

MERCHANT EXHIBITS COORDINATOR

Overview: The Merchants Exhibits Coordinator is responsible for finding PLAL member artists who are willing to plan a display of their artwork in one of the four businesses who make their space available to the League for a 3-month (quarter of the year) showing.

The Merchants Exhibits Coordinator is not a voting member of the PLAL Board but may attend each monthly Board Meeting.

General Duties – Merchant Exhibits:

- Merchant Exhibits are quarterly: DEC/JAN/FEB, MAR/APR/MAY, JUNE/JULY/AUG, SEPT/OCT/NOV.
- Merchants participating are: Active Life, Coldwell Banker, Gateway Visitors Center, and the Beach Club.
- Solicit League member artists to participate in the quarterly shows.
- See that each Exhibitor receives the Merchant Exhibit Procedure sheet for the venue in which they'll be showing artwork.
- Give the name of the participating artist to the Vice President for inclusion on the League master calendar.
- Contact the participating artist 4-6 weeks before their scheduled month to confirm participation and the date of changeover.
- Ensure that the artist has contacted Publicity Chair by the **first of the month preceding** their show with their bio and any pictures of their work.
- Confirm with the current Exhibitor and the next Exhibitor the change-out date for the show.