
GENERAL EXHIBITOR FREQUENTLY ASKED QUESTIONS

When planning to participate in a show, many questions arise, and we've tried to answer some of the most common ones here. The brief responses below are not, however, all inclusive, and are not designed to replace the more detailed information found in the Exhibitor Prospectus, mail-in submission pages, or the Rules for Display. Please see the Call for Entries page for complete details about submitting work for jurying. In addition, once an artist is accepted to the show, they will receive further show details and our Bylaws and Standing Rules, all of which govern our show procedures. Accepted artists have 30 days to review all information and requirements before confirming their desire to exhibit or a decision to not exhibit.

How long has the Laguna Art-A-Fair festival been in operation?

Laguna Art-A-Fair has been part of the Laguna art world every summer since 1967, albeit in several different locations, and under several different names. Since 1988 the show has been held at 777 Laguna Canyon Road, a location that places us closer to the heart of Laguna Beach, and central to the festival district.

What is the average attendance and where do the Laguna Beach festivals' visitors come from?

Attendance varies from 40-60 thousand for the run of the show. About 70% of the visitors are from Southern California or nearby states such as Arizona. As Laguna Beach is an international travel destination we also get many foreign visitors.

Is this an indoor show or an outdoor show?

Laguna Art-A-Fair is an outdoor show that has full canopy coverage protecting booths and exhibits from most of what Mother Nature has to offer.

How many artists participate each year?

Generally, we have about 117 exhibit spaces each summer. Your artwork remains for the entire 10 weeks of the show, 7 days a week.

How does the jury process work?

Prospective exhibitors must submit three pieces per medium for anonymous review by the Laguna Art-A-Fair panel of jurors. There is no limit to the number of mediums submitted. The jury panel is comprised of seven Laguna Art-A-Fair exhibitors, two alternates, and one or more outside artist-jurors. An Olympic scoring system is used that eliminates the highest and lowest scores, then adds up the remaining scores for a total jury score. The highest score available is 50; a minimum score of 35 is required for acceptance into the upcoming festival. Digital images of your work may be submitted via mail/email (deadline January 26, 2018). Walk-in submissions will be accepted on Sunday, February 11, 2018 at the Boy's and Girl's Club of Laguna Beach. For further details on mailing or email addresses, or Jury Day times and location, please see the Prospectus on the Call For Artists page.

Provided we are both juried in, may I share a booth with my artist friend?

Each artist accepted by the jury is required to purchase his/her own booth space, for the duration of the 10-week show. Booths may not be “shared with” or “sub-let to” other exhibitors. Booth sizes and costs vary considerably, so it’s easy to find a size and price that fits your needs and budget.

What may I display?

Original work in the medium accepted by the jury, and good quality reproductions. Note cards are permitted as well. All work must be the original concept of the exhibiting artist. No exhibited work may violate any state or federal copyright laws, nor the privacy, ownership or other legal rights of any other person/entity at any level of its creation. For a more detailed discussion of allowable exhibits, see the Rules for Display, on the Call For Artists page.

How much work should I plan to display at one time?

This depends on the size and style of your work, but the adage “less is best” is often applicable in this type of venue. To present a pleasing and attractive visual appearance it is suggested you do not overly crowd your walls; pay attention to the negative space. Presentation is just as important as the quality of your work, to both the visiting public (who will view thousands of individual pieces of art while they visit the festival) and the Laguna Art-A-Fair jury.

How are sales handled? Do I have to man my booth every day?

Laguna Art-A-Fair maintains a sales booth during the course of the show; exhibitors are not permitted to sell directly to customers. All sales are handled through the sales booth relieving the artist of the need to be in their booth at all times. However, exhibitors spending more time in their booths typically show proportionately higher sales than those who do not, but the choice is yours. While the sales booth handles the purchases, it is the artist who can truly discuss and describe the work to customers. Buyers enjoy a personal contact and connection.

Is a commission charged on sales?

Laguna Art-A-Fair employs a two-tier commission system. 17% commission is collected on sales made while the artist is on the grounds. 20% commission is collected for sales made in the artist’s absence. All sales are handled through the central sales booth. The commission is in addition to your booth fee (dependent on the size of booth you occupy) and your annual dues (\$35).

How much money can I expect to make?

This is a difficult question as it depends on many different factors, such as the type of work you do, your skill at marketing and selling your work, your availability to be on the show grounds regularly, and the general economy, to name a few. While we have had individual artist sales over \$40,000, in recent years the most common sales range is \$500 - \$10,000. As the overall economy continues to become more robust, so will individual artist sales.

How are sales taxes handled?

Laguna Art-A-Fair collects and remits to the state all sales taxes due from transactions handled by the sales booth.

What are the artist work shifts that are mentioned in the rules section?

Laguna Art-A-Fair is a cooperative art festival and in order to keep the show running, each participant agrees to a designated six-hour work shift per week, attends the training session for their particular duty, or is responsible for having the shift covered by an approved individual. Available duties include ticket taking, sales booth wrapping, light maintenance and security. Exhibitors who would rather not work a shift may pay Laguna Art-A-Fair to hire a staff member on their behalf, for \$750.

I represent one or more artists. I'd like information for entering them in Laguna Art-A-Fair.

Laguna Art-A-Fair is a summer venue for emerging and established individual artists. Commercially produced items are not allowed, nor are commercial representatives. Commercial representatives are those who profit monetarily from sales of the artist's work, such as (but not limited to) receiving a direct fee, by collecting commissions on sales, or by reselling purchased artwork not of their own creation.

If it is discovered that any of the above information has been misrepresented to Laguna Art-A-Fair, you will forfeit all monies paid to or received by Laguna Art-A-Fair, and will be asked to leave the festival. Additionally, your represented artists will have lost their individual right to jury in to future Laguna Art-A-Fair festivals, which could lead to legal action on their part against you.

I am a food vendor; may I purchase a space at the 'fair'?

Laguna Art-A-Fair is a fine art show (more like a gallery than a county fair), with a full-service restaurant and bar on the festival grounds. We allow no other food or beverage vendors due to our exclusive contract with the restaurant.

I am an entertainer; how can I become a part of the entertainment schedule?

All promotional packages should be sent to Laguna Art-A-Fair, P.O. Box 547, Laguna Beach, CA 92652, Attention: Emilee Reed. Each submission will be reviewed by the entertainment director for possible inclusion in our summer calendar. Scheduling typically begins in the fall, so don't delay in sending in your materials. Due to the large number of entertainment submissions generally received, there will be acts we are unable to accommodate.

How can I get answers to questions not addressed here?

Please visit our Contact page to have your inquiries directed to the appropriate person. If you'd like to be considered for the upcoming festival season, visit our Call For Artists page to learn more about the jury process and requirements.