

Magicon

Exhibits Division APA

#2 - November 1991

"It's cast in silly putty"

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Why You Are Getting This

The Magicon Exhibits Division APA is being sent to a lot of people: People who have volunteered to work in the division, Magicon officers and Division heads, people whom I hope to recruit and people whom I know I can't recruit, but whose input and comments I value.

We welcome your comments, and especially we welcome anything you would like to contribute to the next Exhibits APA. If there is anything to say in it, it will appear in late summer.

Please

The contents of this APA are semi-public. Feel free to show it to people who are interested in working with us or who may have useful input, but don't publish it and ask people you show it to not to publish it. (The reason is that nearly everything in here is tentative. You understand that, I understand that and the person you show it to will probably understand it if you tell him. But the person who reads it in your fanzine or on the net will only know that "Magicon Has Decided X", when we're only throwing ideas around. This is the voice of experience talking...)

We want to make Magicon the best worldcon ever.

need.
11/10/91

Welcome to the second Magicon Exhibits APA. The third issue will be collated sometime in late January — early February. Contributions are welcome!

Staff List & Roster

Please take some time to look at the staff list and the staff roster. The staff list that you see here will be sent in to go into Magicon's PR5 about 1 December. If I've misspelled your name, or mis-described your job or — worst of all — left you off, please let me know ASAP! Similarly, I'd appreciate additions and corrections to the Exhibits roster. I'm trying to include addresses (with phone numbers and E-mail addresses, where possible) for everyone in Exhibits, plus other people who you may plausible want to contact.

Art Show Draft

The major item in this issue is the Art Show draft mailing and policies document. I encourage everyone to read it and to contact me by 20 November 1991 if you see anything which needs to be changed. We plan to mail the Artist's Mailing part of it on about 1 December to at least 500 artists!

You will note that rates are not filled in. That's because they have not yet been set. (They will be by the time the Artist's Mailing goes out.) We will be charging a fixed fee per panel plus a commission, but the fixed fee will be considered an advance against commission, and there will be a cap on commissions. NOTE: the numbers for rates, caps and commission I am using below are fictitious., and *not the real numbers* (though I hope they are not too different from what we'll eventually adopt)

Artist A has two panels and is charged \$85 for them. He sells \$600 worth of art for a commission of \$60. This is less than \$85, so he pays no additional commission.

Artist B has one panel and is charged \$40 for it. He sells \$600 worth of art for a commission of \$60. He has already paid \$0, so his additional fee is \$20 for a total of \$60.

Artist C has three panels and is charged \$150. He sells \$7500 worth of art for a total commission of \$750. The cap on commissions is \$100/panel, so his total commission is \$300. His total payment is \$300 of which he has already paid \$150.

Future Meetings

I plan to be at Philcon, Smofcon, Boskone, Lunacon, Disclave and Readercon between now and Magicon, with a possibility of Tropiccon and 4th St. Fantasy. There will be division meetings at Boskone and Disclave, with Smofcon a possibility if enough people show up. In any event, there'll be informal meetings at all of them.



Magicon Exhibits Division Roster as of 6 November 1991

Claire Anderson	8 Alma Ave Belmont, MA 02178-4405 617-489-2967
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Robert D. Ashton	2002 MacDowell St. Rockville, MD 20851
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Deb Atwood	6 Possum Hollow Lane Natick, MA 01760 atwoodd@turing.cs.rpi.edu
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Staff List
MagiCon Exhibits Division
1 November 1991

Division Head - Mark L. Olson

Asst. Div. Head - Jim Mann

Staff - Ann Broomhead, Deb Geisler, Rick Katze, Lori Meltzer, Jayne Rogers, Tim Szczesuil, Pat Vandenberg, Barry Zeiger

Design, Setup & Teardown - Martin Deutsch, Chip Hitchcock, Al Kent, 'Zanne Labonville

Logistics - Chip Hitchcock

CAD - Al Kent

ASFA Liaison - Ingrid Nielson

Art Show & Art Exhibit

DiFate Exhibit - L. Ruth Sachter

Staff - John Lorentz

At-Con Operations - Gay Ellen Dennett

Artist Check-in/Check-out - Joni Dashoff

Mailings and Records - Claire and Dave Anderson

Sales - Stu Hellinger

Layout - Claire Anderson and Gay Ellen Dennett

Auctions - Joe Mayhew

Auctioneers - Tony Lewis

Triage - Barry Zeiger

Florida Liaison - Becky Peters

Ribbons - Sharon Sbarsky

Judging - Joe Mayhew

Staff

Claire Anderson, Dave Anderson, Lisa Ashton, Robert Ashton, Bonnie Atwood, Deb Atwood, Ted Atwood, Shirley Avery, Martin Deutsch, Kathryn Dunlop, George Flynn, Michael Fortner, Chip Hitchcock, Rick Katze, Allan Kent, Tony Lewis, Holly Love, Winton Mathews, Joe Mayhew, Karen Meschke, Becky Peters, Anglea Philley, Randy Philley, Larry Proksch, Jim Reynolds, Mark Richards, Vincent Sanders, Sharon Sbarsky, Lily Schneiderman, Victoria Smith, Pat Vandenberg, Barry Zeiger

Dealers - Dick Spelman

Staff - Steve Francis, Roger Sims, James Tollett

Special Interest Groups - Pam Fremon

Speaker-to-Mundanes - Deb Geisler

Consulting Fireman - Kurt Siegel

GoH Exhibits

Jack Vance - Karen Meschke

Vincent Di Fate - Becky Peters

Walt Willis -

Historical Exhibits - Peggy Rac Pavlat

Staff - Joni & Todd Dashoff, Dan Hoey, Bill Jenson, Steve Swartz
History of Bidding - Joe D. Siclari
History of Worldcons - Bruce Pelz
History of Fanzines - Nancy Atherton
Portrait Gallery - Christine Valada
Staff - Beth Zipser
Costuming Slideshow - Drew Sanders
Scenes from World-Wide Fandom - Takumi DShibano, Anatoly Paseka, Charles
Mohapel, John Robert Columbo, Dirk Bonkes

Other Exhibits

History of the SF Small Press - Tony Lewis
Costumes - Janet Wilson Anderson
Costumes - Kathy Sanders
Special Exhibits - Michael Benveniste, Deb Geissler, Laurie Mann

Golf Course - Andy Cowan, Chip Hitchcock



Our expected pre- and post-con schedule is:

October 1991: send staff, etc, draft of initial mailing to artists
December 1991: initial mailing to artists; start accepting applications
Mid-July 1992: Bid Sheet mailing to artists
Late July: Helper/Staff mailing (including a preliminary program listing)
Late July: Staff mailing (including the detailed instructions for all the
jobs involved in running the show)
Early October 1992: payment mailing to artists

Our expected at-con schedule is:

Wednesday: set up hangings (10am-8pm)
Thursday: artist check-in (10am-8pm), open (8pm-10pm),
reception (10:30pm-1am))
Friday: open (10am-10pm), awards voting
Saturday: open (10am-10pm), awards voting
Sunday: open (10am-2pm), close-out (2pm-5pm), sales (5pm-7:30pm),
auction (2pm-7pm or earlier)
[sales must finish before the start of the Masquerade, and decent
seats in the Masquerade must be held for the staff people who want
them]
Monday: sales (10:30am-3pm), auction (10:30am-2pm if needed),
artist check-out (10:30am-3pm), tear-down (3pm-8pm)

A convention art show serves three groups of people, and all planning must balance the effects on each as well as the demands made on the art show staff and other convention resources. These groups are (1) the general attendees, who want a good visual display and the ability to buy art, (2) the artists, who want to show off what they can do and to make money both immediately by selling their work and in the future by impressing the publishing community, and (3) the publishing community, who are looking for new sources of cover and interior art.

We feel that the Art Show is most interesting when it displays a wide range of professional and amateur art, and that this diversity is important in achieving a balance among the needs of these groups. We also want to have a good representation of our local artists (since they may rarely be able to enter the Art Shows of non-local WorldCons) and a strong selection of non-local artists (who will be new to many of our local attendees who are rarely able to go to a non-local WorldCon).

We intend the Magicon Art Show to be generally similar to the Noreascon 2 and 3 Art Shows and (allowing for the difference in size) to the LoneStarCon Art Show and the Art Shows at recent Boskones, except that the Print Shop will be run by ASFA.

All artwork entered must be on a science fiction, fantasy, or fannish theme, and must be original work (except that single copies of prints and reproductions will be accepted as long as they are clearly labeled as such). Multiple copies of prints may be entered in the Print Shop. Most art will be sold by written bid, with a limited number and length of voice auctions to resolve bidding wars. Written bidding will close at the same time for all art which does not go to a voice auction. There will be no 'quick sale', since we believe this practice unfairly penalizes those who cannot be waiting at the door when the show first opens. There will (unless prohibited by the artist) be sale for a fixed price (set separately from the minimum bid) after the end of written bidding, since this gives buyers who lost a piece at closeout or a voice auction another chance and gives artists an additional opportunity for sales. All art will remain on display until at least Sunday afternoon, to give the greatest opportunity for everyone to see it; pieces sold at a voice auction will be rehung after the auction.

There will be a limited amount of space allowed per artist, and space must be reserved in advance. We will charge artists a commission on sales but, in the interest of fairness, have both a minimum and a maximum fee per artist (based on the number of panels and tables they occupy). There will also be a set fee for any special services (e.g., mail-in, electricity). The amount of mailed-in art will be strictly limited, and artists who mail in will be further restricted in the amount of space they can reserve and the number of pieces they can send (since handling mailed-in art is a major drain on the staff).

Award ribbons will be given for exemplary art in various categories, and for the best amateur artist and best professional artist. The 'best artist' awards will be decided by vote of the attendees; all other awards will be determined by a panel of judges. In addition there may be some special ribbons, such as awards by the convention chairman, the Art Show directors, the Art Show staff, and the Guests of Honor. The Best Artist awards are the only place where amateur and professional artists will be treated differently,

We intend to do something special for the Hugo nominees in the Best Professional Artist and Best Fan Artist categories, and will make a special effort to ensure that all of the nominees are represented. This will be handled much the way that it was at Noreascon 3. There will be a special area within the main art show for their work, which will be highlighted on the Art Show map and will have signs directing people to it. Each nominee will be given some free space and allowed to have more than the usual number of panels per artist.

The show will not be designed to make money for the convention, but will approximately break even. It will be about the size of the Noreascon 3 Art Show, since a larger show would be too much for most people to view thoroughly unless they spend an unreasonably large portion of their time at the convention in the Art Show.

There will be a Print Shop associated with the Art Show; it is not yet decided whether it will be run by us or by ASFA (with hangings, etc., provided by us). Doing it ourselves requires more of our time; farming it out can cause hassles due to lack of coordination, and may result in it being done less well than we could have done it.

Only convention members, artists, and employees of the convention facilities (convention center and hotels) will be allowed to enter the Art Show and to bid on art. Day members from any day will be allowed to enter the auction(s) and to pick up and pay for art they have won at any time when sales is operating.

We will start printing schedule and rate information for artists and general information for attendees in the convention Progress Reports as soon as possible.

We intend to make 'artist tables' (rented to artists by the day at cost, reserved in advance; to be used however the artist wishes) available outside the Art Show entrance, as was done at Noreascon 3. It worked well there, and seems worth doing if we have the space available.

We intend to have 'artist demonstrations' (run by program) associated with the Art Show (either inside or nearby).

There will be a 'mixing area' set with round tables and chairs inside (if possible, otherwise near to) the Art Show. During the reception, wine and cheese setups will be in this area.

Tue 9/1/92 ?:00pm exhibit hall available for hangings setup

Wed 9/2/92 10:00am start of hangings & lighting setup
 8:00pm Bidder registration available to committee/staff in ???
 10:00pm hangings & lighting setup complete
 10:00pm end of special bidder registration
 10:00pm art show staff meeting

Thu 9/3/92 8:30am senior staff daily meeting (coffee & donuts)
 9:00am Bidder registration available to committee/staff at desk
 9:00am probable start of artist check-in
 9:00am PA system working in Art Show area
 10:00am announced start of artist check-in
 6:00pm nominal end of artist check-in
 8:00pm Art Show open to the public
 8:00pm start of popular vote for Best Pro/Am artist
 10:00pm Art Show closes to the public
 10:30pm Art Show reception starts

Fri 9/4/92 1:00am Art Show reception ends
 ??:??am all staff must leave convention center

 9:00am senior staff daily meeting (coffee & donuts)
 10:00am Art Show open to the public
 10:00pm Art Show closes to the public
 11:00pm Art Show closes to committee/staff
 ??:??pm all staff must leave convention center

Sat 9/5/92 9:00am senior staff daily meeting (coffee & donuts)
 10:00am Art Show open to the public
 10:00pm Art Show closes to the public
 10:00pm end of popular vote for Best Pro/Am artist
 10:00pm deadline for decisions on all judged or special awards
 11:00pm Art Show closes to committee/staff
 ??:??pm all staff must leave convention center

Sun 9/6/92 9:00am senior staff daily meeting (coffee & donuts)
10:00am Art Show open to the public
10:00am ??? available for sales set-up
1:00pm ??? available for auction set-up
2:00pm Art Show closes to the public
2:00pm start closeout
2:00pm charge pre-verification starts in ???
2:00pm earliest possible start of auction in ???
2:30pm start of auction in ???
4:00pm charge pre-verification ends in ???
4:30pm probable end of closeout
4:30pm probable start of sales in ???
4:30pm probable time for Art Show open for sales
5:00pm announced end of closeout
5:00pm announced start of sales in ???
5:00pm announced time for Art Show open for sales
7:00pm latest time for end of auction in ???
7:30pm end of Sunday sales
??:??pm all staff must leave convention center

Mon 9/7/92 9:00am senior staff daily meeting (coffee & donuts)
10:00am actual start of sales in ???
10:00am actual time for Art Show open for sales
10:30am announced start of sales in ???
10:30am announced time for Art Show open for sales
10:30am start of Monday auction in ???, if needed
10:30am start of artist check-out
2:00pm latest end of Monday auction in ???
3:00pm latest end of sales in ???
6:00pm latest end of artist check-out
6:00pm PA system no longer needed
6:00pm latest start of hangings tear-down
midnite latest end of hangings tear-down

FIRST CLASS MAIL

Magicon Art Show
c/o MCFI
Box 46, MIT Branch
Cambridge, MA 02139

Magicon Art Show

September 3, 1992 - September 7, 1992

Orange County Convention Center
Orlando, Florida

Artist Information

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December 1, 1991

Magicon Art Show
September 3, 1992 - September 7, 1992

c/o MCFI
Box 46, MIT Branch
Cambridge, MA 02139

Dear Artist,

Enclosed is an entry form for and information about the Magicon Art Show, to be held at the Orange County Convention Center over the 1992 Labor Day weekend. Since we expect Magicon to be attended by at least 6000 fans, sales should be good. Our goal is to have a well-balanced display of artists from all over North America and from around the world.

The Art Show will be about the same size as recent North American Worldcon art shows. We will have over 300 4-foot-by-6-foot panels for flat art plus two dozen 6-foot-by-30-inch tables for 3-D works. Associated with the Art Show there will be a Print Shop (run by ASFA) and an extensive retrospective exhibit of SF art (organized by Vincent DiFate, our artist GoH).

Art will be sold by written bid, with voice auctions for pieces which accumulate eight bids. All pieces will remain on display until at least 2pm on Sunday. Multiple copies of reproductions are sold for a fixed price in the Print Shop. Starting at 10:30pm on Thursday, we will hold an Art Show Reception for artists and their guests, the convention staff, and the publishing community.

The attached pages describe the rules for the Art Show. **Please read them carefully**, and write to us promptly if you have any questions. When you write, either address your letter specifically to the Art Show or put your message on a separate sheet of paper and address it to us. (We may miss a note to the Art Show if it is buried in the middle of a letter on other matters.)

The Art Show in conjunction with the Program Division will be running a series of Artist Demonstrations in ??? throughout the convention. The demonstrations will be open to all convention attendees.

We will charge a ???% commission on sales, with both lower and upper limits on the amount paid by each artist (based on the amount of space they reserve). When you reserve space in the Art Show, you must pay ??? per panel or table; this fee will count toward any commission you owe us but no part of it will be refunded if your sales are low. Commissions will be limited to ??? per panel or table reserved. For example, an artist who reserves two panels will pay ??? with his entry form and (no matter how high his sales may be) will owe us at most an additional ??? commission. We have been forced to set our rates higher than we like in order to even come close to covering our costs.

The Art Show rules try to be fair to both you and the art buyers; as with any compromise, this may not satisfy everyone.

We hope to hear from you, and we look forward to seeing your work in Orlando next Labor Day. Don't delay, or the show may might be filled up!

Sincerely,

???
Art Show Director

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1. The Basic Rules

Only artists may enter themselves in the Art Show, and each artist may enter only once. If an artist's work is hung in more than one place, the buyers become confused; and it is unfair to the other artists if the several places add up to more than the space limit.

While we have no objection to several artists entering as a group, that entry will be held to the normal limits for a single entry regardless of the number of members in the group, and the members of the group may not also enter individually or as members of other groups. Every piece submitted must be the work of (one of) the entering artist(s). Collaborations may be submitted by any of the collaborators.

All entries must be your own original work on a science fiction, fantasy, or fannish theme, submitted by you or your agent. (See Section 4 for the rules concerning reproductions.) We have occasionally seen problems at other shows due to noisy or otherwise annoying items, so we must reserve the right to reject any entry. For example, things that make noise, flash lights, or move are likely to be shut off or disallowed completely.

All items to be entered must be completed before being brought into the Art Show; we have seen problems at other shows caused by artists adding finishing touches in the hanging area, and will not allow it.

All two-dimensional (flat) entries must be matted, mounted, or framed, and ready to be hung.

Once a piece of artwork has been signed into the Art Show, it may not be withdrawn, nor may any conditions of its sale (e.g., minimum bid) be changed.

Not-For-Sale work is allowed in the show and is eligible for awards, but we would appreciate it if at least half of your work is for sale.

The Magicon Art Show cannot at this time promise to provide insurance coverage for art entered in the show. This should not cause concern, since we will use our best efforts to protect your art; however, you should ensure that your own insurance will cover your art while it is in the show.

The Art Show will have over 300 panels for flat artwork and about two dozen tables for 3-D pieces. (We will actually have a mixture of 4'x6' and 4'x4' panels, with 4'x6' being the official panel size and the 4'x4' panels being counted as 2/3 of a panel.) Since the demand for space in the show will be high, we must restrict the amount of space you can reserve so that as many artists as possible can enter. Most artists will be limited to at most two panels, and may be limited further as needed to ensure that we have a balanced representation of artists from all over North America and from around the world. Top artists will be given permission to have up to three panels, and this year's nominees for the Professional Artist and Fan Artist Hugos will be allowed some additional space. No artist will be allowed more than a single table for 3-D work. If you need a mixture of panel and table space, see the table on the entry form. If you think that you have a convincing reason why allowing you to exceed these limits would be good for the art show, please write to us as soon as possible.

Due to the substantial effort required for us to unpack, hang, un-hang, and re-pack mailed-in art, we will allow very little of it. Please do not request permission to mail your artwork unless you really are unable to find any other way to get it to and from the show. If we allow you to mail your art, you will be limited to at most 20 pieces on no more than one panel or one-half table of space. There will also be an additional fee of \$30 (half of which will be refunded if everything you send is sold). If you mail art to us without our prior written agreement, we will return it.

2. How to Enter

To enter the Magicon Art Show, please fill out and return the enclosed entry form as soon as possible. We have already had hundreds of inquiries, but no one has been sent information before the date of the cover letter. **Advance reservations are required - no space will be available at the door** unless there are last-second cancellations. The deadline for reservations is August 1, 1992, but we expect the show to sell out before then. If your entry arrives after the show is full, you have the option of being put on the Wait List to wait for cancellations. **Entry forms received without full payment will be returned**; however, if paying in full now causes you difficulty, send us an explanatory letter with your entry form -- we may be able to make special arrangements. You may pay by VISA or MasterCard or by a check or money order payable in U.S. funds to "Magicon".

We will immediately acknowledge receipt of your entry form, indicating how much space has been reserved for you, whether part or all of your request has been Wait-Listed, etc. We will inform you whenever your reservation status changes (e.g., a space request that was on the Wait List has been granted). During July 1992 we will send master sheets, bid sheets, Print Shop control sheets, confirmation of your current status, and detailed instructions for bringing your art and checking it into the show to all artists who have space reserved, or who are on the Wait List but have a reasonable chance to be granted space due to cancellations.

To encourage early notice of cancellations, we will refund your fee in full if we receive notification of your cancellation by August 15, 1992. If you cancel your space after that, we will refund only half of your fee; if you do not cancel and do not show up, you will receive no refund. We want to give those artists promoted from the

Wait List a chance to make their arrangements. Let us know about any emergencies, such as travel delays, even if you think the news will reach us late; if you have not arrived by 6pm Thursday and have not made special arrangements with us, we may resell your space.

You may choose to enter as a PROFESSIONAL or as an AMATEUR. This choice affects only the category in which you compete for the Best Artist award. As a guideline, we feel that an artist whose major source of income is art should be considered professional, but the choice is entirely yours.

You may also choose how your art is to be treated after Closeout (the close of written bidding). The Art Show closes at 2pm on Sunday to prepare for the final auctions and for the sale of pieces with fewer than 8 written bids; written bidding ends at that time. When the show reopens at 5pm, art with no bids is available at the after-closeout price, if there is one. You have the choice, when you fill out your bid sheets, of setting an after-closeout price (which may be the same as or different from the minimum bid you had set earlier) or of designating your work as Not For Sale after closeout. We are aware that some artists dislike selling their artwork after closeout, either disallowing such sales or setting much higher after-closeout prices. We do not recommend this policy, since you may be forgoing sales to buyers who were outbid elsewhere and still have money to spend, or to committee members whose first opportunity to view the Art Show was Sunday evening. Still, the choice is yours.

If you have special requests, such as wishing to have your art hung next to that of a friend, please tell us on the entry form. We will try to accommodate you.

3. Fees and Space allocation

FEES: Our basic fee is a ???% commission on sales. To encourage artists to think about the amount of space ~~then~~ really need (and to prevent artists with no sales from getting a 'free ride'), there is a minimum fee of \$\$\$ per panel or table occupied which must be sent with your entry form; this amount will be deducted from any commission owed, but no part of it will be refunded no matter how low your sales may be. So that artists with good sales are not overcharged, the commission charged will be limited to \$\$\$ per panel or table occupied. (For example, an artist who occupied 1 1/3 panels would pay a total of \$\$\$ to \$\$\$.)

We estimate that our total fees will cover 75% to 100% of the Art Show's expenses. These expenses include our share of the cost of function space, guards and other security arrangements, postage, fees for the use of credit cards, various supplies, the cost of hangings and other equipment, our share of the general costs of the convention, and gratuities.

SPACE: The basic unit of space is the "panel", which is a hanging space approximately four feet high and six feet wide. For 3-D art, the basic unit is the "table", which will be six feet by two-and-a-half feet. Remember that the space you reserve must include any clearance between pieces, including space for their attached bidsheets, and that pieces may not extend beyond the edge of the panel or table.

We have a few lockable display cases, which are three feet wide by two feet deep. The tops are lexan, and slope up from two inches high in the front to six inches high in the back. If space in these is available, it may be substituted for table space at a rate of one display case for one-half table. If you would prefer a display case, please so indicate on your entry form. You may, of course, bring your own display case as long as it fits within your space.

If you will have a quarter-table or less and will be bringing items large enough to block the view of things placed behind them, please say so on your entry form. This will allow us to assign you space at the back of a table, so that we won't have to move your space during check-in.

If you wish to show pieces which do not fit into these categories, such as large, free-standing sculpture, write to us now for a rate quote. Please include details.

We will try to keep all work by a single artist together, but this may not be possible in all cases.

We will normally fill requests for space as shown below, although we may have to provide an area of different shape; if you will be entering large or unusually-shaped items and can only use certain arrangements, please tell us so on your entry form.

- | | | | | | | |
|---------------------------|-------|--------------|----------------|----|-----------------|------------------------------|
| - Three panels | is | three spaces | 4 feet high | by | 6 feet wide | arranged in a 'U'. |
| - Two & two-thirds panels | is | four spaces | 4 feet high | by | 4 feet wide | arranged in a broad 'U'. |
| - Two panels | is | two spaces | 4 feet high | by | 6 feet wide | arranged in an 'L'. |
| | or is | three spaces | 4 feet high | by | 4 feet wide | arranged in an 'L'. |
| - One & one-third panels | is | two spaces | 4 feet high | by | 4 feet wide | arranged in a straight line. |
| - One panel | is | one space | 4 feet high | by | 6 feet wide. | |
| - Two-thirds panel | is | one space | 4 feet high | by | 4 feet high. | |
| - One-third panel | is | one space | 4 feet high | by | 2 feet wide. | |
| - One-half table | is | one space | 36 inches wide | by | 30 inches deep. | |
| - One-quarter table | is | one space | 18 inches wide | by | 30 inches deep, | |
| | or is | one space | 36 inches wide | by | 15 inches deep. | |
| - One-sixth table | is | one space | 12 inches wide | by | 30 inches deep, | |
| | or is | one space | 24 inches wide | by | 15 inches deep. | |
| - One-twelfth table | is | one space | 12 inches wide | by | 15 inches deep. | |

ARTIST TABLES: We will have a limited number of tables available for artists who want to do sketches, take commissions, just talk to their fans, etc. These tables will be located in ??????, just outside the main entrance to the Art Show, and will cost \$12 (Friday or Saturday) or \$8 (Sunday) to reserve for a day. Everyone entering or leaving the Art Show will have to walk right by them. We also plan to have a series of Artist Demonstrations in this room.

MEMBERSHIPS: If you plan to attend the convention, you **MUST** buy a convention membership. Entering the Art Show gains you admission to the Art Show, but not to anything else. A flyer listing the convention membership rates is enclosed.

ART SALES: Buyers may pay for art with cash or by check, VISA, or MasterCard. You will not be charged a separate fee to cover credit card service charges since they are figured into the entry fees. We must collect the ???% Florida sales tax on all Art Show and Print Shop sales, but this is charged to the purchaser and will not directly affect you.

PAYMENTS TO ARTISTS: We will mail you a check within a month after the convention. This period enables us to balance the books, cross-check the bid sheets, and prepare for each artist a complete accounting of the overall show and of the artist's works. If you really need to be paid sooner, tell us before the convention and we will try to make special arrangements.

4. What You Are Selling

RIGHTS: We inform buyers that purchase of art does NOT include any reproduction rights. Buyers who wish to reproduce the art they have purchased must make arrangements directly with you.

PHOTOGRAPHS: Only the official convention photographers and supervised press (including television) will be allowed to photograph the Art Show.

REPRODUCTIONS: These should generally be entered in the Print Shop; however, single copies of fine art prints and other limited-edition works are allowed in the main Art Show. Each reproduction **MUST** be clearly identified as such on its bid sheet. Please include the method of reproduction used (e.g., "Cibachrome Print: #7 of 50"). We particularly request that you not enter in the Art Show a copy of a piece which is also for sale in the Print Shop or the Hucksters' Room, since someone who bids on such an item and later discovers that he could have bought the same thing for a fixed price often feels cheated. You may post a notice on your panel that you have reproductions available in the Print Shop or in the Hucksters' Room.

5. Checking In and Out

SET-UP AND CHECK-IN: We will set up the hangings and tables on Wednesday, September 2nd. If you are in town, please come and help. Artist check-in will be held from 10am to 6pm on Thursday. Please try to arrive early; if you cannot arrive before 6pm, send your art with an agent. The show will open to the public at 8pm, so it is crucial that all artwork arrive by 6pm on Thursday. **No other arrangements will be allowed without prior permission.** If you are late and have not made special arrangements with us, we may resell your space.

Check-In Procedure:

When you fill out the entry form, tell us whether you or an agent will be bringing your work to the show. We also need to know who will be removing any unsold artwork from the show after closing, especially if it is a different person. We need the names of these people in advance; otherwise, there may be long delays while we determine that they are authorized.

During the Check-In hours of 10am to 6pm on Thursday, come to the Art Show in Halls B & C of the Orange County Convention Center. A staff member will check you against our master list of all registered artists and agents. You (or your agent) will then receive a packet containing Check-In instructions, an Artist ribbon, a ballot for the popular-vote Art Show awards, and an invitation to the Art Show Reception.

Read those instructions.

An Art Show area supervisor will show you your space in the show and answer any questions.

Since our staff is limited, we request that you hang your own work. Helpers will be available to supply hanging hardware and some repair materials, and to help you get started.

Please be nice to our helpers. Remember that they are all volunteers, and are doing this work only because they enjoy it.

When all your work is hung, fill out your master sheet if you haven't already done so. (Our helpers can assist you with this.) Your copy of your master sheet will be your receipt for all work entered, so make sure that all three copies are legible.

Get an area supervisor. This person will check your master sheet against your artwork. This checking will include examining the bid sheets, comparing titles and entry numbers, and checking the back of every piece to see that it is correctly identified. (You must write your name and address and the title of each piece on the back of that piece. This eliminates confusion if a piece becomes separated from its bid sheet, and also provides useful information to the purchaser.)

After any errors have been corrected, the supervisor will sign your master sheet. **Your artwork is not checked into the art show until the filled-out master sheet has been signed by a supervisor.** We are trying to arrange a reasonably secure storage place in or near the Art Show for your packing crates, carrying cases, etc. Stay tuned.

Relax. Once your paperwork is done, you have no further responsibilities to the Art Show until Monday, when you must pick up your unsold work (if any). In the meantime, enjoy the convention. We expect to have a strong art-related program, and to provide opportunities for artists to make contact with publishers.

ART SHOW RECEPTION: We will hold a reception for all artists, their agents and guests, the Magicon staff, and the publishing community on Thursday evening, beginning at 10:30pm.

ARTIST PICK-UP: You must remove your unsold art between 10am and 2pm on Monday. If you must leave before that, let us know as soon as possible so that we can arrange for you to pick up your unsold art after 5pm on Sunday. **It will not be possible to pick up art before the time when Pick-Up-and-Pay first opens.** Please do not pick up any pieces which have bids on them. If a bidder does not pick up his purchases, the Art Show will pay the artist and take responsibility for collecting from the bidder.

To pick up your unsold art, you **must** first fill out a tally sheet for the pieces you are taking. The tally sheet will be checked out by a tally clerk. This procedure creates a record of the pieces returned to you; every piece of art, sold or not, is checked out of the show. **PLEASE NOTE:** We do not all know every artist on sight. Please be prepared to show some kind of identification to the tally clerk. Naturally, we prefer picture IDs.

6. Selling Your Work

WRITTEN BID SALES: Each piece in the main Art Show will have a bid sheet with information about the piece and space for eight written bids. At 2pm on Sunday, the show will close for three hours and we will close out all artwork as follows:

- | | |
|--|-----------------------------|
| a) Pieces with eight bids | Sent to a voice auction. |
| b) Pieces with one to seven bids | Sold to the highest bidder. |
| c) Pieces with no bids | |
| 1. Marked with an after-closeout price | Available for sale. |
| 2. Marked NFS after closeout | Withdrawn from sale. |

After the Art Show reopens winning bidders must pick up and pay for their art, either on Sunday evening or on Monday. Convention members may re-enter the show, and may buy those unsold pieces marked as available for after-closeout sale.

AUCTION SALES: Pieces that have eight bids will be sent to a voice auction. The final auction will be on Monday from 11am to 1pm. There will probably be another auction on Sunday evening, and there will be other auctions on Saturday and Sunday if they are needed. All items sold at any auction will be re-hung and will remain on display until at least 2pm on Sunday.

7. Awards

We are happy to continue the tradition of awarding ribbons for exemplary artwork. To avoid having our staff count ballots until five o'clock on Sunday morning, a panel of judges will award most of the ribbons. The Best Artist (Professional and Amateur) ribbons will be awarded by popular vote. Balloting will close at 10pm on Saturday.

8. Security

From 10am Thursday until 2pm Monday there will be uniformed guards inside the Art Show area.

9. Art Show Schedule

Wednesday, Sep. 2	10:00am to 8:00pm	Set-up of hangings (Staff and helpers only)
Thursday, Sep. 3	10:00am to 6:00pm 8:00pm to 10:00pm	Artist Check-In Art Show open Print Shop open Awards voting
Friday, Sep. 4	10:30pm until done 10:00am to 10:00pm	Art Show Reception Art Show open Print Shop open Awards voting
Saturday, Sep. 5	10:00am to 10:00pm	Art Show open Print Shop open Awards voting
Sunday, Sep. 6	10:00am to 2:00pm 2:00pm to 5:00pm 5:00pm to 7:30pm	Art Show open Print Shop open Close-Out and Set-Up for Sales Pick-Up & Pay Print Shop open
Monday, Sep. 7	5:30pm to 7:00pm 10:00am to 2:00pm 11:00am to 1:00pm	Auction Pick-Up & Pay Print Shop open Artist Pick-Up Auction

There will be additional auctions on Saturday and earlier on Sunday if they are needed.

10. Filling Out the Entry Form

On the back of the cover letter is a sample filled-out entry form. Most of the items on the form have been covered in the previous sections of these instructions. Our sample artist, Phannie R. Tist, has informed us who she is and who her agent is and has signed the form.

Her agent will be bringing her art to the convention, but Phannie will be picking up any unsold items herself. Her money is to be sent to her agent.

Phannie has chosen to request 1/3 panel for her flat art and 1/12 table for her 3-D art. She also requested space in the Print Shop for three items, telling us what size she expects them to be (including the mat) and how many copies of each she expects to bring. She would like an Artist Table on Friday and on Sunday. She has entered the correct fee of \$\$\$ for space and \$\$\$ for the Artist Table, for a total of \$\$\$?. She enclosed a check payable to "Magicon".

Phannie is entering as an amateur artist. If some or all of her requests can't be granted at this time, she wants to be put on the Wait List in the hopes that someone will cancel. She intends to bring fifteen pieces of art to the show, so she is requesting that many bid sheets to be sent to her in July. Phannie wants her space to be next to that of her friend, Pablo Phan Gogh.

11. Disclaimer

While we fully intend these to be the rules which actually govern the Magicon Art Show, we must reserve the right to make changes or interpretations if unforeseen circumstances arise. Any interpretations will be guided by the spirit, rather than the letter, of these rules.