

What It Means to Be Part of IAC

The Interlake Artist Collective is a volunteer-run, community-focused group that brings artists together to **support one another, promote local art and create accessible, professionally organized art events.**

Our signature 16x20 Art Show & Sale is unlike any other art show in Manitoba. The entire event takes place over just nine hours - one evening and one day - bringing together multiple artists, hundreds of original works and a concentrated promotional campaign designed to create excitement, energy and strong public attendance.

Being part of a collective means more than simply displaying your artwork. Our shows are a shared effort. Participating artists are expected to promote the event, support fellow artists, read event communications, and assist with physical setup and takedown.

What IAC Provides

For a very low participation fee, IAC provides extensive organization, administration and promotion before, during and after the Show.

- Social media campaigns, artist spotlights and artwork previews
- Paid social media advertising
- Printed posters, outdoor signage and community advertising
- Website promotion and online event information
- Community and tourism event listings
- Media releases, newspaper outreach and interview opportunities
- Sponsor and community partner promotion
- Venue coordination, floor planning and event organization
- Centralized inventory and sales processing
- Detailed post-show sales reporting and payment

IAC takes no commission from artist sales. IAC manages artist inventory and centralized sales. After the Show, each artist receives an individual detailed sales report and payment by e-transfer within three days.

The Show Producer completes approximately 90% of the planning, promotion, administration and organization. From an artist's perspective, the process is simple: arrive, hang your artwork, participate in the Show, and receive payment for your sales afterward.

What We Ask in Return

- Actively promote the Show through your own networks and social media.
- Share IAC promotional material and help promote fellow participating artists.
- Read IAC communications and meet requested deadlines.
- Assist with physical setup and takedown of the Show.
- Participate professionally, respectfully and as part of the team.

The artist provides the art. IAC provides the platform. Together, we create the Show.

Artist Participation Guidelines & Expectations

The IAC 16x20 Art Show & Sale is a collective event. Participation means benefiting from the work of the group while also contributing to its success.

What IAC Provides

- A professionally organized and extensively promoted art show.
- A very low artist participation fee.
- No commission deducted from artist sales.
- Social media campaigns, artist spotlights, artwork previews and paid advertising.
- Posters, outdoor signage, website promotion, community and tourism listings.
- Media outreach, sponsorship coordination and community partner promotion.
- Venue coordination, floor planning, event activities and overall show management.
- Centralized inventory management and sales processing.
- A detailed individual sales report after the Show.
- Payment by e-transfer within three days of the Show.

What Participating Artists Are Expected to Do

- Read all IAC emails and event communications.
- Meet submission and inventory deadlines.
- Actively promote the Show through personal networks and social media.
- Share and repost IAC promotional material.
- Help promote fellow participating artists, not only their own work.
- Distribute posters or promotional material when requested.
- Assist with Show setup and takedown.
- Arrive prepared and on time.
- Conduct themselves professionally and respectfully.
- Work cooperatively as part of the collective.

Important to Understand

- IAC is an artist collective - not simply a space-rental or passive selling service.
- The success of the Show depends on artists working together.
- IAC provides extensive promotion, but participating artists are also expected to promote the event.
- IAC cannot guarantee individual sales.
- Exposure, networking, collaboration and audience development are also important benefits of participation.
- The 16x20 Show is a concentrated nine-hour event - one evening and one day.
- Artists hang their work and participate; IAC handles the majority of the administration and centralized sales process.
- No commission is deducted from artist sales.

Before Applying

By applying to participate in the IAC 16x20 Art Show & Sale, you acknowledge that you have read and understand these expectations and are willing to participate as an active member of the collective.

“I have read and agree to the IAC Artist Participation Guidelines & Expectations.”

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