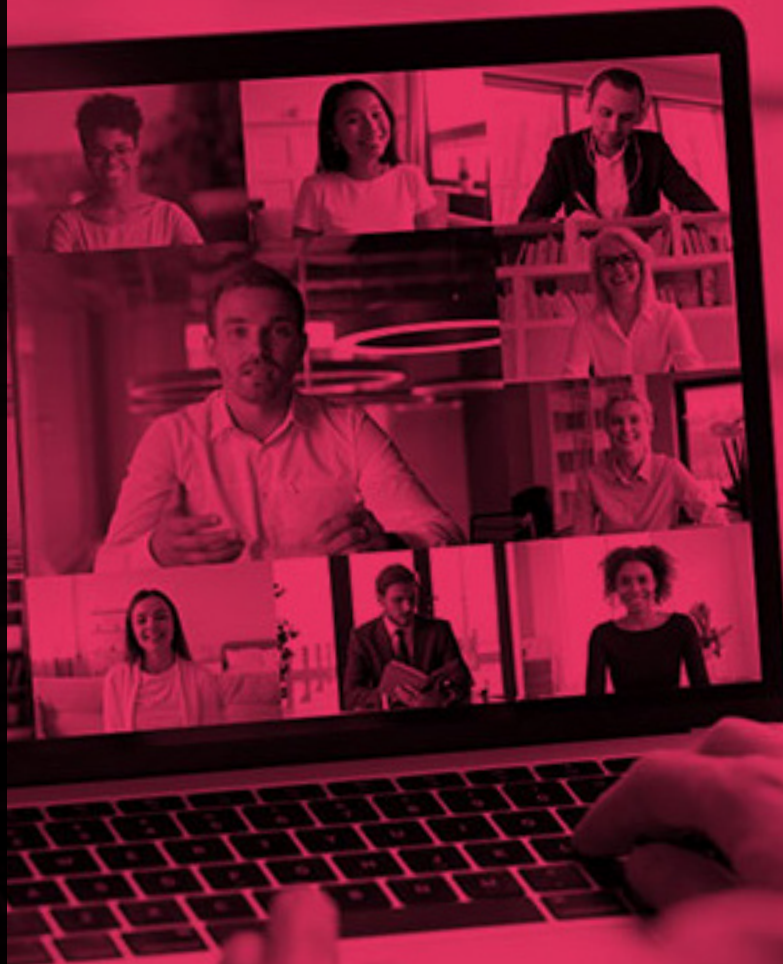


# RAVE

VIRTUAL ART  
EXPERIENCE



EXHIBITOR  
**GUIDE**

REDWOODARTGROUP.COM/RAVE



# ABOUT **RAVE** VIRTUAL EVENTS

**RAVE** | Focus San Diego: March 4, 5, 6  
**RAVE** | Focus New York: April 22, 23, 24  
**RAVE** | Focus Austin: June 24, 25, 26

## HOURS

4–5 p.m. PT each day

## THEMES

**Thursday** Happy Hour Preview

**Friday** Curators' & Designers' Encounter

**Saturday** Directors' Collection

## EXHIBITOR PREPARATION DEADLINES

### RAVE San Diego:

- Banner submission - February 23
- Artwork submission - February 23
- Video submission - February 23
- Rehearsal/Pre-record dates - March 1, 2, 3

### RAVE New York

- Banner submission - April 13
- Artwork submission - April 13
- Video submission - April 13
- Rehearsal/Pre-record dates - April 19, 20, 21

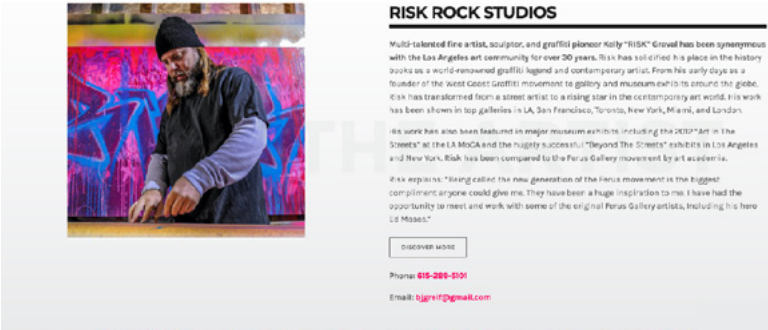
### RAVE Austin

- Banner submission - June 15
- Artwork submission - June 15
- Video submission - June 15
- Rehearsal/Pre-record dates - June 21, 22, 23



# SELECTING ARTWORK

- 9 pieces per booth
- Have a story about each piece
- Your retail prices must include shipping cost - all artwork sold from RWAG includes free shipping





# SAMPLE BOOTH PAGES

- Banner at top of Booth page - at least 1000px wide X 800px high
- Content for each artwork - Don't forget TAPS (title, artist, price, size)
- Video - good idea to create a short 1 minute video introducing yourself - if you need help email [Hannah@redwoodartgroup.com](mailto:Hannah@redwoodartgroup.com)
- Info paragraph - This is your story, your bio, your passion statement

Want to see some good Booth examples from the RAVE Miami event?

CRISTA CLOUTIER

CONTEMPORARY ART  
PROJECTS USA

DAIN

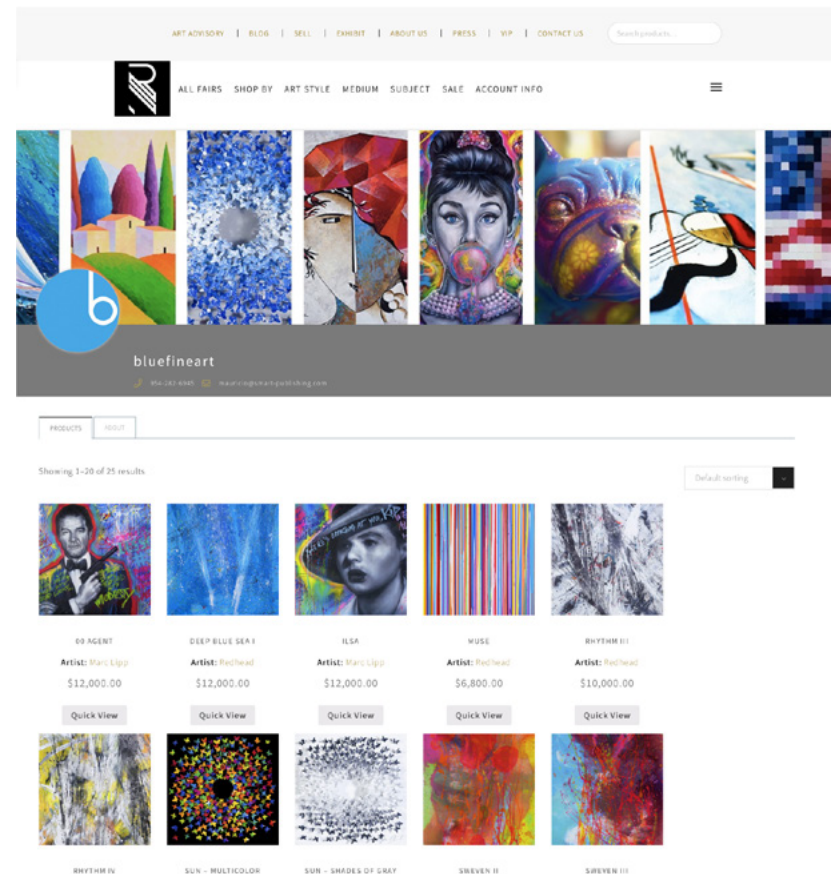
ERIK JENSEN ART



# RWAG MARKETPLACE SELLER (OPTIONAL)

You have the opportunity to become a permanent seller on Redwood's Online Art Marketplace.

- A year-round marketplace with Redwood as your partner for marketing, social media, and advertising.
- A 365/24/7 platform that gives artists, galleries, and art dealers the opportunity to expand their outreach and market to new audiences.
- You can add up to 24 pieces to your Marketplace Storefront, then select 9 to showcase for your RAVE virtual booth.
- Check it out: [HERE](#)
- And we're here to assist you getting your Storefront set up - every step of the way.





# SALES PROCESS

- No commission when processed thru Redwood Marketplace for 30 days following RAVE events
- Credit card & processing fee for each transaction through Redwood Online Art Marketplace

# GUEST BOOK

- All Guest Book comments and inquiries sent directly to you
- Follow-up and add them to your database

**SIGN OUR GUESTBOOK**

YOUR MESSAGE

YOUR NAME (REQUIRED)

YOUR EMAIL (REQUIRED)

**SEND MESSAGE**

# MARKETING & SOCIAL MEDIA

- Your livestream date will be confirmed on or before the RAVE event Materials Submission Deadline date
- Where to post - everywhere!
- Tips & How-To's
  - Treat it like a live event
  - Invite friends and family, collectors, fans, followers
  - Use your mailing list
  - Use social media - Instagram, Facebook, Twitter, LinkedIn
- Invites - "See me on XX (day) at xx (time)"
- Email & Posting Frequency
- Ticket links





# **SUCCESS** STORIES - HOW DID THEY DO IT?

## GATSBY

- Daily Instagram posts with previews, in-progress photos, invites, etc.
- Direct messaging on Instagram with fans
- Phone calls and emails to previous collectors
- 11 sales in the days of and week following RAVE event

## JAMES PATERSON

- Newsletters to full database with announcement of day/time for live stream
- Email reminders
- Facebook posts
- 2 sales and a commission





# **SUCCESS** STORIES - HOW DID THEY DO IT?

## CRISTA CLOUTIER

- Facebook posts before, during and after event
- Email invites
- In progress stories, post event stories
- Follow-ups with all Guest Book messages
- Highest exhibitor booth views

## STUDIO JACKIE

- Facebook posts before, during and after event
- Instagram posts and invites
- Email invites to database
- Phone calls to previous collectors
- Follow-ups with all Guest Book messages
- Significant sales for 3-4 weeks following event



## REHEARSAL **TIPS**

- Have light in front of you
- Make sure you are facing the light
- Remember to smile while you are on camera - even when you aren't speaking
- Stabilize your camera and try to stay in one place so the camera is not moving
- If you can be in your studio, great! If not, have a few pieces hung or on easels behind you
- Be upbeat! You are the star!

# KEEP IN **TOUCH**

 RedwoodArtGroup

 RedwoodArtGroup

 @RedwoodArtGroup



[INFO@REDWOODARTGROUP.COM](mailto:INFO@REDWOODARTGROUP.COM)

**BOOTH INFO:**  
**216-225-0962**

**SPEAKERS:**  
**408-718-3730**

**APPLY TODAY**