

SPECTRUM chicago

OCTOBER 7-10, 2026 | THE MART

WHERE ART IS
DISCOVERED

[REDWOODARTGROUP.COM/SPECTRUM-CHICAGO](https://redwoodartgroup.com/spectrum-chicago)



EXHIBITOR
PROSPECTUS



THE ART FAIR FOR INDEPENDENT ARTISTS

Spectrum Chicago offers artists a professional platform to connect directly with collectors, designers, art consultants, and art enthusiasts from across the Midwest.

Whether launching a career, expanding into new markets, or growing an established collector base, Spectrum Chicago provides an accessible and affordable way to showcase and sell artwork in one of the country's most influential design and cultural destinations.

ONE FAIR | MULTIPLE DISCOVERIES

Spectrum Chicago features several curated sections across the fair floor, each offering a unique way to explore and collect contemporary art.

- **Spotlight Program** showcases standout emerging and established creators.
- **Discoveries Collection** engages collectors with affordable innovative works.
- **Special Programs** highlight curated exhibitions, installations, and featured projects.

“Spectrum Chicago is where artists are discovered, collectors find their next great acquisition, and contemporary art takes center stage in the heart of Chicago.”

Eric Smith, Owner / CEO,
Redwood Art Group





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WHY APPLY?

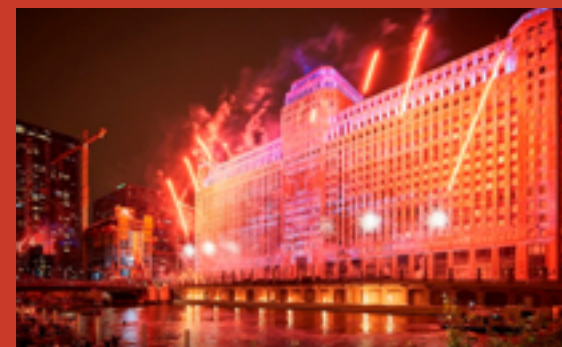
Spectrum Chicago is where artists gain exposure, build connections, and create new opportunities. Designed for established and emerging independent artists, the fair brings together collectors, designers, and art enthusiasts in one of America's most influential creative cities.

Exhibit at Spectrum Chicago to:

- Be discovered by new collectors and buyers
- Expand your reach in the Midwest market
- Connect with designers, consultants, and industry professionals
- Build your collector base and generate sales
- Increase visibility for your work and your brand
- Join a vibrant community of contemporary artists
- Exhibit at THE MART, an iconic destination for art and design

VENUE: THE MART

Spectrum Chicago takes place at THE MART, one of the world's premier destinations for art, design, and innovation. THE MART provides the perfect setting for artists, collectors, designers, and art enthusiasts to come together. More than a venue, it's a place where new artists are discovered, meaningful connections are made, and contemporary art finds its audience.





HOW IT WORKS

Criteria: Spectrum Chicago features paintings, photography, sculpture, ceramics, glassworks, and more. Jewelry, tapestries, and arts-and-craft works are not accepted.

Application: Apply online if your gallery, studio, and artwork are a good fit.

Curation: Exhibitors are reviewed by our experienced committee of art industry professionals. Booth assignments ensure a high-quality, balanced fair experience.

Preparation: Exhibitors receive an Exhibitor Manual and complete the short online Booth Essentials Course to meet Spectrum's presentation standards. Complimentary Collector Passes are provided for key collectors and guests

SHOW AMENITIES

Spectrum Chicago offers an all-inclusive, turnkey exhibitor experience, designed for maximum convenience and impact:

- **Fully built booths** with spotlights, electrical drops, Wi-Fi, and branded blade signage — 4 lights provided per 100 sq. ft.
- **Architecturally designed** fair floor with 8-foot walls, polished concrete floors, deep booths, and wide aisles for optimal traffic flow and enhanced viewing.
- **Upscale café and lounge** areas to create a premium environment for attendees and exhibitors.
- **Comprehensive marketing** and PR support, including print, digital, social media campaigns, VIP and collector programs, and more.
- **Strict exhibitor standards**, curatorial guidance, and pre-fair training to ensure polished presentations.
- **Upgraded Online Catalog** to extend exposure and sales beyond the fair floor.



WHO WILL ATTEND SPECTRUM CHICAGO?

DEMOGRAPHIC SNAPSHOT

- **Age Range:** Primarily 35–65+, with strong participation from both emerging and seasoned collectors
- **Gender:** Approximately 55% female / 45% male
- **Income:** Household incomes typically range from \$100,000 to \$500,000+, with many attendees falling into the high-net-worth category
- **Education:** Over 80% hold college or advanced degrees
- **Professions:** High concentration of professionals in finance, real estate, healthcare, law, design, and the arts

GEOGRAPHIC REACH

- Strongest representation from Chicago and the broader Midwest region
- National attendees from New York, California, Florida, Texas, and beyond
- International buyers and exhibitors from Canada, Europe, Latin America, and Asia

AUDIENCE SEGMENTS

- **Collectors & Art Investors** (private and corporate)
- **Interior Designers & Architects** sourcing for residential and commercial projects
- **Gallery Owners & Art Consultants** scouting new talent
- **Media & Influencers** covering the art market and emerging trends
- **First-Time Buyers** drawn to accessible price points and curated independent artists

BUYER BEHAVIOR

- Attendees come ready to explore and acquire artwork, from accessible contemporary pieces to higher-value works.
- Many visitors seek to connect with artists and galleries for both immediate and future collecting opportunities.
- Exhibitors benefit from building relationships with a serious, engaged art-buying audience.

REDWOOD FAIRS BY THE NUMBERS

E NEWSLETTER

150,000+ opt-in email subscribers



SOCIAL MEDIA

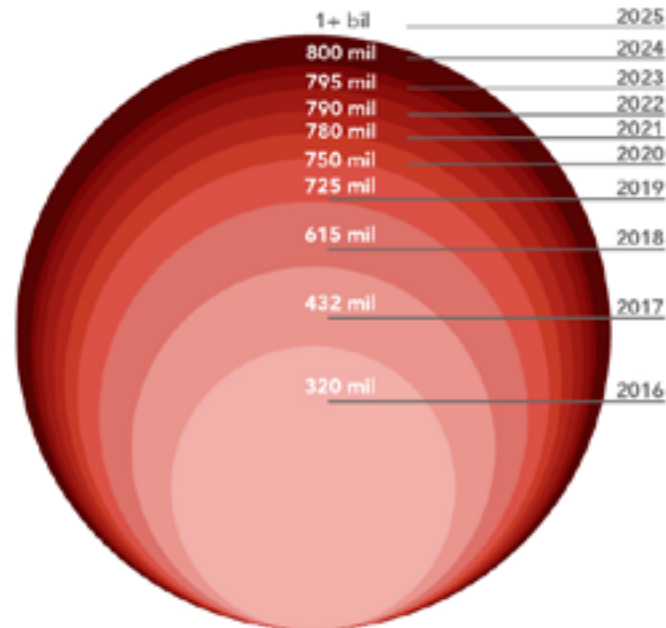
Instagram **110,000+** followers, increased by **30% since 2024**

Facebook **97,000+** followers, increased by **5% since 2024**

LinkedIn **14,000+** followers



MEDIA IMPRESSIONS



BOOTH PACKAGES

SPECTRUM chicago

A SINGLE BOOTH PACKAGE INCLUDES:

- 8' high finished white walls
- Fully built booth with spotlights — 4 lights provided per 100 sq. ft.
- Electrical outlet and Wi-Fi
- Branded booth blade signage
- First-day booth cleaning

BOOTH PRICES START AT \$2,195



KEEP IN TOUCH

f /spectrum-chicago



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[https://www.linkedin.com/
company/redwood-art-group](https://www.linkedin.com/company/redwood-art-group)



sales@redwoodartgroup.com

SALES

Eric Smith

Owner/CEO – Redwood Media Group
eric@redwoodartgroup.com

Mark Shapiro

Exhibitor Accounts Manager
U.S., Europe and Canada Markets
mark@redwoodartgroup.com
203.257.5881

Steve Cherng

Exhibitor Accounts Manager
Australia and Asian Markets
steve@redwoodartgroup.com
908.568.8899

EXHIBITOR SERVICES

Kelly Smith

Exhibitor/Attendee Relations
Manager
kelly@redwoodartgroup.com

GENERAL INFORMATION

Not sure whom to contact? Contact us at
info@redwoodartgroup.com

APPLY TODAY