 3 Personalized Facebook, Twitter and Instagram Post
- 12 consecutive months free square on OPA Blog
- Eligible to become OPA Featured Sponsor
- Free Convention Bag Insert or Sample addition
- 2016 National Exhibition Catalog Sponsor Listing
- 2016 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Eligible for Additional Promotional Opportunities
- Eligible for Sponsor Highlight Raffle Basket

Ruby - \$2,500 cash or \$5,000 in merchandise

- One Full-page, Color Ad in National Catalog
- 1 Advertising eBlast to over 6,000 OPA Subscribers
- Linked Logo on National Exhibition Page
- 2 Personalized Facebook, Twitter and Instagram Post
- 9 consecutive months free square on OPA Blog
- Eligible to become OPA Featured Sponsor
- Free Convention Bag Insert or Sample addition
- 2016 National Exhibition Catalog Sponsor Listing
- 2016 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Eligible for Additional Promotional Opportunities
- Linked Logo on OPA Website Sponsor Page
- Donor Highlight Raffle Basket Contribution

Emerald - \$1,000 cash or \$2,000 in merchandise

- Linked Logo on National Exhibition Page
- 1 Personalized Facebook, Twitter and Instagram Post
- 6 consecutive months free square on OPA Blog
- Eligible to become OPA Featured Sponsor
- Free Convention Bag Insert or Sample addition
- 2016 National Exhibition Catalog Sponsor Listing
- 2016 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Eligible for Additional Promotional Opportunities
- Eligible for Sponsor Highlight Raffle

Sapphire - \$500 cash or \$1,000 in merchandise

- 1 Personalized Facebook, Twitter and Instagram Post
- 3 consecutive months free square on OPA Blog
- Eligible to become OPA Featured Sponsor
- Free Convention Bag Insert or Sample addition
- 2016 National Exhibition Catalog Sponsor Listing
- 2016 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Eligible for Additional Promotional Opportunities
- Eligible for Sponsor Highlight Raffle Basket

Amethyst - \$250 cash or \$500 in merchandise

- Company mention & thank you on OPA Social Media
- 2 consecutive months free square on OPA Blog
- Free Convention Bag Insert or Sample addition
- 2016 National Exhibition Catalog Sponsor Listing
- 2016 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Eligible for Additional Promotional Opportunities
- Eligible for Sponsor Highlight Raffle

Jade - \$250 in merchandise

- 2016 National Exhibition Catalog Sponsor Listing
- 2016 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page

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

Email Liz Pusch Lpusch@oilpaintersofamerica.com

- Linked Logo on National Exhibition Page
- 1 Personalized Facebook, Twitter and Instagram Post
- 6 consecutive months free square on OPA Blog
- Eligible to become OPA Featured Sponsor
- Free Convention Bag Insert or Sample addition
- 2016 National Exhibition Catalog Sponsor Listing
- 2016 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Eligible for Additional Promotional Opportunities
- Eligible for Sponsor Highlight Raffle

Any award received after March 14, 2016 is not 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.



Exhibition: May 13 – June 15, 2016



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Additional Promotional Opportunities

Once you become a National Exhibition sponsor at the Amethyst level or above, you are eligible to host one of the events listed below. Companies may join together to host an event. For questions or for more information, please contact Liz Pusch at (847) 277-2890 or Lpusch@oilpaintersofamerica.com.

Welcome Reception

Start off the weekend by hosting the welcome reception on the evening of Thursday, May 15th. Host is welcome to provide promotional items or giveaways during the event.

Drinks and hors d'oeuvres will be provided by the hotel

\$2,500 Cash

Artist Breakfast & Presentation

Host a hot breakfast buffet while giving a presentation about your company. Host is welcome to provide promotional items or giveaways during the event. All food will be provided by the hotel.

\$2,500 Cash

Artist Lunch & Presentation

Give a presentation about your company & products while providing lunch for the attendees. Host is welcome to provide promotional items or giveaways during the event. All food will be provided by the hotel.

\$2,500 Cash

Sponsorship Commitment must be received by February 29, 2016



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Tabletop Exhibition Space Important Information

Celebrate 25 years of OPA by joining us as an exhibitor in Dallas and sharing your company & products with OPA members at the convention.

IMPORTANT DATES/TIMES TO REMEMBER

Set Up Tabletop Exhibits	Exhibition Dates & Time	Dismantle Tabletop Exhibits
Thursday, May 12 6:00 – 7:00 pm	Friday, May 13 8:00 am – 3:00 pm	Saturday, May 14 3:00 – 4:00 pm
	Saturday, May 14 8:00 am – 3:00 pm	Sunday, May 5 (Optional) 12:00 – 1:00 pm
	Sunday, May 15 (Optional) 8:00 am – 12:00 pm	



PRICING & EXPENSES

The rental price is \$375 for one 8-foot skirted table or \$575 for two 8-foot tables. The rental also includes two (2) chairs per table, sign with Exhibitor's company name, name badge, and a wastebasket.

Please note: Exhibitor is limited to table space provided by OPA. Outside booths, tables or chairs are not allowed.

Exhibitor will assume responsibility for any expenses incurred as it relates to the assigned exhibit space, including 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 onsite 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. Please be sure to ship merchandise certificate or award to the OPA office no later than March 14, 2016. We appreciate your cooperation.

REFUND POLICY

Cancellations after March 31, 2016 will be charged full space rental. Refunds will be given prior to March 31, 2016, less a \$100 administrative fee. Cancellations of exhibit space must be submitted to OPA in writing. Telephone 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.

ASSIGNMENT OF TABLE TOPS

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



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TABLETOP PERSONNEL

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

Exhibitor personnel are invited to attend the Awards Ceremony & Reception on Friday, May 13th. The awards ceremony will be held at The Crowne Plaza Dallas Galleria – Addison beginning at 8:15 p.m. Exhibitor Personnel in attendance 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 for onsite at the registration 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. At no time shall an Exhibitor be rude or speak poorly of another Exhibitor. OPA reserves the right to ask such an Exhibitor to vacate the premises with no refund given.

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 7:00 p.m. on Thursday, May 12, 2016.

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, May 14, 2016, at 3:00 p.m. unless by special arrangement.

Exhibitors have the option to keep their exhibitor space until 12:00 p.m. on Sunday, May 15, 2016.

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.

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 power outage.



OPA 25th Anniversary National Exhibition & Convention Southwest Gallery Dallas, TX



Exhibition: May 13 – June 15, 2016



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CREDIT: MATT PASANT

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 Crowne Plaza Dallas Galleria will accept shipments starting Monday, May 4 through Wednesday, May 11, 2016. A \$3 per box storage fee will be charged. Crates and pallets do not count as boxes. A separate labor charge will be assessed for the handling of these items. All shipments must be for inside delivery only. The height clearance to the dock for delivery trucks is 12 feet, 11 inches.

All materials should be shipped to: Crowne Plaza Dallas Near the Galleria
14315 Midway Road
Addison, TX 75001
(972) 980-8877

Designate on outside of box(es): Hold for: OPA Event
OPA Contact: Liz Pusch
Start: May 12, 2016
Please deliver to OPA Exhibitor Area
Company Name
Box _____ of _____

Please indicate on the outside of your boxes that it is for the OPA Show and to deliver to the Vendor Area. **Please be sure that boxes do not arrive prior to Monday, May 4, 2016, otherwise a larger storage fee will be charged.**

For shipments outbound from The Crowne Plaza Dallas Galleria following the conclusion of the program, all boxes must be packed and labeled with your shipment and billing information before being stacked in your exhibitor space. All boxes must be ready for shipment or removed from the premises by 12:00 p.m. on Sunday, May 15, 2016.

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

If you hand carry your boxes, they will come in through the front door of the Crowne Plaza Dallas Galleria, 14315 Midway Road, Addison, TX 75001. A cart and assistance will be available to assist you in bringing in your materials at no charge.

HOUSING/REGISTRATION INFORMATION

A block of rooms has been reserved at The Crowne Plaza Dallas Galleria. Please be sure to make your reservations early and reference the Oil Painters of America room block to secure the special rates. The special group rate cannot be guaranteed after April 19, 2016. Please call the in-house reservations department at (972) 980-8877 during regular business hours or the 24-hour line at (800) 377-9778.

The Crowne Plaza Dallas Galleria

14315 Midway Road
Addison, Texas 75001
(972) 980-8877

Standard Room Single or Double Occupancy
\$112 per night plus tax

Hotel Parking: Self-parking day \$7
Valet day parking \$10

Self-parking overnight \$14
Valet overnight \$19



Exhibition: May 13 – June 15, 2016

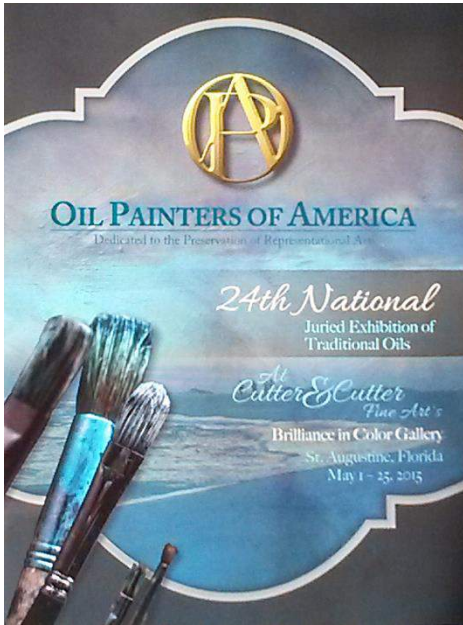


Convention: May 12 – May 15, 2016

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Catalog Ad Information

Sponsorship is not required to place an ad in the 2016 National Exhibition catalog.



In order to be included in the 2016 catalog, we must:

- Receive the commitment form and payment via mail or email no later than **February 29, 2016**
- Receive ad materials via email no later than **March 14, 2016**

Ad Space Requirements:

Quarter Page - \$300	One-Half Page - \$500	Full Page Ad - \$800
3.5" width x 4.5" height	7.5" width x 5" height	8.5" width x 11" height
No Bleed	No Bleed	Full Bleed

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.

Ad will not appear in catalog unless payment has been received by OPA no later than March 14, 2016.

OPA Brushstrokes Newsletter Information

Sponsorship is required to advertise in the Brushstrokes Newsletter

Price per Issue:

Full-Page Inside Front Cover - \$1,000

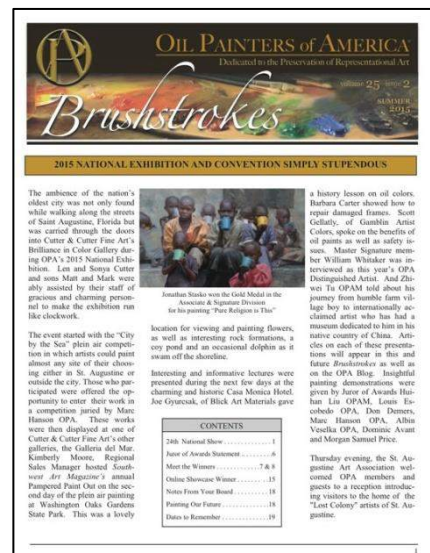
Inside Full-Page - \$800

Half-Page Back Cover \$650

Inside Half-Page Color \$500

Inside Quarter-Page Color \$300

To advertise in the quarterly Brushstrokes Newsletter, please contact Liz Pusch at LPusch@oilpaintersofamerica.com or (847) 277-2890





Exhibition: May 13 – June 15, 2016



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This form must be received by OPA no later than February 29, 2016
Sponsorship Commitment Form

Company: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-Mail: _____

- 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 is only for the following products: _____

Additional Sponsorship Opportunities - Sponsorship is required to be eligible for items listed below

Host an event: Two sponsors may collaborate to sponsor an event - Please check box to select event. Refer to Page 5

- Welcome Reception (\$2,500) Artist Breakfast (\$2,500) Artist Lunch (\$2,500)

Reserve a Tabletop Exhibition Space: Please check box to select number of table tops. Refer to pages 7-9

- One 8 x 10 tabletop (\$375) Two 8 x 10 tabletops (\$575)

Donate item(s) to the Sponsor Highlight Raffle Baskets Refer to Page 4

Place a Catalog Advertisement - Sponsorship is **NOT** required to advertise in catalog Refer to Page 10

- Quarter Page (\$300) Half Page (\$500) Full Page (\$800)

PREFERRED PAYMENT INFORMATION:

Additional Opportunities Total Amount \$ _____

- Invoice Me Check Included Pay Online Charge the total amount due Visa MC AMEX Discover

Card Number: _____ Expiration Date: _____ CVV: _____

Cardholder's Name: _____ Signature: _____

IMPORTANT: To signify your agreement to provide an award & other opportunities for the OPA 2016 National Exhibition & Convention, please sign below and return this form to Lpusch@oilpaintersofamerica.com.

Signature _____ **Date** _____

*The sponsorship level and company name designated above will be listed in the 25th Anniversary OPA National Catalog once donation has been received.

Merchandise, certificates or checks can be sent to: Liz Pusch, Oil Painters of America, 1000 Hart Road, Ste. 220, Barrington, IL 60010

Pay online in the OPA Store: www.oilpaintersofamerica.com/store