

# Events Registration— Visiting Artists

The *Rosen* Group

**February 18-21 • Philadelphia**  
**Due February 1**

*The Artist Resource Center lecture series focuses on the career development of visiting artists, however current exhibitors are welcome to attend lectures as a refresher.*

## Flying High with ABI

**Sponsored by the Arts Business Institute**  
**Saturday, Feb 19, 8am-9:30am**  
**\$20, continental breakfast included**

Learn how to... price your work and make an order form truly functional. Balance your design aesthetic with what your customers really want. Gain new perspective through this series of fast-paced morning exercises.

## Insurance Matters

**Sponsored by the Craft Emergency Relief Fund**  
**Sunday, Feb 20, 8am-9:30am**  
**\$20, continental breakfast included**

Hurricanes. Earthquakes. Fires. You hope IT won't happen. In case it does, learn the facts from insurance professionals. Find out what financial resources and small business insurance options are available to you and your business. Walk away reassured with a plan to ensure your business longevity!

## Winning Web Sites!

**Sponsored by the Craft Retailers Association for Tomorrow**  
**Monday, Feb 21, 8am-9:30am**  
**\$20, continental breakfast included**

Create a web site your galleries will love. Should you include a price list? Is a case-sensitive password necessary? Will omitting gallery contacts affect you adversely? Take a look at both perspectives, artist and retailer, and zoom in on what really makes a site successful.

## Mini-Sessions

*Each mini-session lasts 25 minutes. \*Space is limited—RSVP today!*

### Postcards that Pop!

**Sponsored by PS Print**  
**Friday, Feb 18, 2pm**

Learn 10 ways to use one basic postcard, from the obvious to the ingenious.

### Make your Mark

**Sponsored by Arch Crown**  
**Saturday, Feb 19, 2pm**

Discover methods, tools, and design that add value and collectibility to your work, while also strengthening your brand.

## Order Form

Event	Cost	Quantity	Subtotal
Become a PR Pro	\$20	_____	_____
Flying High with ABI	\$20	_____	_____
Insurance Matters	\$20	_____	_____
Winning Web Sites!	\$20	_____	_____
	<b>TOTAL:</b>		\$_____
Postcards that Pop!*	FREE	_____	FREE
Make your Mark*	FREE	_____	FREE
NICHE Awards	FREE	_____	FREE

*Please print clearly.*

Company Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

## Payment

Check Enclosed (**Made payable to The Rosen Group**)

MasterCard  Visa  Discover  American Express

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name On Credit Card \_\_\_\_\_

Signature \_\_\_\_\_

### Become a PR Pro

**Thursday, Feb 17, 4-5pm**

**\$20, snack included**

**Note: Seminar occurs the afternoon before exhibit hall opens.**

Selling your work is ONE part *salesmanship* and TWO parts *promotion*. Learn how to make the front page the way other artists have. Discover what a press kit is. Explore cost saving options. You too can become a craft celebrity!

### 2005 NICHE Awards

**Sunday, Feb. 20, 6pm**

**FREE**

Enjoy the 2005 NICHE Award reception and ceremony on Sunday at 6 pm. Join in the fun and excitement and support fellow artists who are finalists—and may be winners! Reception includes light fare and cash bar.

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