

## Late Registration Information for Open Studio Weekend Artists

We welcome artists to join Open Studio Weekend after the standard registration deadline which is mid-January for the spring event and mid-July for the fall event (you can sign up for both during the first quarter of the year).

### **A true promotion boundary happens when the event tour booklet is finalized.**

Late registration offers the opportunity to be part of this widely attended statewide event, with some important distinctions.

### **Fees Remain the Same**

You must become a member - \$95 and pay the event fee \$145.

### **Late-registered artists will receive:**

- A listing on the event website
- Inclusion on the event google map
- Addition on the appropriate Loop Map (local tour page)
- Visibility to visitors planning their routes online
- A full set of printed promotional materials including tour booklets, paper road signs, posters, rack cards and stickers. We'll send you a link to order them and information about how to get them.

### **Please note:**

- **Deadline for the printed event guide has passed.** Late registrants will not be included here or get a break on program fees.
- Promotional features (such as email spotlights, social media highlights, and press outreach) are scheduled in advance and may not include late participants, especially true, the later that you join the event.
- Artists registering late will have less lead time to promote their own participation.

### **Late registration is a **good fit** for you if...**

You are ready to participate and actively promote your own event.

You have done Open Studio with us in the past and "know the drill".

### **Late registration **may not be the right choice** for you if...**

You have never done an Open Studio event before. (We provide 3 months of support newsletters and seminars to get you ready for the event and you will have already missed many.)

You are considering registering within a month of the event (there might not be time for either of us to get the word out).

### **Should I wait and register for the next event?**

We want you to have success with Open Studio which **requires a lot of self-promotion** to go along with our statewide event promotion.

If you have already registered late and paid the fees for one event, we'd be glad to shift them to the next one if that is what you decide.