

# "Immersed Aquatic Art Show 2017"

[www.ImmersedShow.com](http://www.ImmersedShow.com)

## CALL FOR ARTISTS / AQUARIUM EXHIBITORS

Greetings Artists and Exhibitors;

Thank you for your interest in participating in this year's "Immersed" Aquatic Art Show produced by the Central Florida Aquarium Society and Pink Hair Productions.

### Synopsis

*Imagine what it might be like to live below the water's surface. What fun, interesting, and colorful creatures might you see swimming among the coral reefs? What strange and dark creatures might you find lurking in the shadowy depths?*

For additional information, please visit [www.ImmersedShow.com](http://www.ImmersedShow.com).

Thank you,

Denna Beena

### About "Immersed"

Orlando's original aquatic art show features a variety of themed art by local artists and photographers, but it doesn't stop there! There will also be beautifully aquascaped aquarium displays set up throughout the gallery, designed by aquarium enthusiasts, hobbyists, aquatic gardeners, and businesses.

### About Central Florida Aquarium Society

Central Florida Aquarium Society's (CFLAS) dedication to the preservation and expansion of the fishkeeping hobby began in 1967. In 2013, a refresh in leadership structure and personnel resulted in a paradigm shift that expanded its reach beyond the hobbyist community. A trailblazing, tech-savvy, and forward-thinking approach increased participation 2000% in the first 12 months ([cflas.org/stats](http://cflas.org/stats)). The variety of educational activities and innovative events ensures individuals of all levels of interest feel welcome. These successes have garnered international and local recognition by media outlets and hobbyist publications alike, including USA Today, Newsweek, Huffington Post, The Blaze, World News, United Press International, io9, Yahoo!, Breitbart, Mirror, Gentside, Orlando Sentinel, Tampa Bay Times, Central Florida Top 5, Florida Leisure Magazine, The Daily City, Bungalow, as well as hobbyist publications Tropical Fish Hobbyist, Amazonas, Reefs.com, Reef2Reef, Drs. Foster and Smith, and LiveAquaria.com. It's this formula that will lead CFLAS and the hobby to continued success and a brighter future.

### About Pink Hair Productions

Pink Hair Productions is involved in all forms of event production and coordination for art and entertainment events. Visit [PinkHairProductions.com](http://PinkHairProductions.com) for more information.

**Pink Hair Productions**  
Denna Beena, Producer  
[denna@pinkhairproductions.com](mailto:denna@pinkhairproductions.com)  
[www.pinkhairproductions.com](http://www.pinkhairproductions.com)  
(407) 470-8037

**Central Florida Aquarium Society**  
Travis Fillmen, Chairman  
[travis@cflas.org](mailto:travis@cflas.org)  
[www.cflas.org](http://www.cflas.org)  
(407) 375-4678

**CityArts Factory**  
Kat Quast, Manager  
29 South Orange Ave, Orlando, FL 32801  
[www.cityartsfactory.com](http://www.cityartsfactory.com)  
(407) 648-7060

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## LOAD IN/OUT PROCEDURE

**Subject Matter:** Immersed / Underwater

**Exhibit Dates:** November 16, 2017 - December 15, 2017

**Opening Night Reception:** Thursday, November 16, 2017, 6pm - 9pm

**Location:** CityArts Factory (Gallery 29), 29 South Orange Avenue, Orlando, FL 32801

### Requirements

**Artists:** All submissions must include underwater and sea life themes, imagined or real – no landscapes or beach scenes. All mediums accepted. Heavy, or hung pieces larger than 24” x 36” requires prior approval.

**Exhibitors:** Aquariums must be maintained in show-quality condition throughout the show. Maintenance may be performed during regular gallery hours, or by appointment. Routine dry-food feeding service is available on-site.

### Parking

A loading zone is located on Pine Street at the corner of Orange Avenue. Whether for maintenance, load-in, or load-out, parking passes are available for use during your visit. Long-term parking is also available in The Plaza Parking Garage, and may be validated at the CityArts Factory front desk at the reduced rate of \$4.

### Load-In / Drop-Off Dates

**Artists:** Saturday, November 11 and Monday, November 13, between the hours of 11am - 5pm.

\*Please remember to bring your application and submission fee along with your artwork.

**Exhibitors:** By appointment only. (Saturday, November 11 - Tuesday, November 14)

### Load-Out / Pick-Up Dates

**Artists:** Saturday, December 16 - Sunday, December 17, between the hours of 11am - 5pm.

**Exhibitors:** By appointment only. (Saturday, December 16 - Sunday, December 17)

### Fees / Commission

**Artists:** \$10 non-refundable submission fee (per piece) for the first three, or four pieces for \$30.

**Exhibitors:** \$100 non-refundable submission fee (per 12 sqft).

**All sales are subject to a 35% commission (25% to CityArts Factory / Downtown Arts District, 10% to CFLAS)**

**We accept Visa, MasterCard, Discover, and cash (preferred, bills only, exact change please).**

### Entry Procedure

**Artists:** All submissions are subject to review and approval before they are accepted. You may speed up this process by emailing your entry photo(s) to [event@cflas.org](mailto:event@cflas.org), or at the time of drop-off. All submissions MUST be labeled on the back of each piece with the artist’s name and title.

**Exhibitors:** Please submit your completed Application Form, signed Show Policy, 300 dpi high-res logo, and submission fee by **Wednesday, October 31, 2017** to ensure your organization is included in our printed and online promotional material.

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## Show Policy

1. All artwork must be original. Artwork must be framed and ready for hanging or display (“Show Ready”). Any hung artwork not pre-wired will be assessed a \$10 fee to make it Show Ready.
2. It is recommended that all artists and aquarium exhibitors attend opening night, and media night.
3. By participating in Immersed, you agree to help promote the show to your family, friends, and colleagues by sharing the event and/or website on your social media page(s).
4. Exhibitors:
  - a. Must have their Application Form submitted and pre-approved prior to load-in;
  - b. May only use the 110V AC power receptacles that have GFCI 15A breakers installed;
  - c. Are responsible for accessories required for their displays, including power strips, extension cords, timers, etc. These items may be available in limited quantity for rent on-site at the rate of \$5 per item;
  - d. May only use rimless tanks that have been designed to function without a rim by the manufacturer;
  - e. Will be held responsible for any water damage to artwork and the premises as a result of negligence;
  - f. May provide a small pedestal accompanying their display for promotional material
  - g. May only display signage that has been pre-approved; pre-approved signage;
  - h. May charge a delivery, installation, and/or monthly maintenance fee directly to the buyer.
5. Submission fees and commissions are non-refundable and are due by time of load-in / drop-off.
6. All sales will be reconciled within 10 business days following the show closing; First-class mail delivery times vary.
7. All artwork, aquariums, installations, and displays (“*Exhibit Items*”) must be removed and picked up on the day(s) indicated for load-out or by appointment (“*Load-out Date*”).
  - a. Neither CityArts Factory, Pink Hair Productions, nor Central Florida Aquarium Society is responsible for damage to *Exhibit Items* during storage.
  - b. A storage fee of \$5 per day will be assessed for any *Exhibit Items* not picked up by the *Load-Out Date*.
  - c. Artists understand and agree that any artwork not picked up within 14 days following the Load-Out date will become the sole property of the Central Florida Aquarium Society.
  - d. Any artwork not picked up within 14 days following the *Load-Out Date* will become the sole property of Central Florida Aquarium Society.
  - e. Any aquariums, installations, and displays not picked up by the *Load-Out Date* will become the sole property of Central Florida Aquarium Society.
8. CityArts Factory, Pink Hair Productions, and Central Florida Aquarium Society will make every reasonable effort to carefully handle and protect Exhibit Items, and maintain secure premises for artists and exhibitors, however, neither CityArts Factory, Pink Hair Productions, nor Central Florida Aquarium Society may be held liable for damage or theft of Exhibit Items, or any personal injury sustained while participating at CityArts Factory.
9. Neither CityArts Factory, Pink Hair Productions, nor Central Florida Aquarium Society insures any Exhibit Items on display. Artists and exhibitors are welcome to provide their own insurance.

*I have read, understand, and agree to abide by the show policy outlined herein.*

**Printed Name** \_\_\_\_\_

**Artist Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

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## APPLICATION FORM

\*All entries must be for sale. Items in gray are for aquarium exhibitors only.

Name \_\_\_\_\_ Legal Name \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_  
Website / Social Media \_\_\_\_\_  
Contact Preference: Phone  Email

1. Title of Entry \_\_\_\_\_ Medium \_\_\_\_\_  
Description \_\_\_\_\_ Price \_\_\_\_\_  
Gallons \_\_\_\_\_ Delivery / Install Fee \_\_\_\_\_ Monthly Maintenance Fee: \_\_\_\_\_
2. Title of Entry \_\_\_\_\_ Medium \_\_\_\_\_  
Description \_\_\_\_\_ Price \_\_\_\_\_  
Gallons \_\_\_\_\_ Delivery / Install Fee \_\_\_\_\_ Monthly Maintenance Fee: \_\_\_\_\_
3. Title of Entry \_\_\_\_\_ Medium \_\_\_\_\_  
Description \_\_\_\_\_ Price \_\_\_\_\_  
Gallons \_\_\_\_\_ Delivery / Install Fee \_\_\_\_\_ Monthly Maintenance Fee: \_\_\_\_\_
4. Title of Entry \_\_\_\_\_ Medium \_\_\_\_\_  
Description \_\_\_\_\_ Price \_\_\_\_\_  
Gallons \_\_\_\_\_ Delivery / Install Fee \_\_\_\_\_ Monthly Maintenance Fee: \_\_\_\_\_

Make sure you have:

- Completed Application Form
- Signed the Show Policy Page
- Submission Fee
- Followed the Entry Procedure (see Load In/Out Procedure Page)

**If paying with cash, please bring exact change.**

I agree to all the show policies and deadlines as stated within this form:

Printed Name \_\_\_\_\_  
Artist Signature \_\_\_\_\_ Date \_\_\_\_\_

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