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## **Artist's Important Facts**

**Registration Deadline** for 2023 is September 22.

### **Registration Fees**

- SOMA Artist Early Bird fee: August 18 – September 15: \$55
- SOMA Artist fee after September 15: \$65
- Artists living outside of South Orange and Maplewood fee: \$75

*Artists may register up until the weekend of the Tour but will not be included on printed maps and other promotional material. They will be included on the interactive map on our website.*

### **How to register**

## **Studio Tour [SOMA.com](#)**

- Read through the application, and view the [Artist Checklist](#) to guide you through preparing your application.
- Compile your files and documents for easy retrieval during the application process.
- Begin online application and plan to finish it in one session. You CANNOT pause and resume the process.
- When finished, you will be directed to pay your fee online. Please note your application is not complete until payment is received and application is approved.
- We encourage you to check that all links on your Artist's Profile work.

**Other helpful information** about preparing for the Tour can be founds here:

[Preview Show](#)

[Multi-Artist Venue / Studio Sharing](#)

### **Registration Fee Payment**

Use Paypal when registering online or mail checks to:

Dan Malone

Treasurer

574 Ridgewood Rd.

Maplewood, NJ 07040

### **All Artists Pay Registration Fee**

Whether you are showing in your own studio, a friend's studio, a local business, or a multi-artist venue, you must pay the registration fee.

### **Non-Residents**

Non-residents living in bordering towns may participate by showing at another resident artist's studio or one of our multi-artist venues.

The out-of-town, non-resident fee is \$75.

### **Businesses Hosting Artists**

Businesses who would like to be highlighted on the Tour's printed and interactive maps by hosting an artist/s pay a minimum registration fee of \$100. If you would like to receive additional exposure and benefits like your logo on the studio tour website, please consider sponsoring us! Get all the details here: [Sponsor](#)

### **Artists without a Place to Exhibit**

- If you would like placement at a venue, please specify this when registering or contact us ([Email](#)).
- If you would like to show with another artist in their studio, or would like to share your studio with another artist we have set up this group ([Sharing Chat](#)) in WhatsApp for you to communicate with each other. Download the WhatsApp app from your app store for your phone or tablet. Or go to [WhatsApp](#) to download it to your laptop. Please join the group if you want to find someone to share with.

### **Artists Exhibiting at a Venue, Business or Another Artist's Studio**

Each year various multi-artist venues are made available to us such as the 1978 Gallery and Parlor at the Woodland. If you would like to show at one of these locations, please let us know on your registration form. Venue space is limited and placement is not guaranteed. We will do our best to place you..

If you have a prior agreement with another artist or a business to use their space, please indicate this on your registration form.

### **Artists may show on one or both days of the Tour weekend**

Artists may indicate this when registering. You must, however, be open from 11am to 5pm.

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### **Application Checklist**

Have these ready to complete your profile as part of the application:

- [Profile Photo](#) of You / Head Shot
- Up to [5 jpeg images](#) of your artwork (please use most recent work to entice repeat visitors to see new work).
- [Artist's Statement](#) / Story
- [Website and Social Media Links](#) (be sure to include http://)
- [Paypal](#) login for checkout
- If paying by [check](#), your profile will be activated upon its receipt.

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## **Photo Preparation**

**Profile Photo** PLEASE No Vertical Images, Square is best. Size: Min. 500px Max. 1000px, MAX File size: 1mb.

**Gallery Photos**. Vertical or Horizontal accepted, Size: Min. 500px Max. 1000px, MAX File size: 1mb, Limit 5.

**File Type:** JPEG

*If you do not know how to resize your images, please watch the following youtube video.*

<https://www.youtube.com/watch?v=vRTO2YW41QI>

Here are links to the two programs he discusses:

<https://resizeimage.net/>

<https://www.birme.net/>

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## **Artist's Statement Suggestions**

Artists, visitors rely on your Studio Tour profile to determine whether or not to come to see your work.

In addition to photos of your work, visitors enjoy knowing something about you.

Share here such details as:

- How you create
- How you decide what to create
- How long you have been creating
- What moves you to create
- What your intent is when you create
- Shows you have been in
- Awards you have won
- Your education
- If you teach
- Other places to see your work

You may also want to list any special events at your studio during the tour.

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## **Promotion Help**

We are excited to have you on the tour this year! We all need to **promote, promote, promote!!!** The artists who get the most visitors to their studios are the artists that promote the most.

### **Use those email lists!**

People sign up for your lists because they want to hear from you! Send out a save the date email one month before the event. Send another 2 weeks before with all the details and then one the week of the event telling them how much you are looking forward to seeing them.

***Remember to use the studio tour logo in all your communications and make use of the template below!***

## **Social Media**

Social media is an important tool for getting people to come out to the tour. There is a lot of noise out there. Studios have shown that it takes people [7-10 times seeing something](#) before it sinks in and they act on it. So post often and regularly!

**Instagram:** Use our social media template (see instructions below), post images of your work and yourself working. Leading up to the event, post daily with a variety of images, studio shots, works in progress, the studio tour logo, QR code, and template, etc. Don't forget to use Stories and Reels. These are a wonderful way to reach people. We recommend the app InShot for easy editing of videos and also for making reels by stringing images together. Use the hashtags: **#studiotoursoma #celebrating20 #artsoma #somapso #soma #mapso #njarts**

**Facebook:** The same as Instagram and also consider making your own event to invite your followers to. Use the hashtags: **#studiotoursoma #njarts #soma #mapso #somapso**

**TikTok:** Post post post! We recommend the app InShot for easy editing of videos. Use the hashtags: **#studiotoursoma #celebrating20 #artsoma #somapso #soma #mapso #njarts**

### **Support your fellow artists!**

**Be sure to share, comment on and like other artist's posts!** When you comment, use 5 words or more. This will help the algorithm find and feature their posts. Remember other artists are reaching people you are not and that is benefiting you!

### **Social Media Link and Hashtags:**

Link to [www.studiotoursoma.com](http://www.studiotoursoma.com)

Instagram: [@studiotoursoma](#)

Hashtag: [#studiotoursoma](#)

Additional hashtags: #celebrating20 #artsoma #somapso #soma #mapso #njarts

## **Template & Images**

The template is for use by all artists. It can be customized by adding a photo of your work or text. Instructions on downloading and editing can be found here [Instructions](#)

Here you can access the images and download them. [Images](#).

## **Template:**



Saturday and Sunday  
Nov 4-5, 11-5pm



## **Logo & QR Code:**



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## **Tips for a Successful Tour**

### **Marketing:**

- [Social Media](#) Start posting 4-8 weeks in advance. [Post](#) regularly and often. It takes people at least 6 times to really register a post because of all the noise out there. [Share](#) and [comment](#) on (at least 4 words) on all studio tour related posts.
- [Email](#) Send out an email blast to your list each month for several months leading up to the event, two weeks before and a few days before the event.
- [Postcard / Flyer](#)- design now and mail at least three weeks before the event.
- [Marketing Materials](#)- prepare your material for the tour- business card, mailing list sign up (consider using a QR code), flyers or postcards promoting future events, and informational handouts
- [Word of Mouth](#)- invite neighbors and friends. Talk up how great the Tour is, how much talent our towns have. And what a wonderful community event it is!

### **In the Studio:**

- [Displaying Your Art](#): Create traffic flow through your space. Consider lighting when you hang work. Consider displaying artwork at viewers' eye level without overcrowding. [Prints](#) can be displayed in bins. [Cards](#) displayed in acrylic holders. Keep "seconds and markdowns" in a separate area, if you offer them.
- [Visitors](#): To greet visitors at the door and encourage them to sign in. A giveaway can encourage guests to sign-in. Consider offering [refreshments](#).
- [Pricing](#): Know the prices for all your work; have a printed price list or price tags. Consider making holiday items, greeting cards and gifts in multiple price ranges, for increased sales. Consider offering a layaway plan.



- Packaging: Have bags and or protective wrap available for sales
- Money: Figure out how you will take money. Consider Venmo, Zelle, Square, Paypal, Cashapp, etc. This is simple and will increase your sales. Make sure to practice ahead of time.
- Mailing List: Have a way for people to sign up for your mailing list. Consider setting up a QR code
- Marketing Materials: Make business card and any promotional materials easily available

**Selfcare:**

- Food and drink- Make sure to feed yourself and drink water regularly. Consider hiring a helper or asking a friend to stop by so you can take a break

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