

ALTERNATOR

centre for contemporary art

In preparation for the upcoming exhibit, please review the below checklist and information prior to dropping off your artwork:

Red Dot Member Drop off Checklist

❑ Membership

Is your Alternator Membership up to date? You can sign-up or renew your Alternator Membership online or in person at the gallery. Not sure about your membership status? Contact us at 250.868.2298 or at info@alternatorcentre.com.

Additional information about Alternator Memberships can be found [here](#).

❑ Complete your registration form

Make sure your registration form is submitted to the Alternator either digitally or in person by **November 10**.

[Digital Registration Form](#)

[Printable PDF Registration Form](#)

❑ Prepare your artwork for drop off

Many patrons will take their home with them immediately after they purchase it. As such, we ask that artwork is dropped off in good condition and ready to hang or install. For instance, artwork that is on warped frames or that does not have required hardware for hanging will not be accepted. Each submitted work must be labeled using the and identify your artwork by filling out and attaching labels.

[Red Dot Member's Show and Sale Labels \(PDF\)](#)

All artwork identification must be included and securely attached to your art at the time of drop-off.

If you have any questions about preparation of work, please contact the Alternator.

❑ **Drop off your artwork**

Labeled artwork can be dropped off at the Alternator between November 13 - 17, 2018 during gallery hours:

Tuesday 11 am - 6 pm

Wednesday 11 am - 6 pm

Thursday 11 am - 6 pm

Friday 11 am - 6 pm

Saturday 11 am - 5 pm

❑ **Register to document your work**

On Saturday, November 17th the Alternator will be holding a Documentation Day Event. This a great opportunity to create a digital record of your work before it sells. Documentation Day takes place during the Red Dot drop off period, so you can easily submit the artwork you will already be using for Red Dot. If you are interested, tickets can be reserved [HERE](#).

❑ **Promotion**

We rely on our exhibiting members to help promote the the Red Dot Member's Show and Sale by inviting their communities through social channels.

Attached to this email is an exhibitor media package that includes graphics and photographs that you may use on social media (or any other marketing channels) to help promote the upcoming Red Dot Member's Show and Sale.

Some ways you can help promote the exhibition:

- ❑ Follow the Alternator: [Facebook](#) | [Instagram](#)
- ❑ Link to www.alternatorcentre.com
- ❑ [Reserve your tickets](#) for the Red Dot Opening Holiday Party
- ❑ Invite your friends and followers to the [event](#)
- ❑ Change your profile pictures and banners: [Banner](#) | [Square](#)
- ❑ Post about your artwork and work you plan to feature at Red Dot.
- ❑ Encourage people to support local arts and culture by [donating](#) to the Alternator.
- ❑ List the Red Dot Member's Show and Sale opening and exhibition dates on your page so that your followers can see you will be there.
- ❑ Invite friends and followers in person or via email

- ❑ Tag the [page](#) and [event](#) in your Facebook posts
- ❑ Send an email or newsletter to your followers
- ❑ Write a blog post about the exhibition.
- ❑ hashtag: #reddot2018
- ❑ tag: [@the_alternator](#) on Instagram so we can re-gram you
- ❑ Pick up some postcards at the gallery and help to distribute.
- ❑ Contact your local media for interviews and articles (newspapers, radio, magazines, writers)

❑ **Opening Reception**

Invite your friends and family, and join us for the opening reception on **Friday, November 23rd at 6pm!** This is a public event, and everyone is welcome but tickets are required. Get your tickets [HERE](#).

Red Dot runs from November 23rd to December 22nd, 2018 at 3 pm.

❑ **Payment and Artwork Pickup**

Cheques for sold artwork will be mailed or available for pick up at the Alternator mid-January. The Alternator will inform members about sales of their artwork. Unsold artwork can be picked up on the following date:

December 22, 2018 from 3-5 pm

If you are unable to pick up artwork on this date, please contact the Alternator and we will be happy to accommodate different arrangements. The Alternator will be closed to the public from Sunday, December 23rd to Monday, January 7th

If you have any questions, please contact the Alternator at 250.868.2298 or at info@alternatorcentre.com.