



Oil Painters of America
2017
National Exhibition
& Convention



Eisele Gallery of Fine Art • Cincinnati, Ohio



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Plein Air Competition Dates: May 10 & 11, 2017 • Convention Dates: May 10-14, 2017 • Exhibition Dates: May 12 - June 10, 2017



26th National Exhibition & Convention

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2016 National Gold Medal - "Spade Fish" by Derek Penix


Connect with OPA


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 linkedin.com/company/oil-painters-of-america

 google.com/+Oilpaintersofamerica

 pinterest.com/oilpaintamerica



2016 National OPAM Gold Medal Winner - "At Mt. Tangella Pass, Northern Tibet" by Huihan Liu OPAM

Timeline

- **February 28, 2017** – All forms & payments due in OPA office
- **March 15, 2017** – Awards & Catalog Ads due in OPA office
- **April 9, 2017** – Hotel room block expires
- **April 21, 2017** – Raffle donations due at OPA office
- **May 8, 2017** – Convention Bag donations due at hotel
- **May 8 - 10, 2017** – Exhibitor Supplies due at gallery
- **May 10 - 14, 2017** – Opening Weekend

Questions regarding Sponsorship or Advertising at the 2017 National Exhibition & Convention can be directed to Liz Pusch at LPusch@oilpaintersofamerica.com



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2016 Eastern Gold Medal Winner - "Looking Back" Marci Oleszkiewicz OPA

Oil Painters of America is the leading art organization in North America with over 3,500 professional artists as members. For 26 years, OPA has been dedicated to preserving and promoting excellence in representational art. Its primary focus is to draw attention to the lasting value of fine drawing, color, composition and the appreciation of light.

The OPA mission is to advance the cause of traditional, representational fine art by providing a forum in which artists can display their art in regional and national competitions. In addition, the organization is committed to providing education opportunities to its members through weekly blog articles, quarterly newsletters, critique programs, scholarships, workshops, seminars and demonstrations by today's masters.

OPA believes that its members have made great strides in giving renaissance and rebirth to this great form of artistic expression.

Don't miss out on this opportunity to promote your company and share your products with the OPA members. OPA offers its National Exhibition Sponsors the opportunity to connect with its members year-round.



2016 Salon Gold Medal Winner - "Abundance of Spring" Dave Santillanes OPA



2016 Western Gold Medal Winner - "Sunshine" Qiuzhen Wei OPA

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2017 marks 26th National Exhibition! Share your business with OPA members year-round by becoming a 2017 sponsor.

The Eisele Gallery is one of Cincinnati's oldest and most respected fine art galleries and will act as host of OPA's 26th National Exhibition & Convention from May 12 - June 10, 2017.

The opening weekend events will occur May 10 – 14 at The Westin Cincinnati, a short drive from the gallery, and will include vendor tables, a plein air competition with awards, sale and gallery hanging as well as demonstrations by Juror of Awards William Whitaker OPAM, and an interview with this year's Distinguished Artist Master Ned Mueller.

The Gold Medal Award in the Associate & Signature division will be \$25,000 cash this year while total awards for the exhibition are estimated to be in excess of \$100,000. Your support is needed to honor the talented artists who will receive these awards. As in the past, your company will be acknowledged in a multitude of ways for your generosity; including the very successful monthly Featured Sponsor spot, company-personalized social media posts and free blog ads.

Six different sponsorship levels and benefits, including a Memorial Award option, are available. Please see page 5 to view the benefits available to your company. In order to keep the exhibition awards of a comparable value in all categories, the need to combine awards may arise. We ask that the minimum amount of a donation be valued at \$250 in cash or merchandise to allow easier grouping continuity to the awards. Your understanding is appreciated.

For four years, OPA has been able to offer raffle baskets filled with goodies at the convention. These baskets highlight our generous sponsors. Baskets and signs including sponsor logos will be on display from Thursday evening at the Welcome Reception through the start of the awards ceremony on Friday evening. A Raffle Basket teaser eBlast listing participating sponsors will be sent to help promote interest. These baskets have become a highly-anticipated part of the OPA convention for the attendees. Please note that donations to the baskets and/or convention bag samples are not counted towards the sponsorship amount & benefits.

Tabletop Exhibitors have the option of attending the convention for two or three days at no extra cost. A half-page digital ad is included in the tabletop rental price and will be sent to all OPA members in a Tabletop Exhibitor preview eBlast. Vendor space is limited, and is available on a first-come, first-served basis to all sponsors who provide an award. Please refer to Pages 7-9 for details and important dates.

As always, OPA sponsors are invited to place an ad in the National Catalog and also in the quarterly newsletter to stay in touch with our members year-round. See page 10 for more information.

Thank you in advance for your commitment to make OPA's 26th National Exhibition & Convention a huge success. In order to be included in the sponsor listing in the OPA catalog, please be sure to have all paperwork & payments in the OPA office no later than February 29, 2017.

We are sincerely grateful for your sponsorship, catalog ads and generous support and look forward to seeing you in Cincinnati in May of 2017.

Sincerely,

Kathryn Beligratis
Executive Director

Liz Pusch
Sponsorship & Marketing Coordinator



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26th National Sponsorship Levels & Benefits

Diamond - \$5,000 cash or \$10,000 in merchandise

- One Full-page, Color Ad in National Catalog
- One Full-page, Color Ad in OPA Newsletter
- 2 Advertising eBlasts to over 6,000 OPA Subscribers
- 1 Vendor Soft Sell Blog Article
- Linked Logo on National Exhibition Page
- 3 Advertorial Posts on OPA Social Media
- 12 consecutive months free square ad on OPA Blog
- Eligible to become OPA Featured Sponsor
- Free Convention Bag Insert or Sample addition
- 2017 National Exhibition Catalog Sponsor Listing
- 2017 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Eligible for Additional Promotional Opportunities
- Eligible for Sponsor Highlight Raffle Basket

Ruby - \$2,500 cash or \$5,000 in merchandise

- One Full-page, Color Ad in National Catalog
- 1 Advertising eBlast to over 6,000 OPA Subscribers
- 1 Vendor Soft Sell Blog Article
- Linked Logo on National Exhibition Page
- 2 Advertorial Posts on OPA Social Media
- 9 consecutive months free square ad on OPA Blog
- Eligible to become OPA Featured Sponsor
- Free Convention Bag Insert or Sample addition
- 2017 National Exhibition Catalog Sponsor Listing
- 2017 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Eligible for Additional Promotional Opportunities
- Eligible for Sponsor Highlight Raffle Basket

Emerald - \$1,000 cash or \$2,000 in merchandise

- 1 Vendor Soft Sell Blog Article
- Linked Logo on National Exhibition Page
- 1 Advertorial Post on OPA Social Media
- 6 consecutive months free square ad on OPA Blog
- Eligible to become OPA Featured Sponsor
- Free Convention Bag Insert or Sample addition
- 2017 National Exhibition Catalog Sponsor Listing
- 2017 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Eligible for Additional Promotional Opportunities
- Eligible for Sponsor Highlight Raffle

Sapphire - \$500 cash or \$1,000 in merchandise

- 1 Advertorial Post on OPA Social Media
- 4 consecutive months free square ad on OPA Blog
- Eligible to become OPA Featured Sponsor
- Free Convention Bag Insert or Sample addition
- 2017 National Exhibition Catalog Sponsor Listing
- 2017 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Eligible for Additional Promotional Opportunities
- Eligible for Sponsor Highlight Raffle Basket

Amethyst - \$250 cash or \$500 in merchandise

- Company mention & thank you on OPA Social Media
- 2 consecutive months free square ad on OPA Blog
- Free Convention Bag Insert or Sample addition
- 2017 National Exhibition Catalog Sponsor Listing
- 2017 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Eligible for Additional Promotional Opportunities
- Eligible for Sponsor Highlight Raffle

Jade - \$250 in merchandise

- 2017 National Exhibition Catalog Sponsor Listing
- 2017 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page

Memorial Award Option (\$1,000 cash minimum)

Email Liz Pusch lpusch@oilpaintersofamerica.com

- Memorial Paragraph in Exhibition Catalog
- Linked Logo on National Exhibition Page
- 1 Advertorial Posts on OPA Social Media
- 6 consecutive months free square ad on OPA Blog
- Eligible to become OPA Featured Sponsor
- Free Convention Bag Insert or Sample addition
- 2017 National Exhibition Catalog Sponsor Listing
- 2017 Summer Newsletter Sponsor Listing
- Awards Ceremony Recognition
- Linked Logo on OPA Website Sponsor Page
- Eligible for Additional Promotional Opportunities
- Eligible for Sponsor Highlight Raffle Basket

Please Note: Sponsors are responsible for shipping merchandise free of charge to award winner(s). Shipping charges should be considered an expense to the sponsor over and above the actual value of the award.

Any award received after March 15, 2017 is not guaranteed to appear in the catalog.



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Additional Promotional Opportunities

Once you become a National Exhibition sponsor at the Amethyst level or above, you are eligible to host one of the events listed below. Companies may join together to host an event. For questions or for more information, please contact Liz Pusch at Lpusch@oilpaintersofamerica.com.

Welcome Reception

Start off the weekend by hosting the welcome reception on the evening of Thursday, May 11. Host is welcome to provide promotional items or giveaways during the event. Drinks and hors d'oeuvres will be provided by the hotel.

\$2,500 Cash

Artist Breakfast & Presentation

Host a hot breakfast buffet while giving a presentation about your company. Host is welcome to provide promotional items or giveaways during the event. All food will be provided by the hotel.

\$2,500 Cash

Artist Lunch & Presentation

Give a presentation about your company & products while providing lunch for the attendees. Host is welcome to provide promotional items or giveaways during the event. All food will be provided by the hotel.

\$2,500 Cash

Sponsorship Commitment must be received by February 28, 2017



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Tabletop Exhibition Space Important Information

Celebrate 26 years of OPA by joining us as an exhibitor in Cincinnati and sharing your company & products with OPA members at the convention.

IMPORTANT DATES/TIMES TO REMEMBER

Set Up Tabletop Exhibits	Exhibition Dates & Time	Dismantle Tabletop Exhibits
Thursday, May 11 7:00 – 9:00 pm	Friday, May 12 8:00 am – 3:00 pm	Saturday, May 13 3:00 – 4:00 pm
	Saturday, May 13 8:00 am – 3:00 pm	Sunday, May 14 (Optional) 11:00 am – 12:00 pm
	Sunday, May 14 (Optional) 8:00 am – 11:00 am	



PRICING & EXPENSES

The rental price is \$375 for one 8-foot skirted table or \$575 for two 8-foot tables. The rental also includes two (2) chairs per table, sign with Exhibitor's company name, name badge, and a wastebasket.

Please note: Exhibitor is limited to table space provided by OPA. Outside booths, tables or chairs are not allowed.

Exhibitor will assume responsibility for any expenses incurred as it relates to the assigned exhibit space, including shipping, handling, and other.

Exhibitors are responsible for handling their own cash and credit card transactions, as well as all necessary supplies to perform business; i.e. pens, bags for carrying merchandise, extension cords, etc.

Exhibitors are responsible for packing and shipping merchandise back to their respective companies. OPA is not responsible for any merchandise left onsite or lost. Exhibitors will be responsible for their own sales, including paying the applicable taxes.

PLEASE DO NOT BRING YOUR MERCHANDISE AWARD TO THE SHOW. OPA cannot be responsible for packing and shipping awards brought to the show. Please be sure to ship merchandise certificate, award or any donations to the OPA office no later than March 15, 2017. We appreciate your cooperation.

REFUND POLICY

Cancellations after March 31, 2017 will be charged full space rental. Refunds will be given prior to March 31, 2017, less a \$100 administrative fee. Cancellations of exhibit space must be submitted to OPA in writing. Telephone cancellations are not accepted. In the event of cancellation, OPA has the right to use said space to suit its own convenience, including selling space to another Exhibitor without any rebate allowance to the cancelled Exhibitor.

ASSIGNMENT OF TABLE TOPS

OPA will have full discretion over the assignment of table top space to Exhibitors.



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TABLETOP PERSONNEL

Exhibitor personnel will be limited to two (2) individuals for each 8-foot table and will be provided with a name badge and passes to all convention events.

Exhibitor personnel are invited to attend the Awards Ceremony & Reception on Friday, May 12th. The awards ceremony will be held at The Westin Cincinnati beginning at 8:15 p.m. Exhibitor Personnel in attendance will be recognized at the Award Ceremony. If the winning artist is present, Exhibitor will be asked to help present the award to the artist.

Dinner Tickets to the **American Art Collector Magazine** Dinner will be available for purchase onsite at the registration table.

EXHIBIT ELIGIBILITY

OPA reserves the right without recourse to absolutely control or prohibit any exhibit or any part of any exhibit, which in its opinion is not suitable in keeping with the character of the Exhibition. This regulation pertains to persons, things, conduct, printed matter, souvenirs, catalogues, etc. At no time shall an Exhibitor be rude or speak poorly of another Exhibitor. OPA reserves the right to ask such an Exhibitor to vacate the premises with no refund given.

INSTALLATION AND DISMANTLING OF EXHIBITS

The exhibit area will be available during the times designated or earlier by special arrangement. All exhibits must be fully assembled by 9:00 p.m. on Thursday, May 11, 2017.

All exhibits must remain intact until the official closing time and shall not be dismantled or removed before that time. Crates and materials may not be brought into the exhibit room before closing time on Saturday, May 13, 2017, at 3:00 p.m. unless by special arrangement.

Exhibitors have the option to keep their exhibitor space until 11:00 a.m. on Sunday, May 14, 2017.

LIABILITY AND INSURANCE

Exhibitors shall protect, save and keep OPA and their employees and agents forever harmless from any damage or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor. And further, Exhibitor shall at all times, protect, indemnify, save and keep harmless the OPA and their employees and agents against and from any loss, cost, damage, liability of expense.

All property of the Exhibitor is understood to remain under custody and control of the Exhibitor, in transit to and from or within the confines of the exhibit area. Exhibitors are advised to carry floater insurance to cover exhibit materials against damage or loss and public liability insurance against injury to the person or property of others. OPA assumes no responsibility for the safety of the properties of the Exhibitor, his officers, agents, or employees from theft, damage by fire, accident, or any other cause.

CANCELLATION

In case the premises of the event center are destroyed or damaged, or if the exhibit fails to take place as scheduled, or is interrupted or discontinued, or interfered with by any act of God, emergency declared by any governmental agency or OPA for any other reason, the exhibit contract may be terminated by OPA. In the event of any such termination, Exhibitor releases OPA and waives any and all claims for any type of damage and agrees that the sole liability of OPA shall be to return to each Exhibitor that Exhibitor's space payment.

DISTRIBUTION OF SAMPLES AND SOUVENIRS

Distribution of samples and souvenirs is permitted, providing there is no interference with adjoining Exhibitors, and it is conducted in a dignified manner.



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INTERNET

Code for internet access will be available at no charge. Please be prepared for manual credit card sales in the event of power outage.

SECURITY

Reasonable precaution will be taken to protect property during the installation, show and removal periods. However, OPA is not responsible for the safety of the property of Exhibitor from theft, damage by fire, accident, vandalism or other causes.

SHIPPING AND RECEIVING OF MATERIALS

The Westin Cincinnati will accept shipments starting Monday, May 8 through Wednesday, May 18, 2017. A package processing charge will be applied by the hotel for all incoming items based on item weight. Crates and pallets do not count as boxes and will incur a separate fee. All shipments must be for inside delivery only. The height clearance to the dock for delivery trucks is 12 feet, 5 inches. Package processing fees will be provided on request.

All materials should be shipped to: ATTN: OPA Event/Catering Manager
Oil Painters of America/National Exhibition
c/o The Westin Cincinnati
21 East Fifth Street
Cincinnati, OH 45202
(513) 621-7700

Designate on outside of box(es): OPA Contact: Liz Pusch
Please deliver to OPA Exhibitor Area
Company Name _____
Box _____ of _____

Please indicate on the outside of your boxes that it is for the OPA Event and to deliver to the Exhibitor Area.

Please be sure that boxes do not arrive prior to Monday, May 8, 2017, otherwise a larger storage fee will be charged.

For shipments outbound from The Westin Cincinnati following the conclusion of the program, all boxes must be packed and labeled with your shipment and billing information before being stacked in your exhibitor space. All boxes must be ready for shipment or removed from the premises by 12:00 p.m. on Sunday, May 14, 2017. As a convenience, a UPS pick up will be available onsite to pick up any outgoing UPS shipments. Forms will be provided.

If you hand carry your boxes, they will come in through the front door of The Westin Cincinnati, 21 East Fifth Street, Cincinnati, Ohio 45202.

HOUSING/REGISTRATION INFORMATION

A block of rooms has been reserved at The Westin Cincinnati. Please be sure to make your reservations early and reference the Oil Painters of America room block to secure the special rates. The special group rate cannot be guaranteed after 5:00 p.m. EST on April 9, 2017. Please call the in-house reservations department at (513) 621-7700 during regular business hours or the 24-hour line at (844) 523-0189.

The Westin Cincinnati

21 East Fifth Street
Cincinnati, OH 45202
(513) 852-2751

Standard Room Single or Double Occupancy
\$129 per night plus tax

Hotel Parking: Valet day parking \$21

Valet overnight \$30



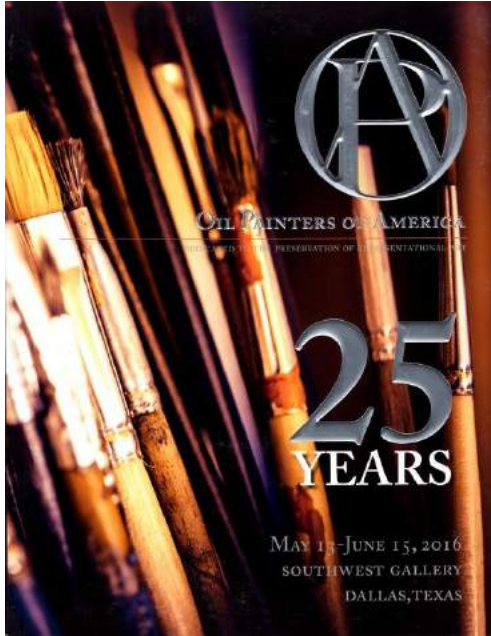
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Advertising Information

Sponsorship is not required to place an ad in the 2017 National Exhibition catalog.



In order to be included in the 2017 catalog, we must:

- **Receive** payment via mail no later than February 28, 2017
- **Receive** ad materials no later than March 15, 2017

Ad Space Requirements:

Quarter Page Ad - \$300	Half Page Ad - \$500	Full Page Ad - \$800
3.5" width x 4.5" height	7.5" width x 5" height	8.5" width x 11" height
No Bleed	No Bleed	Full Bleed

Please submit your ad in a high-resolution (300 dpi) digital file to final size as a Press Quality PDF document.

Ad will not appear in catalog unless payment has been received by OPA no later than March 15, 2017.

OPA Brushstrokes Newsletter Information

Sponsorship is required to advertise in the newsletter

Price per issue:

Full Page Inside Front Cover Ad - \$1,000

Full Page Inside Ad - \$800

Half Page Rear Cover - \$650

Half Page Inside Ad - \$500

Quarter Page Inside Ad - \$300



This year's Eastern Regional Show was held at Eisele Gallery of Fine Art located in Cincinnati, Ohio. Honored as a steady host, home during back to the early 19th Century, Eisele Gallery sponsors to provide the close and old world elegance of yesterday. Needless to say, the exhibit was impressive and beautifully complimented the building's architectural and historic significance.

Artists in attendance were in for a terrific weekend of events including two highly anticipated painting demonstrations by well-known and respected artists Stephen Hordahl and David Mueller. Mr. Hordahl started the weekend off on Friday afternoon with a still life demonstration. Hordahl received his formal training at London's prestigious City and Guilds of London Art School in England but the credit for his association with the Plein Air painters, led by the inseparable Richard Schickel, set much of his formal career.

A large number of artists attended the opening reception and awards ceremony on Friday evening when Jane of Awards and Master Signature artist Charles Cox announced the prize winners. The award of Painted Master OPA's was presented the Gold Medal to the American Signatures Division for his painting "Looking Back" and artist Mary Hansen UPAN was the Gold Medal to the Master Signatures Division for his painting "Silence".

Immediately following, OPA artists and their guests met for dinner at the historic National Executive, a local favorite in the scenic Village of Mariemont, just east of downtown Cincinnati. It was a great opportunity to network and a perfect way to end the day.

Saturday morning got off to a great start with an inspiring presentation by David Mueller on "The Building of a Great Thing". Mueller, a multi-talented artist and master here shared began with a slide show of history's most famous works of art that illustrated exceptional design elements. Later he demonstrated how to go about creating a good design every step of the way.

The afternoon wrapped up with a visit to Cincinnati's Judd Museum. This is one of the finest small art museums in the country and is home to a wonderful collection of representational art, including works by Rembrandt, Baystrak, Turner, White and Sargent.

CONCEPTS

- Colors Against Blue 1
- Save of Awards Division 4
- Here the Wagon 4
- Take From Your Point 8
- Painting the House 11
- Place to Remember 11

To advertise in the quarterly newsletter, please contact Liz Pusch at LPusch@oilpaintersofamerica.com.



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Sponsorship Commitment Form

Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email: _____

Donate a Cash Award

Donate a Merchandise Award*

(Please checkbox to select level of sponsorship. Refer to page 4 for donation amounts & benefits)

Diamond

Ruby

Emerald

Sapphire

Amethyst

Jade

*Merchandise Award is only for the following products: _____

Additional Sponsorship Opportunities

Host an event

Welcome Reception (\$2,500 cash) Artist Breakfast (\$2,500 cash) Artist Lunch (\$2,500 cash)

Reserve a Tabletop Exhibition Space

One 8' Table (\$375) Two 8' Tables (\$575) Three 8' Tables (\$775)

Donate Item(s) to Sponsor Highlight Raffle Basket _____

Place a Catalog Advertisement

Quarter Page (\$300) Half Page (\$500) Full Page (\$800)

PREFERRED PAYMENT INFORMATION:

Additional Opportunities Total Amount \$ _____

Invoice Me **Check Included** **Pay Online** **Charge the total amount due** Visa MC AMEX Discover

Card Number: _____ Expiration Date: _____ CVV: _____

Cardholder's Name: _____ Signature: _____

IMPORTANT: To signify your agreement to provide an award & other opportunities for the OPA 2017 National Exhibition & Convention, please sign below and return this form to LPusch@oilpaintersofamerica.com.

Signature: _____ **Date:** _____

The sponsorship level and company name designated above will be listed in the 26th Anniversary OPA National Catalog once donation has been received. If donation is not received prior to March 15, 2017, company will not be listed in catalog.

Merchandise, certificates or checks can be sent to: Liz Pusch, Oil Painters of America, 1000 Hart Road, Ste. 220, Barrington, IL 60010. Pay online in the OPA Store: www.oilpaintersofamerica.com/store