

[illegible]

Virtual Event for 2020!

Presented by ARToberFEST - Galveston, Texas

Special thanks to 2020 ArtFest Fort Myers, Inc. for sharing information slides

SUMMARY OF CONTENTS

OUR MAIN TOPICS TODAY

Today's Virtual Art Festivals
Benefits of a Virtual Art Festival
Main Benefits of Eventeny for Artists
What Virtual Events Look Like
Virtual Marketplace
Virtual Booth
Facts and Figures
Fees to Artists

TODAY'S DEFINITION OF VIRTUAL ART FESTIVAL

Where the event is hosted:

- Individual Artists
- Art Festival Websites
- New Platforms

Content for the Virtual Festival:

- Photos
- Videos
- Live Streaming
- Interactive content

Duration:

- One weekend
- Longer than the in-person event
- Ongoing

Who puts on the event:

- Existing Organizations
- Coalition of many
- New organization

Separate or Concurrent:

- Concurrent with the live event (hybrid)
- Separate

Benefits of a Virtual Art Festival

PLATFORMS

New platforms have emerged to create dynamic virtual events that can engage attendees with marketplace, videos, live streaming, interactive content, and beyond!

MORE TIME

Virtual events allow you more time to sell your artwork! Virtual events are not confined to the time of the physical event and can last days, weeks, and months longer than the in-person event.

TRUSTED ORGANIZATIONS

The festivals you know and love are adapting to the changing times by offering new forms of revenue and providing access to customers you might not have had otherwise.

HERE TO STAY

ArtFest believes that virtual events are here to stay and should be embraced as a new aspect of events, even post-pandemic. Hybrid events (virtual & in-person)



BENEFITS OF **eventeny** **FOR** **ARTISTS**

WHAT MAKES IT WORTHWHILE FOR YOU

- Virtual "Store" for each artist.
- Unlimited photo, video, and artwork upload per artist.
- Bulk artwork upload avoiding that tedious one-at-a-time process.
- Live Chat with virtual attendees or they make an appointment to chat with you (auto-powered by Zoom).
- Artist Statement; contact info; links to your YouTube, Facebook, and more
- Integrated eCommerce - buy from many artists in one shopping cart.
- Orders/shipping, money, email database and sales tax info all sent automatically to each artist. Money is processed through Stripe.
- Virtual Booth rollover - When you exhibit at another virtual event on the Eventeny platform, your virtual booth is linked to that event so you do not have to recreate your page.

VIRTUAL EVENT HOMEPAGE

WHAT IT LOOKS LIKE

Magic City Art Connection VIRTUAL

Apr 24 6:00 am - Sep 30 11:00 pm · Virtual

Event closing in: 51d 12h 48m 46s

< Share

Hosted by Foundation for Arts & Cultural Connections, Inc.
Sponsors

Join our mailing list for a chance

To win a pair of tickets to MCAC's 23rd annual tasting event [Corks & Chefs](#) in April, 2021.First name Last name Email

✓ Submit

Artists & Vendors

Meet our artists & vendors:
56 artists & vendors

SEARCH

Search artists, vendors, artworks, products, categories, etc.

🔍 Search

MAIN EVENT PAGE

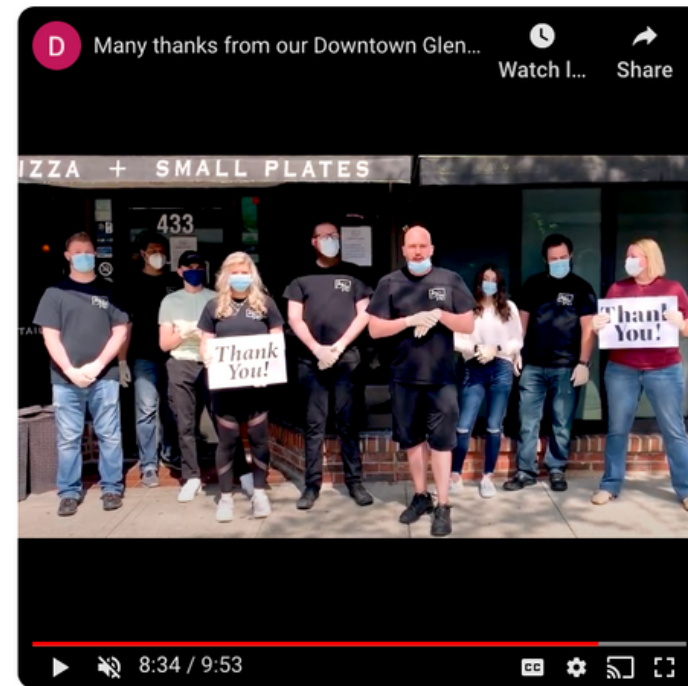
- Header with photos and videos about the event
- Event dates/times
- Artists section
- "Highlights" section to feature different parts of the virtual event
- Event schedule
- Sponsor section
- Everything is on the main page - no need to click to another page to see the artists, sponsors, activities, etc.

Festival of the Arts

Aug 01 10:00 am - Aug 31 5:00 pm · Virtual

Event closing in: 21d 6h 36m 12s

< Share

Hosted by Alliance of Downtown Glen Ellyn
Participants

Schedule



today

Jul 26 – Aug 1, 2020

list day

Saturday

August 1, 2020

3:00pm - 6:00pm

Many thanks from our Downtown Glen Ellyn Businesses for supporting us

Artists & Vendors

Meet our artists & vendors:

10artists & vendors

SEARCH

Search artists, vendors, artworks, products, categories, etc.

Search

MAIN EVENT PAGE

- Header with photos and videos about the event
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VIRTUAL MARKETPLACE

HOW ARTISTS ARE DISPLAYED

Artists & Vendors

Meet our artists & vendors:
60 artists & vendors

[Interested in participating as an artist or vendor](#)


SEARCH


Search artists, vendors, artworks, products, categories, etc.

[Search](#)


Acrylic


4 artists & vendors

 **Art of Murf, Inc.**
16 products


 + 11


[View vendor page](#)

 **kenan sari**
7 products


 + 2


[View vendor page](#)

 **Magnus and Gordon Gallery**
19 products

 + 14

[View vendor page](#)


 **Rosa Chavez**
81 products


 + 35

[View vendor page](#)

Glass

1 artist & vendor


 **Waters Edge Creations Ilc**
4 products




[View vendor page](#)


Jewelry


12 artists & vendors

 **A Touch of Art**
3 products





[View vendor page](#)

 **Bella Blue Art Studio**
1 product





[View vendor page](#)

 **Diane Balit Watches**
78 products


 + 59


[View vendor page](#)

 **Donna C Jewelry LLC**
15 products


 + 10


[View vendor page](#)

 **Gerri Pizzini's Jewelry**
4 products



[View vendor page](#)

 **Gloria Janell Jewelry**
6 products

 + 1

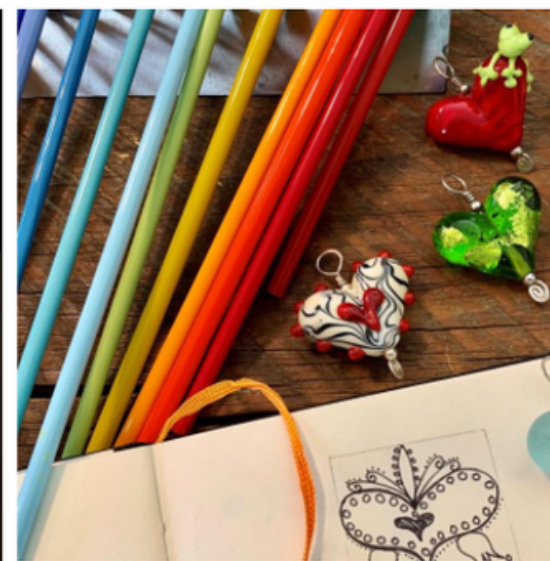
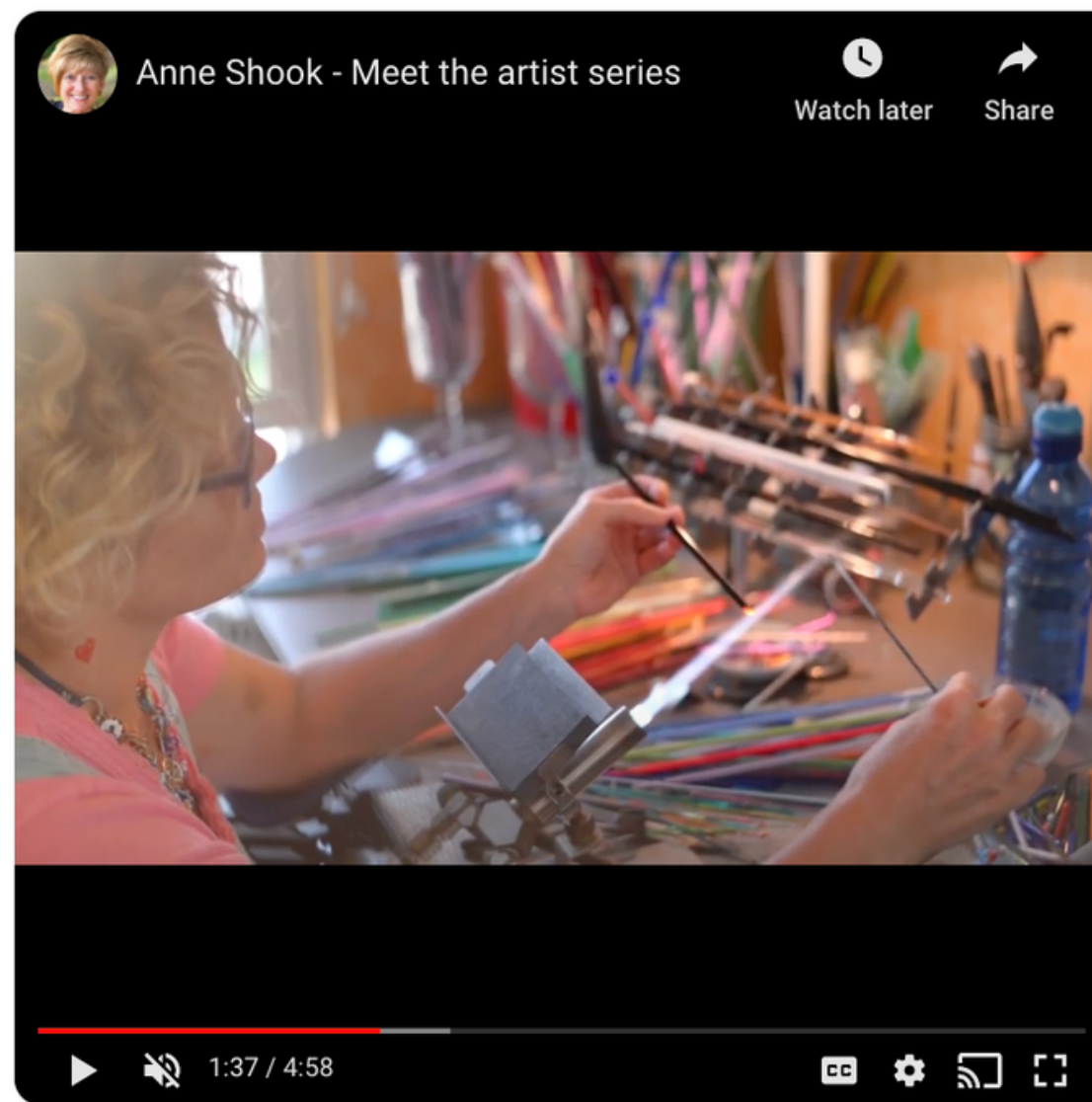
[View vendor page](#)

VIRTUAL MARKETPLACE

- Displayed on the main page of the virtual event
- Artists are categorized by their medium
- Customers can search for artists by name, medium, products, keywords, etc.
- Clicking on an artist brings you to the artist's virtual booth

VIRTUAL BOOTH

WHAT YOUR BOOTH LOOKS LIKE



VIRTUAL BOOTH HEADER

- Upload video, booth shot, and artwork images
- Name of your Art Studio
- Logo
- Artist Bio
- Location
- Contact Info
- Links to website and social media
- "Message the Artist" button
- Live Chat option



Annie did it!

Joined Eventeny in 2020

🏠 Holland, Michigan

🏢 Participated in 1 event

f 📷 🔗

“

Annie Vedovell Shook is a lampwork glass artist and Jewellery designer. Her inspiration comes from folk art combined with a love of color, texture, and the world around her. Annie's work expresses the fun she has creating whimsical, bright,... [+ More](#)

TEAM MEMBER




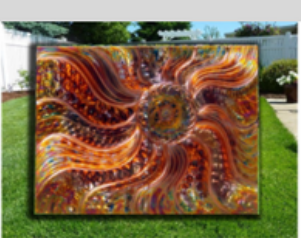

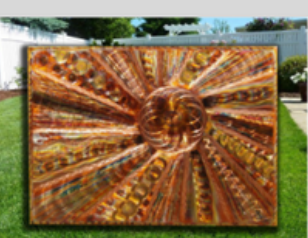






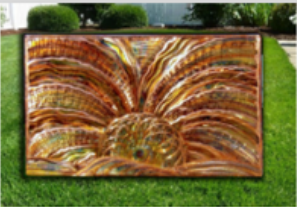

Annie





MESSAGE

VIRTUAL BOOTH ARTWORK

- No limit on the amount of artwork you can upload
- Shows the name of the piece, the price, how many are available, if there is free shipping, how many people have it in their cart, SOLD and more.
- Can enlarge the photo to see more details and more photos of the piece.
- Bulk upload of artwork

Products

 <p>Woven Sunburst VII 1 available \$1,799.00 FREE shipping</p> <p>View or Purchase</p>	 <p>Woven Sunburst II 1 available \$1,799.00 FREE shipping</p> <p>View or Purchase</p>	 <p>Radial Sunburst II 1 available \$1,799.00 FREE shipping</p> <p>View or Purchase</p>	 <p>Linear Sunburst III 1 available \$1,799.00 FREE shipping</p> <p>View or Purchase</p>
 <p>Sun & Moon III 1 available \$2,199.00 FREE shipping</p> <p>View or Purchase</p>	 <p>Sunset III 1 available \$699.00 FREE shipping</p> <p>View or Purchase</p>	 <p>Sunrise XII 1 available \$699.00 FREE shipping</p> <p>View or Purchase</p>	 <p>Copper Shield I 1 available \$699.00 FREE shipping</p> <p>View or Purchase</p>
 <p>Kinetic Chess IV 1 available \$799.00 FREE shipping</p> <p>View or Purchase</p>	 <p>Mini Kinetic Chess 1 available \$699.00 FREE shipping</p> <p>View or Purchase</p>	 <p>Sunset IV 1 available \$699.00 FREE shipping 2 people have this in their cart</p> <p>View or Purchase</p>	 <p>Sunrise III 1 available \$699.00 FREE shipping</p> <p>View or Purchase</p>



Belly of the Beast

Lauderdale By The Sea, Florida, United States

✓
For sale
Yes

📦
Remaining
5

\$
Price
\$60

🚚
Shipping
Free

Size

Length

20 in

Width

1 in

Height

16 in

Description

Great hammerhead shark silhouetted in the sun.
12x18" photo paper print matted to the standard frame size of 16x20" (or larger - see variance options)

Item details

Quantity available

5

Variations

Canvas gallery wrap 30"x20"

☐ canvas - \$290.00

Aluminum float-mount 30"x20"

☐ aluminum - \$440.00

Price

\$60.00

Shipping

Free

Delivery restrictions may apply:

Free shipping applies to the continental 48 USA states only

1

▼

Add to cart

VIRTUAL BOOTH ARTWORK

ITEM DETAILS PAGE

- More photos of the piece (click to enlarge further)
- Name of the piece
- Size
- Description
- Price, quantity remaining, and shipping fee
- Variations - anything that the seller can customize
- Cart button - then it is a normal checkout process

FACTS AND FIGURES eventeny

78%

of customers purchase from multiple artists in one transaction.

650+

event organizations have used Eventeny's platforms.

48%

of shop visitors buy at least one item.

7_{MIN}46_{SEC}

is the average time visitors spend on **high impact** virtual booths.

3_{MIN}27_{SEC}

is the average time visitors spend on any given virtual booth.

4X_{SALES}

when artists have 30+ artworks in their virtual booth (compared to artists with less items).



BENEFITS OF **eventeny** **FOR** **ARTISTS**

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BULK UPLOAD

SPREADSHEET SAMPLE

	A	B	C	D	E	F	G	H	I	J
1	Product Import Template									
2	Please paste your products into this format. Start at row 7 and do not leave a blank row in the middle. You can only upload up to 100 products at a time. For more, please use multiple bulk upload files.									
3	The name of the product.	Please enter the category of the product. For products with multiple category, please separate it out by a comma [,].	Is this product available for sale? Select from drop-down: Yes or No	What is the quantity available for sale? This should be a whole number.	What is the price? The price should be in the currency on your business profile.	What type of shipping will you use? By selecting "Calculated based on location", you agree to accept shipping fees produced by carrier rates algorithm.	What is the shipping fee? This is required if you are using fixed shipping option. If shipping type option is not fixed, you can leave it blank.	Is the shipping of this product free if it is paired with another product? This makes sure that the buyers are not being charged double shipping fees if they buy multiple products from you. This is required if you are using fixed shipping option.	What is the weight in pounds? This is required if you are using calculated shipping type. For 1 pound 2 ounces, put 1 in this column and 2 in the next column.	What is the weight in ounces? This is required if you are using calculated shipping type. For 1 pound 2 ounces, put 1 in last column and 2 in the this column.
4	Required	Optional	Yes	Required	Required	Required - Default is Free	Shipping type	type	Shipping type	Shipping type
5	Custom dining table set	Tableware	Yes	5	1200.00	Free shipping	25.00	Yes	10	8
6	Product title	Category	Available for sale	Quantity	Price	Shipping type	Fixed shipping & handling	Paired shipping free?	Weight (pounds)	Weight (ounces)
7			Yes			Free shipping		No		
8			Yes			Free shipping		No		
9			Yes			Free shipping		No		
10			Yes			Free shipping		No		
11			Yes			Free shipping		No		
12			Yes			Free shipping		No		
13			Yes			Free shipping		No		
14			Yes			Free shipping		No		
15			Yes			Free shipping		No		
16			Yes			Free shipping		No		
17			Yes			Free shipping		No		
18			Yes			Free shipping		No		
19			Yes			Free shipping		No		
20			Yes			Free shipping		No		
21			Yes			Free shipping		No		
22			Yes			Free shipping		No		
23			Yes			Free shipping		No		
24			Yes			Free shipping		No		
25			Yes			Free shipping		No		
26			Yes			Free shipping		No		
27			Yes			Free shipping		No		
28			Yes			Free shipping		No		
29			Yes			Free shipping		No		
30			Yes			Free shipping		No		
31			Yes			Free shipping		No		
32			Yes			Free shipping		No		
33			Yes			Free shipping		No		

FEES FOR ARTISTS*

eventeny

- 5% of each sale goes to Eventeny.
- 2.9% + \$0.30 credit card fee per transaction.

*These are the fees that are standard across all festivals using Eventeny. Festivals have the choice to take a commission of each sale as well. This varies by festival.

QUESTIONS? COMMENTS?

LET US KNOW!

EMAIL ADDRESS

spiel@thegrand.com

PHONE

409-457-9780

FOR MORE INFORMATION, PLEASE VISIT

WWW.ARTOBERFEST.COM/ARTIST-RESOURCES

A background image of Nelson Mandela with his right fist raised, overlaid with a solid teal color. The text is centered over the image.

IT ALWAYS SEEMS
IMPOSSIBLE
UNTIL ITS DONE



Nelson Mandela Quotes via Gecko & Fly