



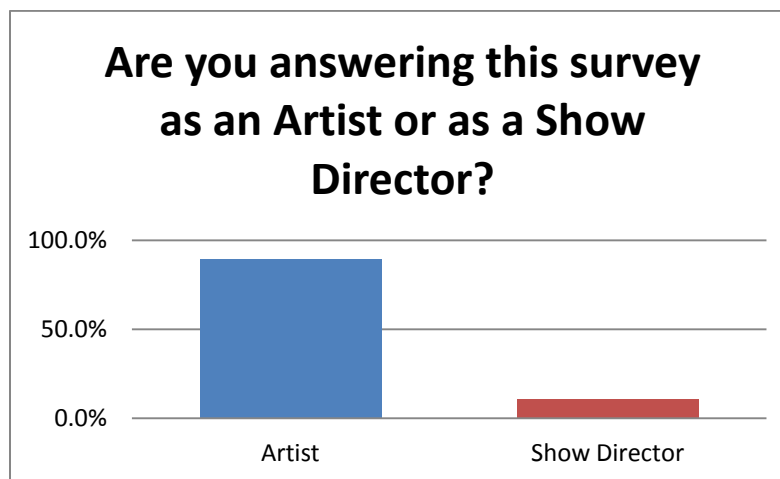
Survey Results: The Importance of the Prospectus

October 2012

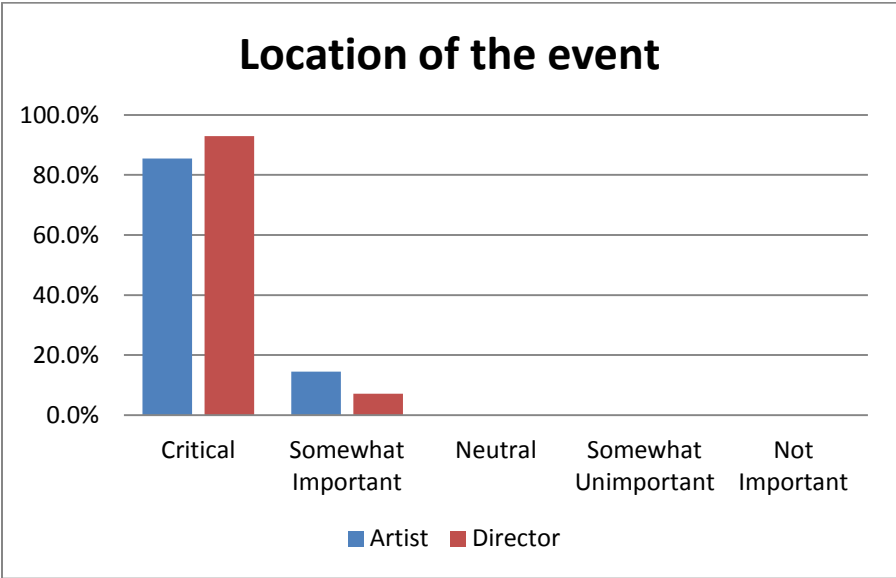
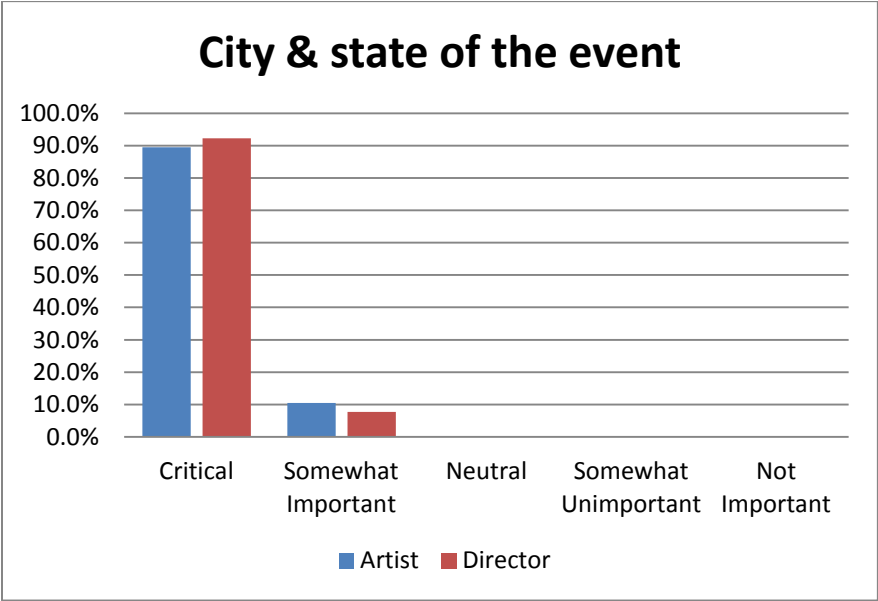
In July the NAIA sent out a survey to over 500 to artists and show directors/producers. Of those we received responses from 135 artists and 16 shows. The purpose of the survey was to gather information from those who do shows about how important they thought certain information was to include in a show's prospectus. In addition, we asked artists to not only assess the importance of having certain information about a show in the prospectus, but how critical the information was to them in making a decisions on whether or not to do a show.

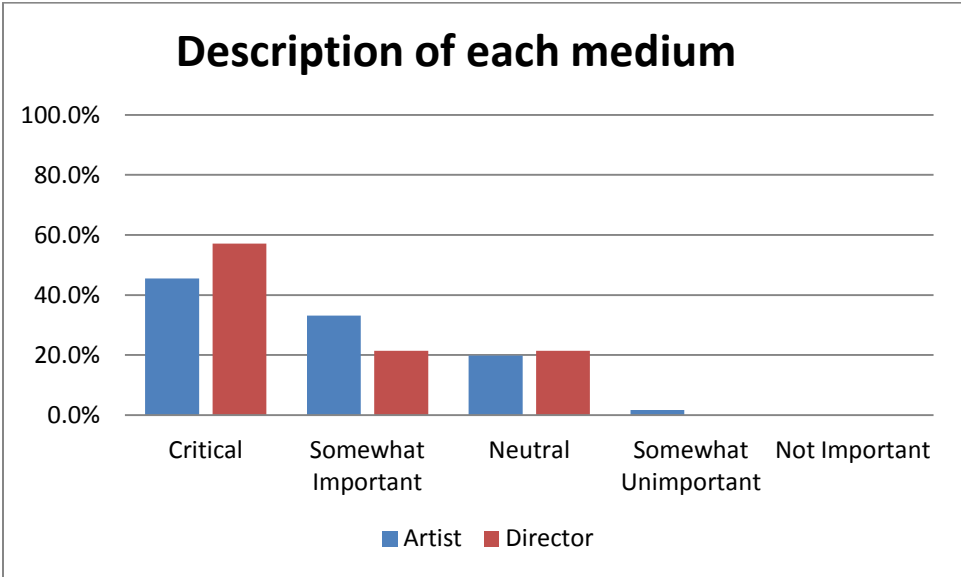
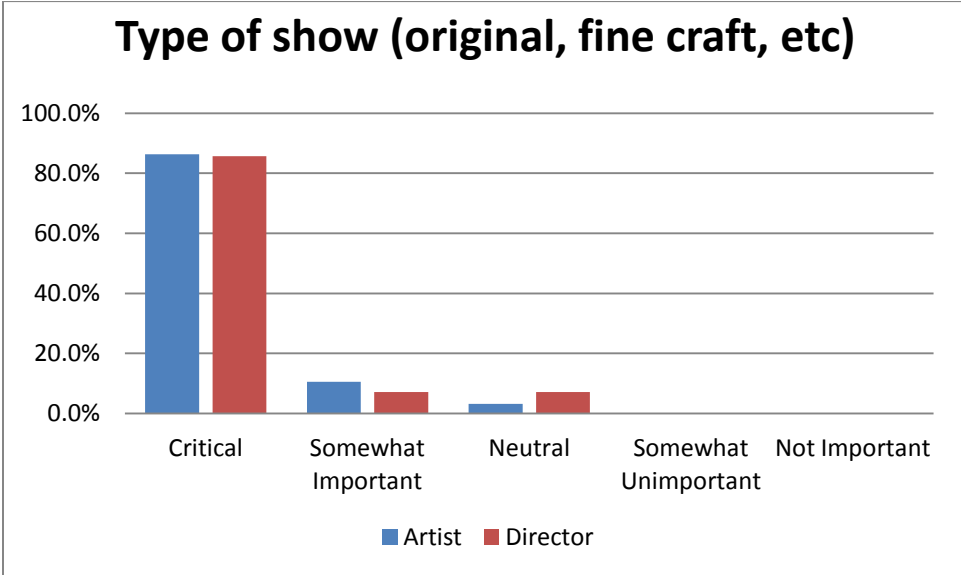
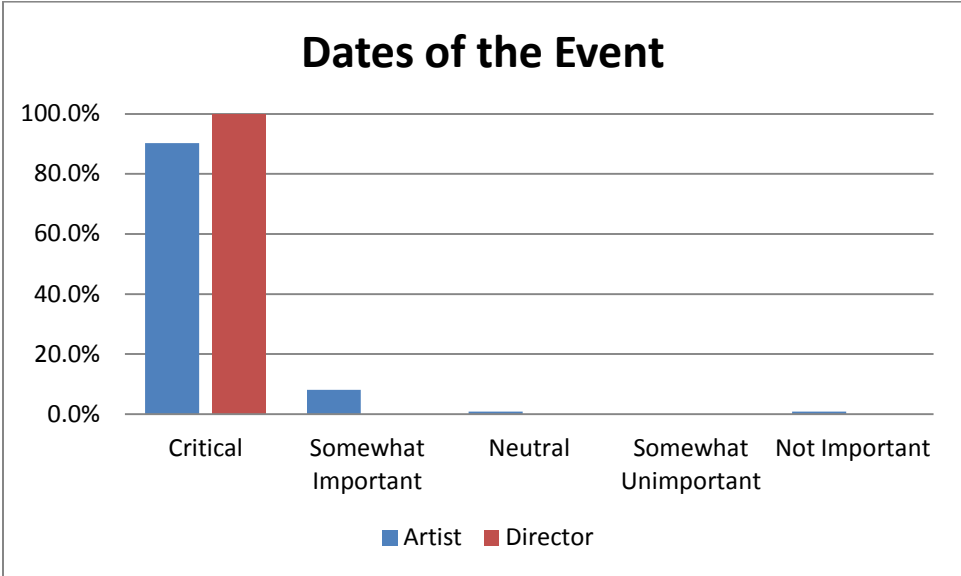
The responses from shows and artists were quite similar, as you can see. There were a few results that raised eyebrows slightly, but not many. This survey helps NAIA know how to go forward with shows to make suggestions to some in improving the prospectus.

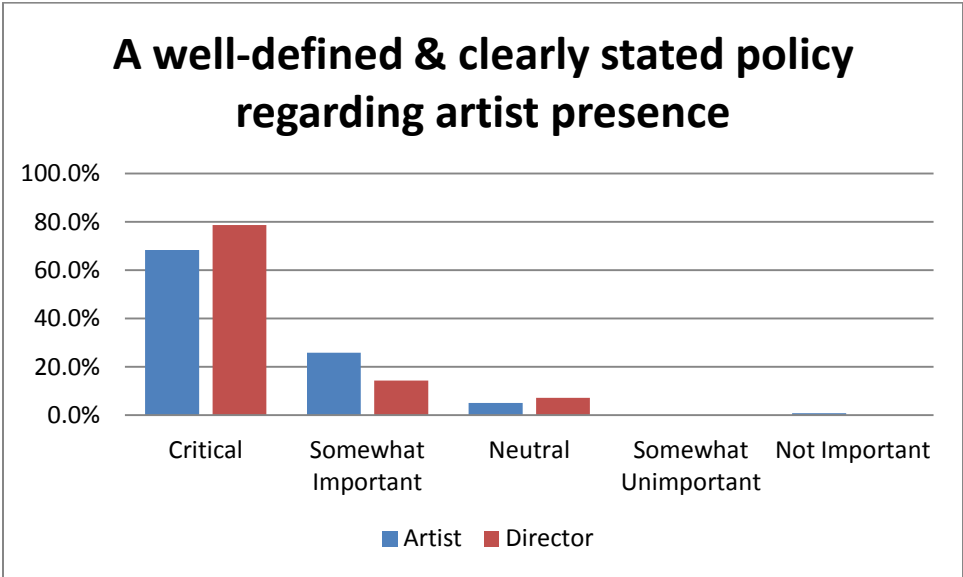
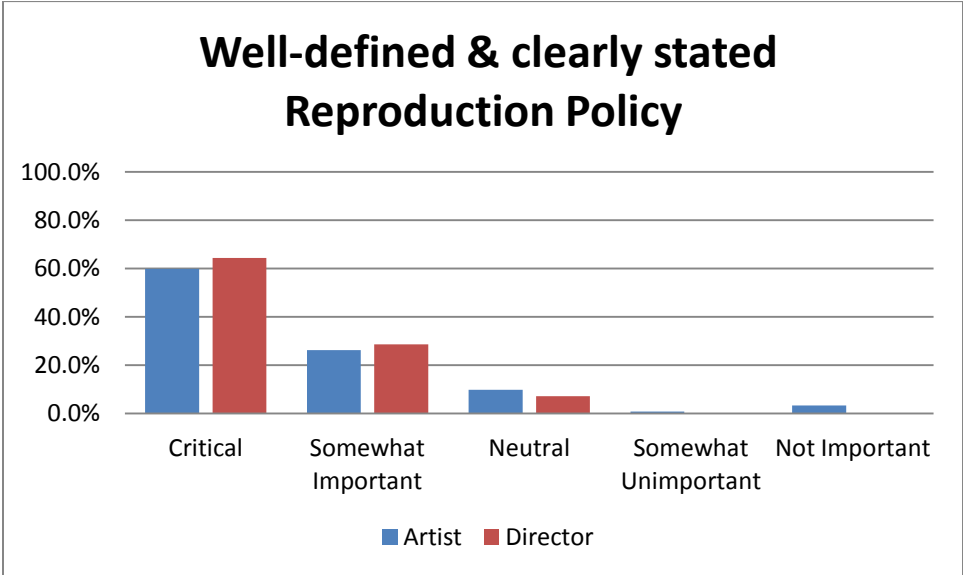
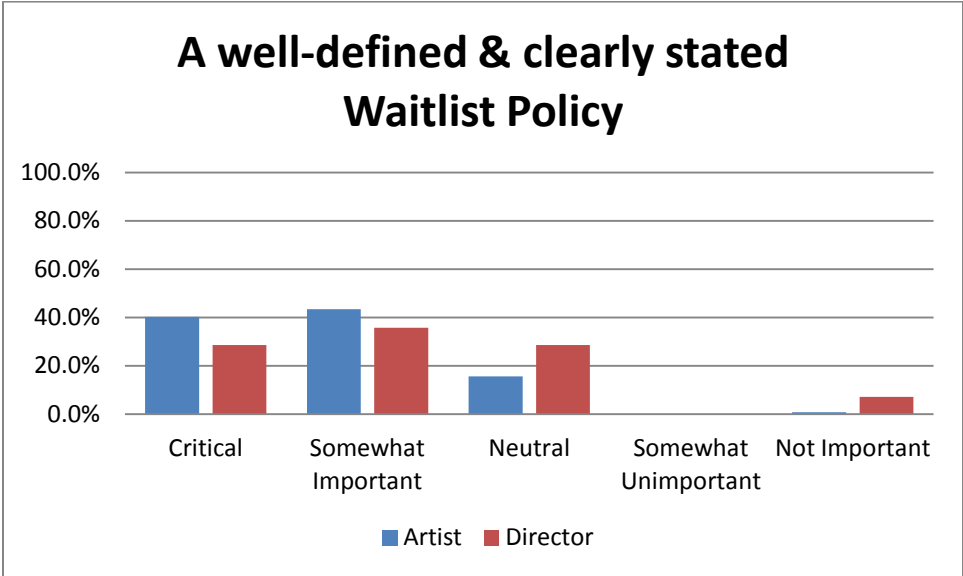
Remember, as artists trying to make a living, it's important to read the prospectus completely to know what we're signing up for.

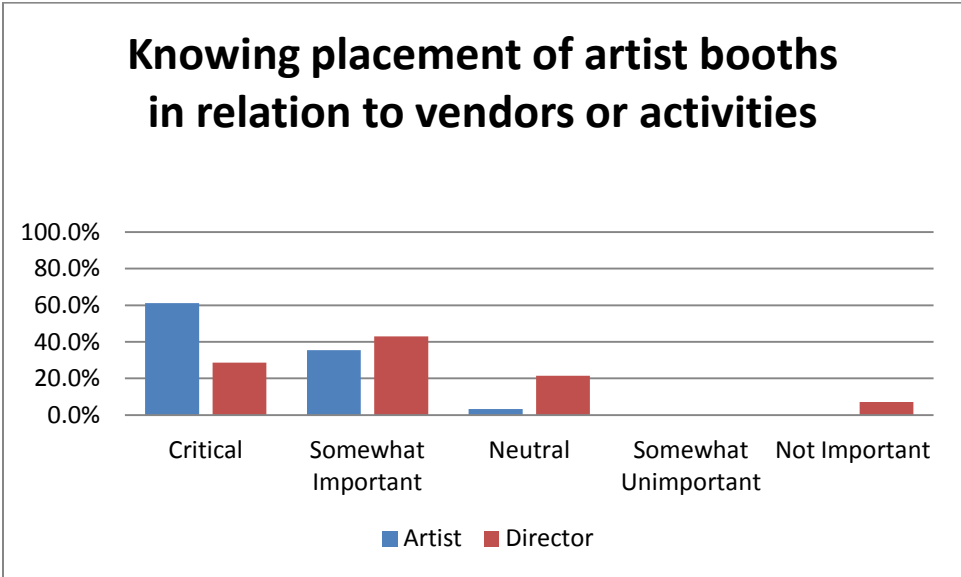
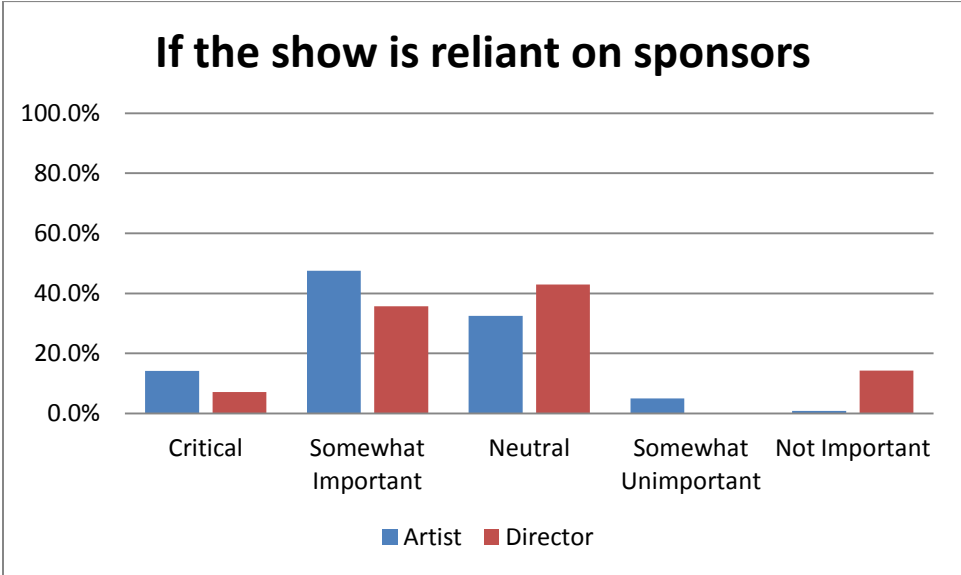
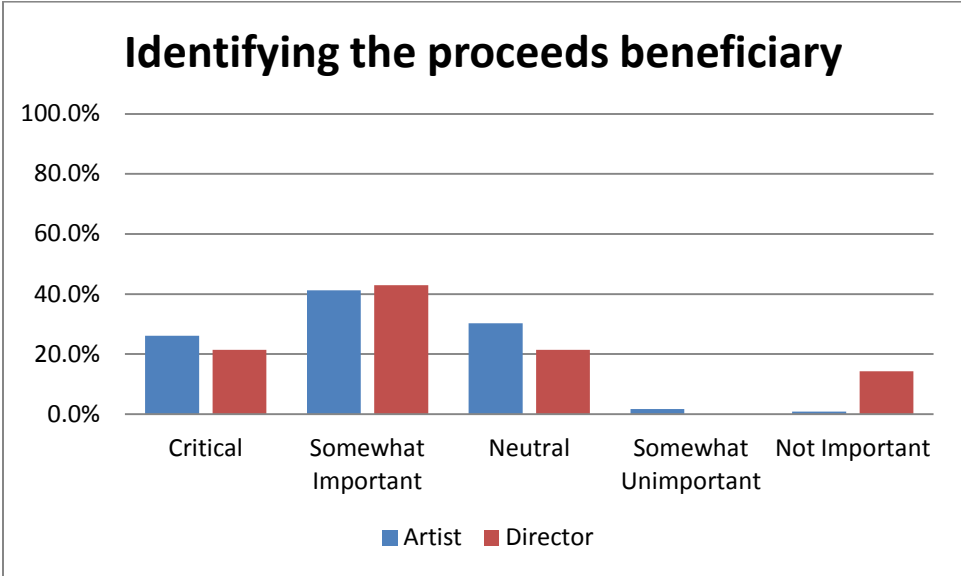


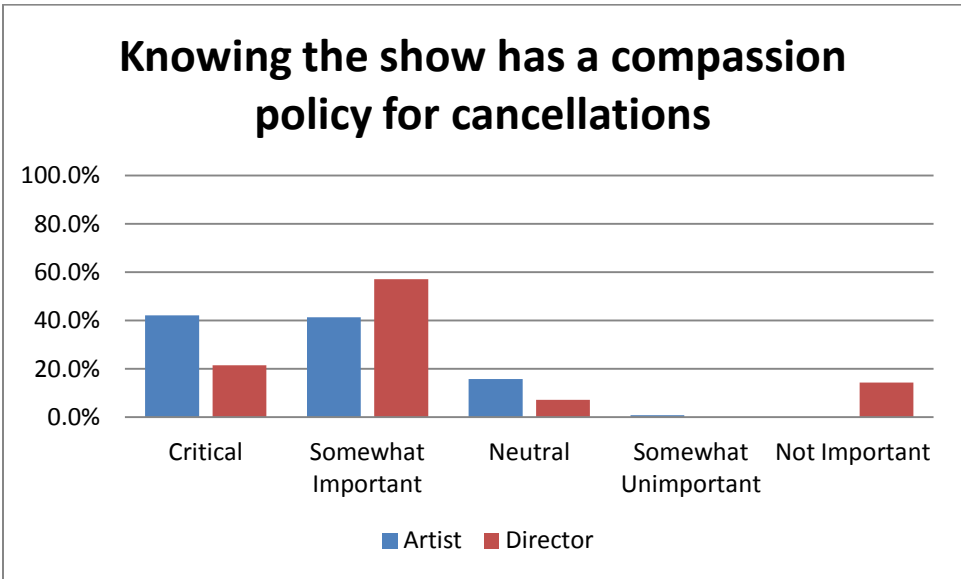
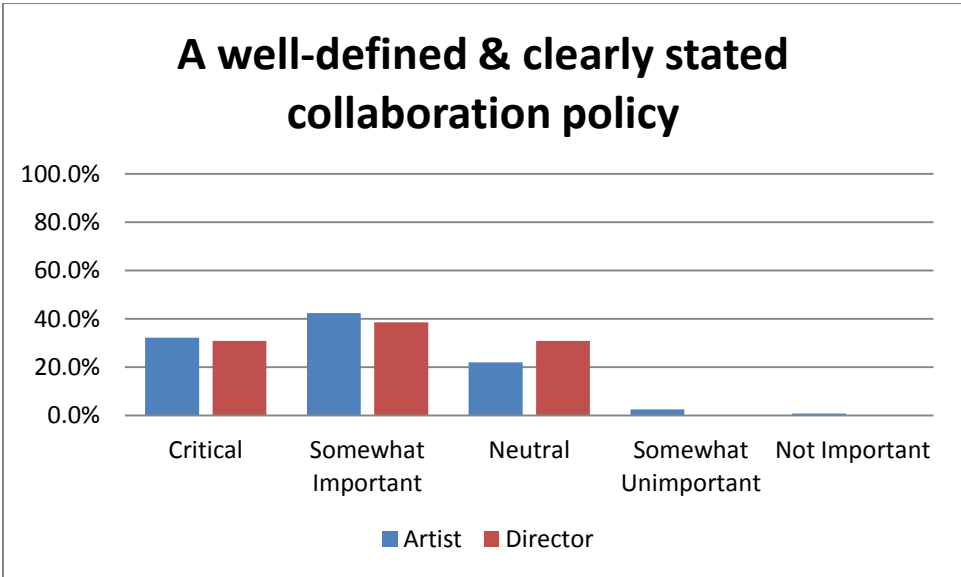
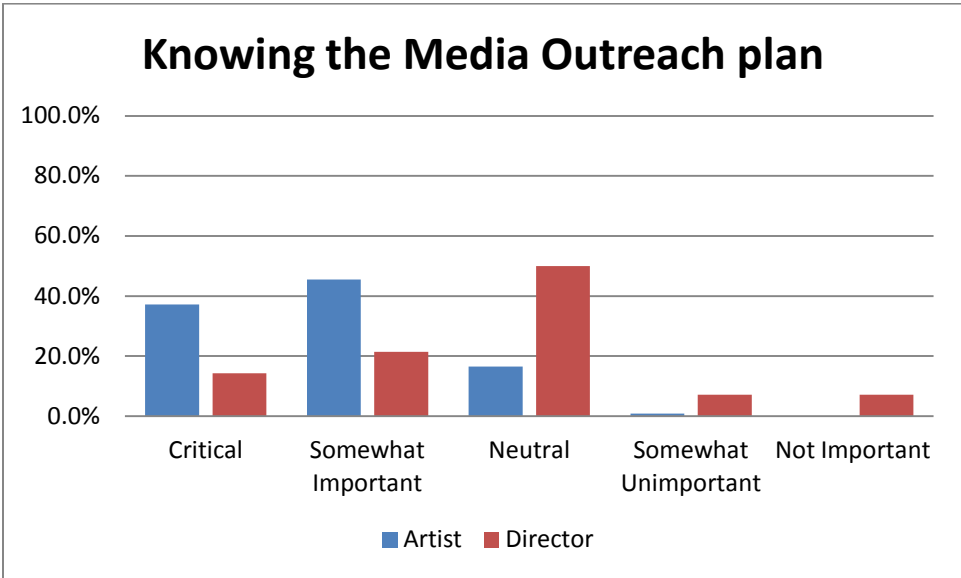
How important is the following for a show to include in its Prospectus?

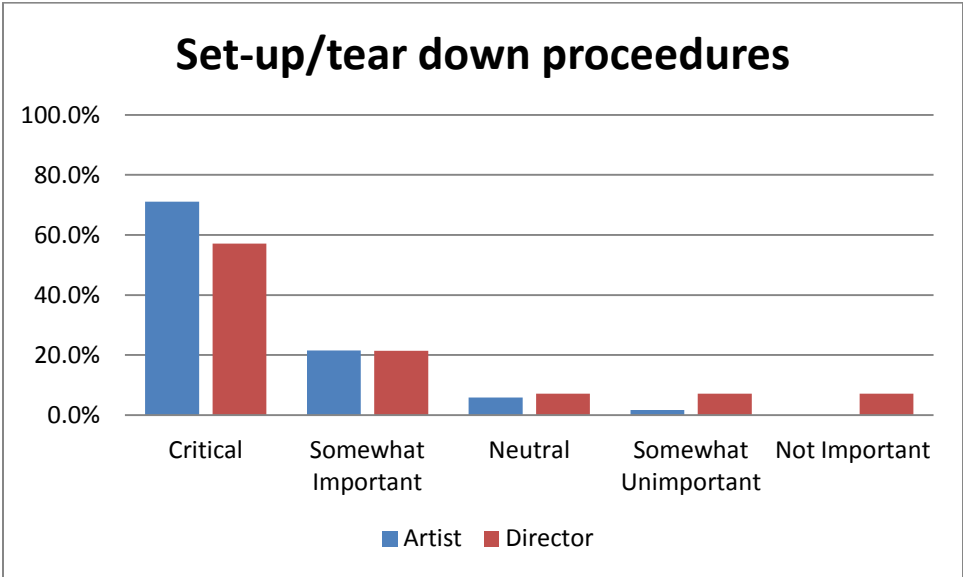
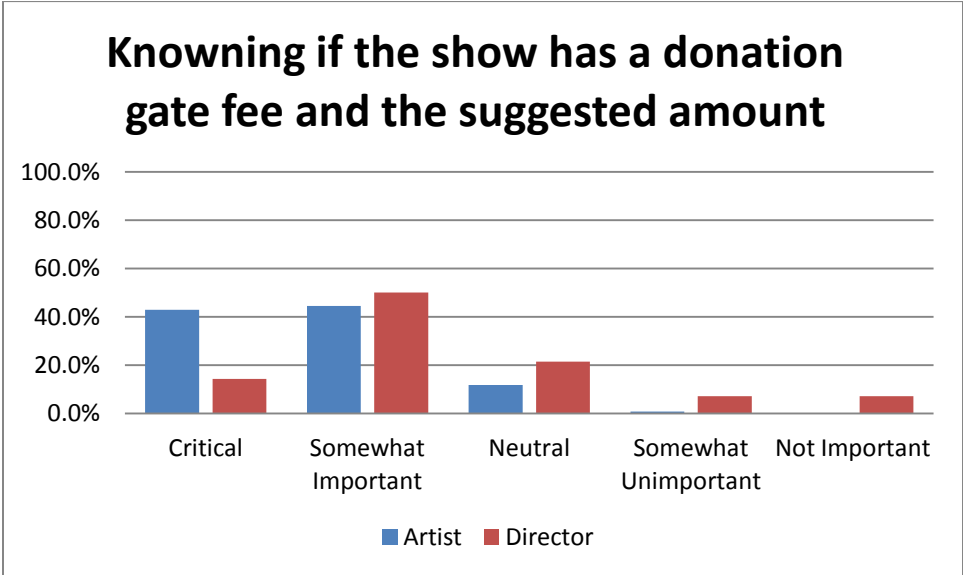
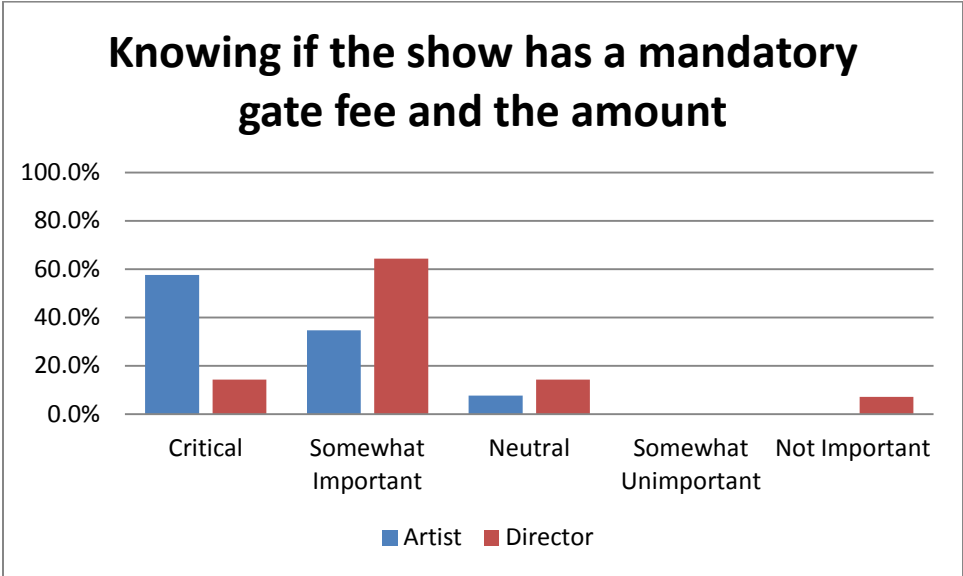


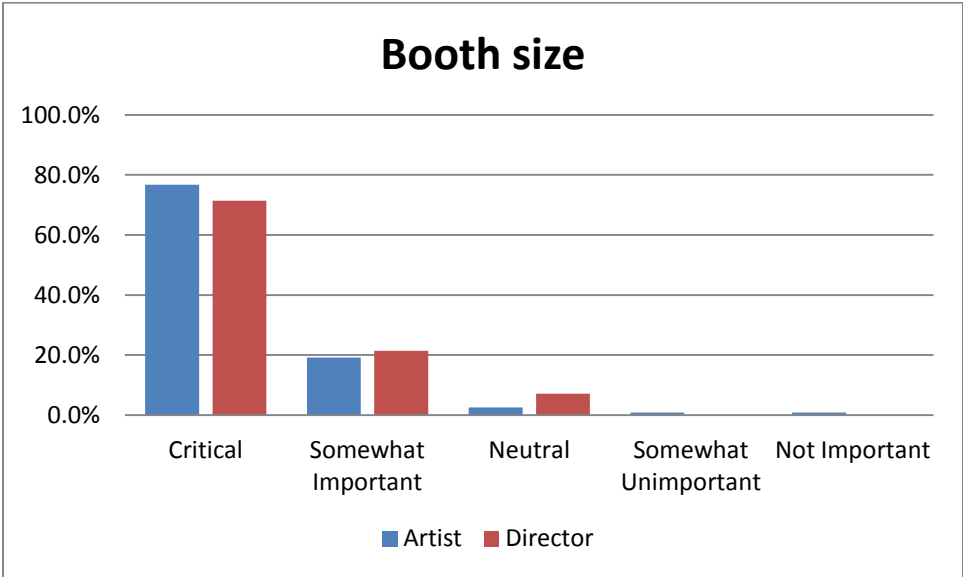
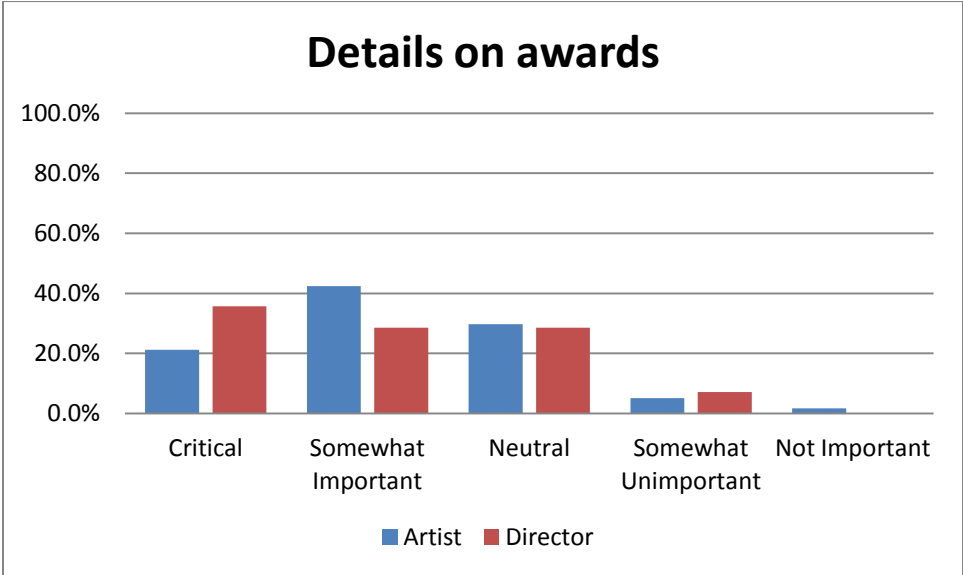
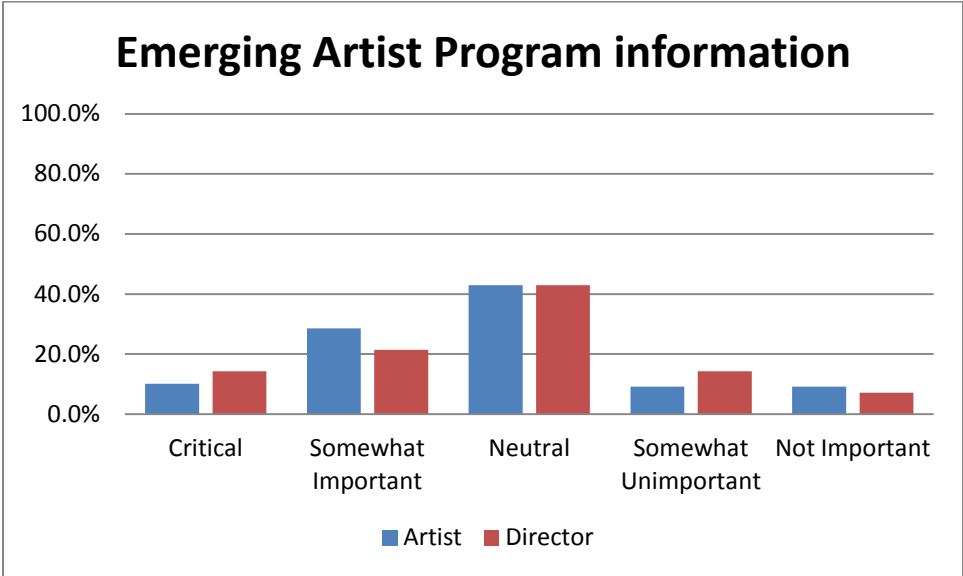


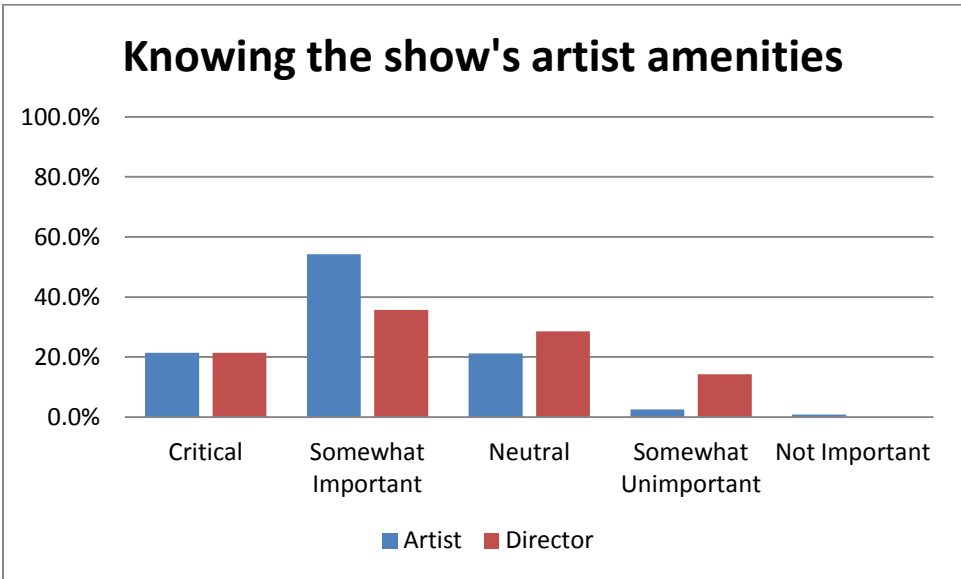
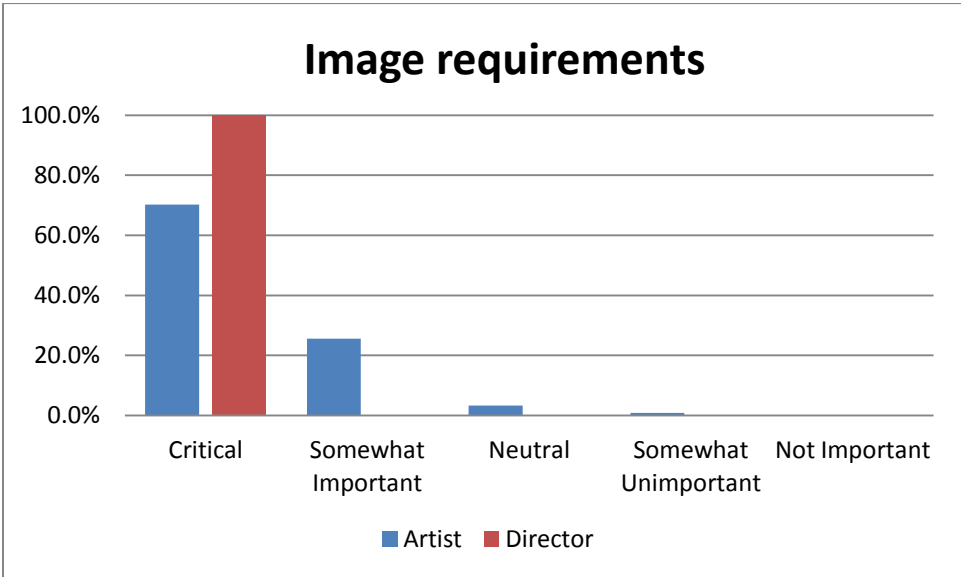
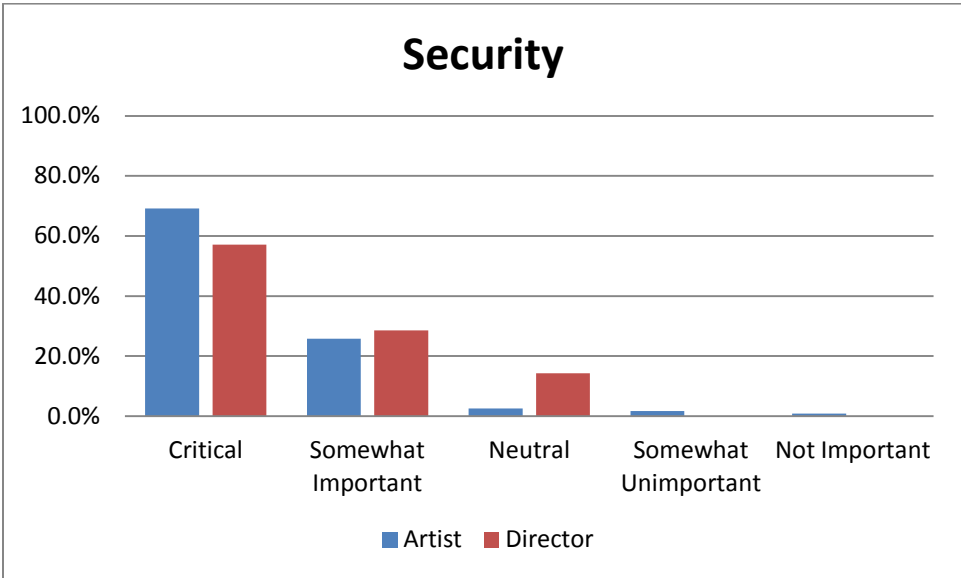


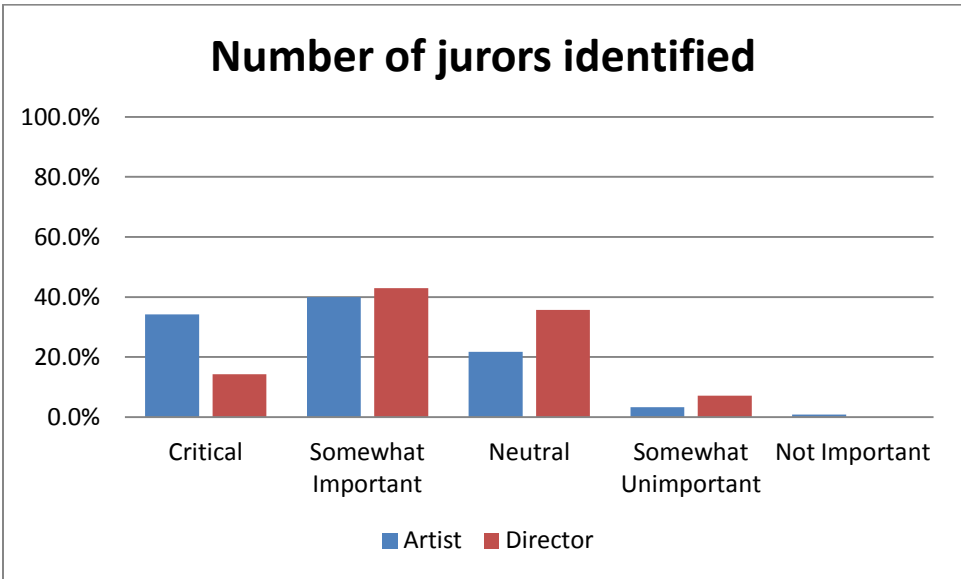
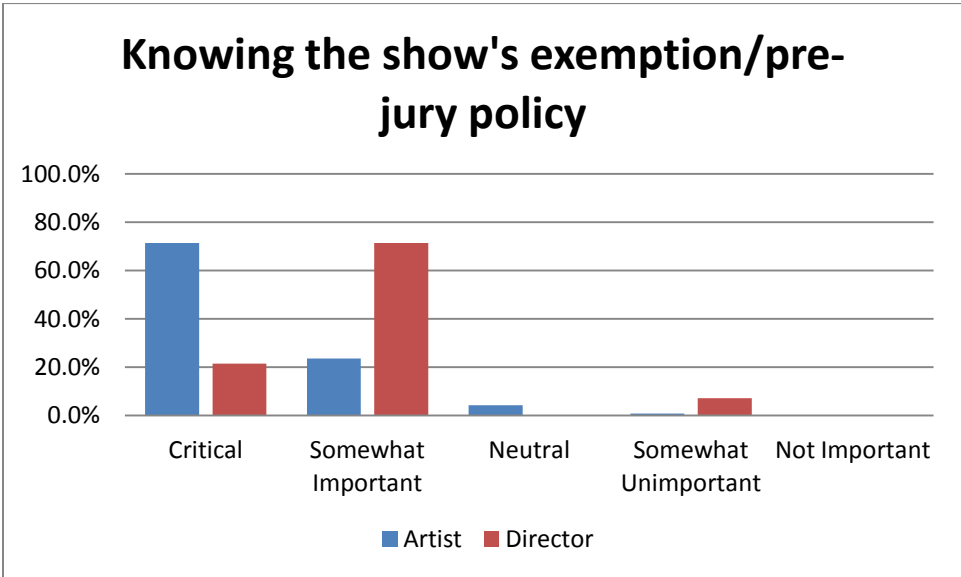
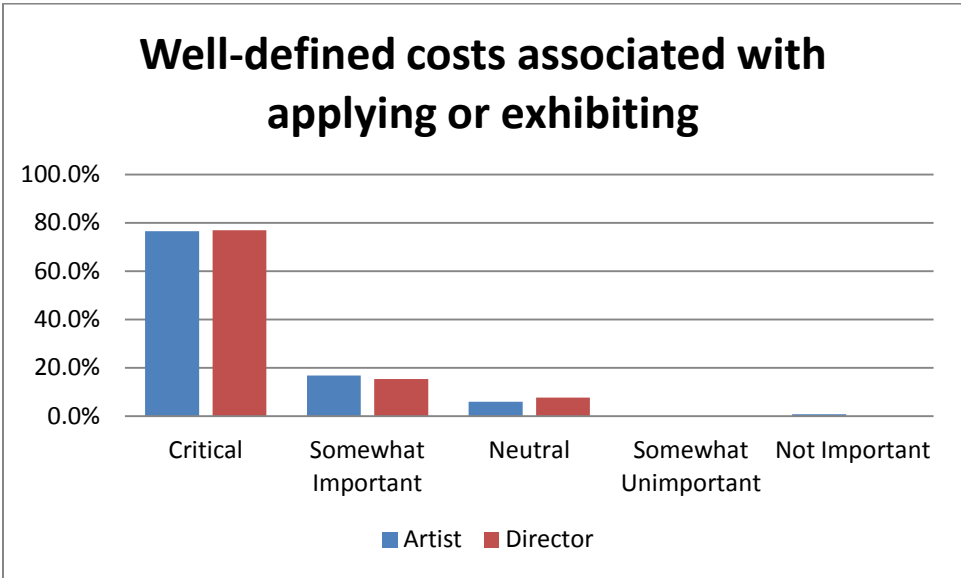


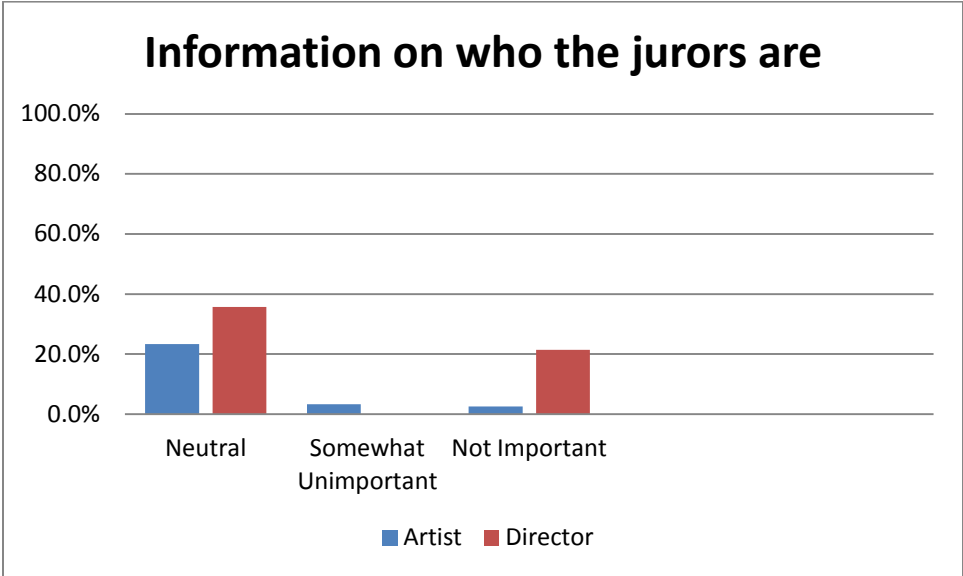




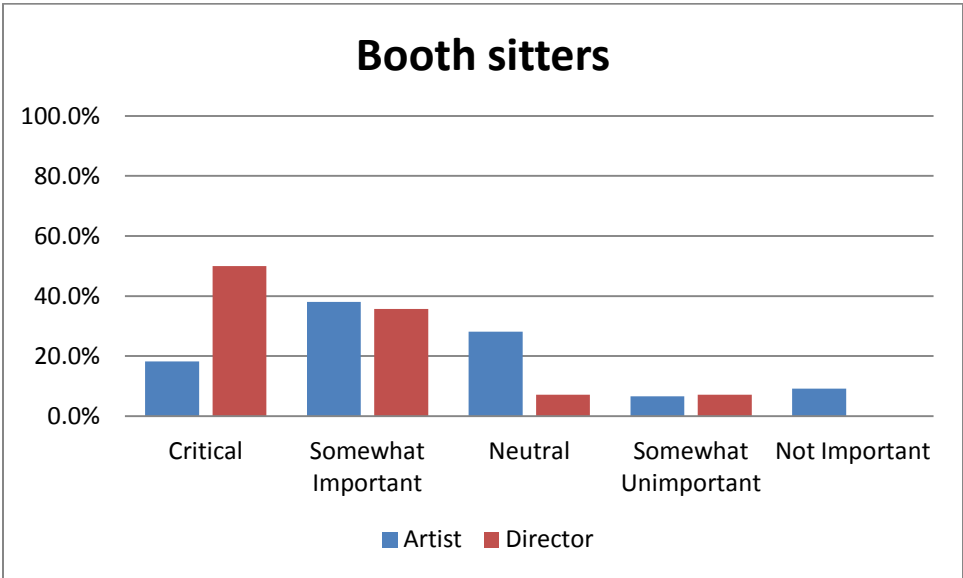


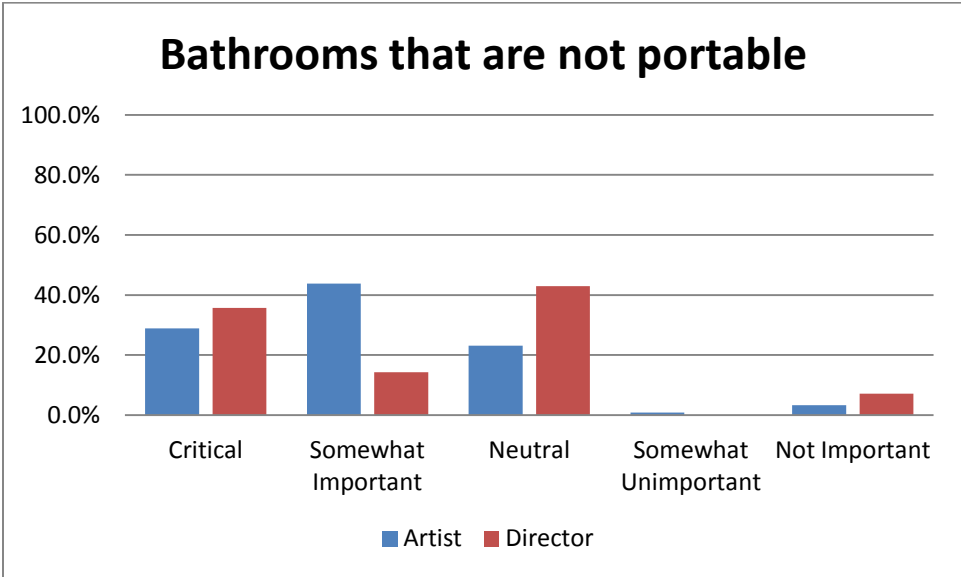
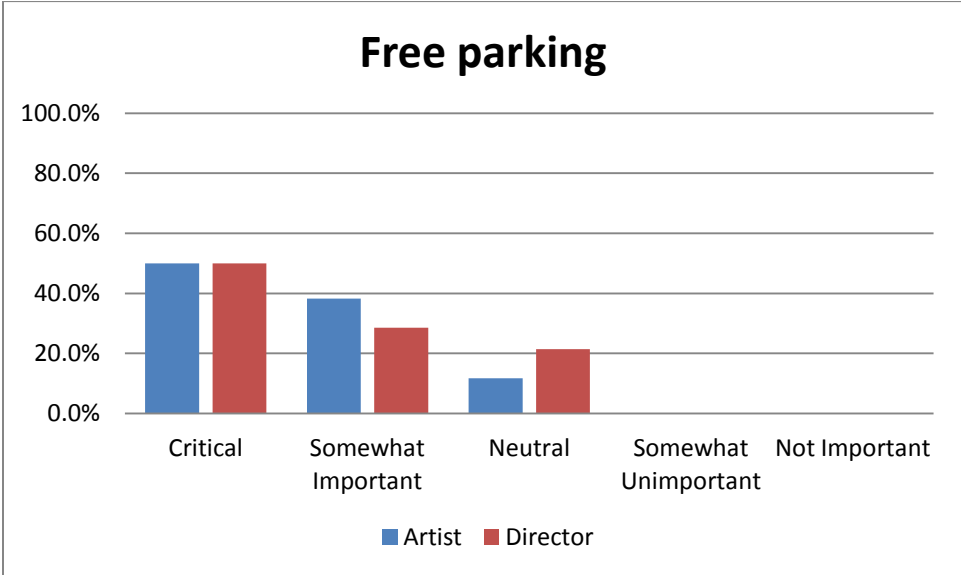
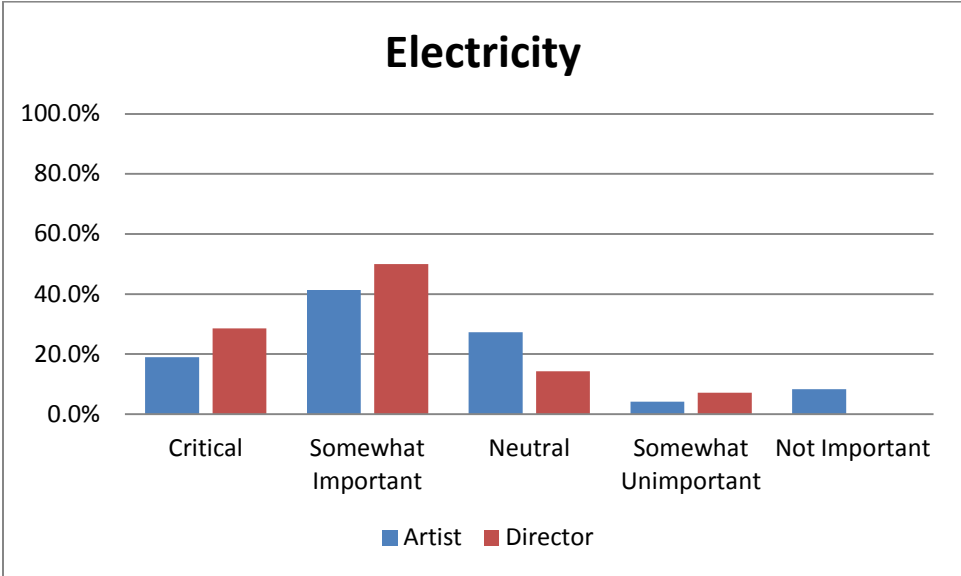


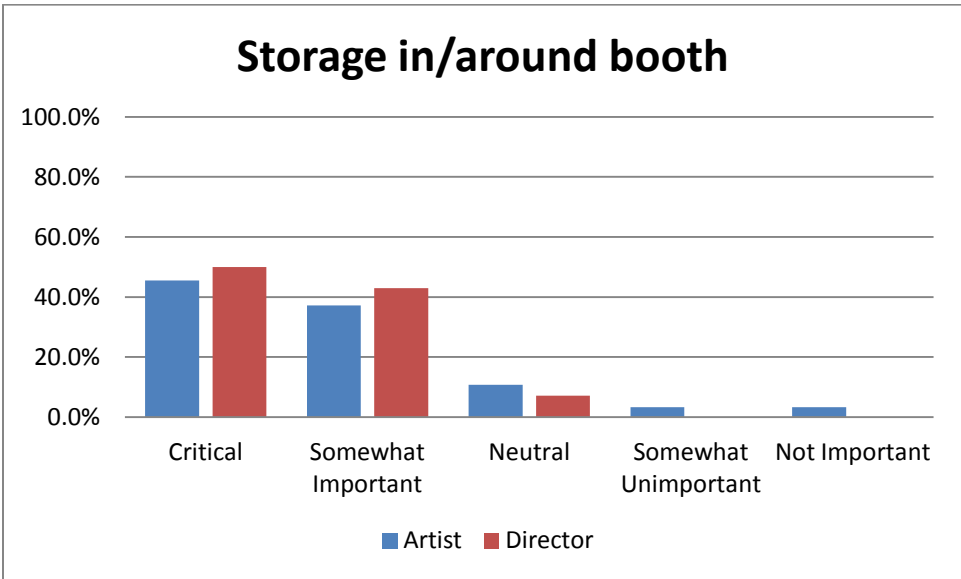
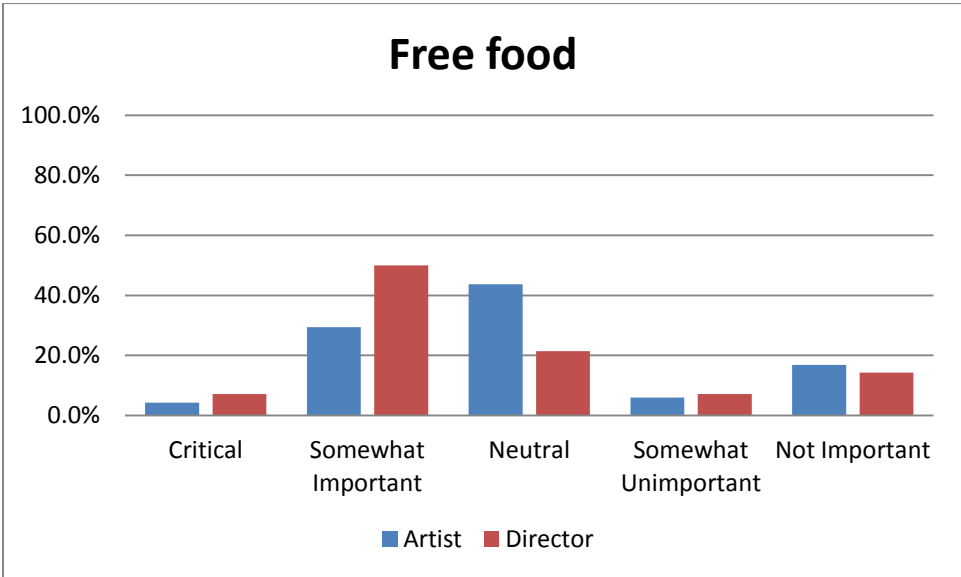
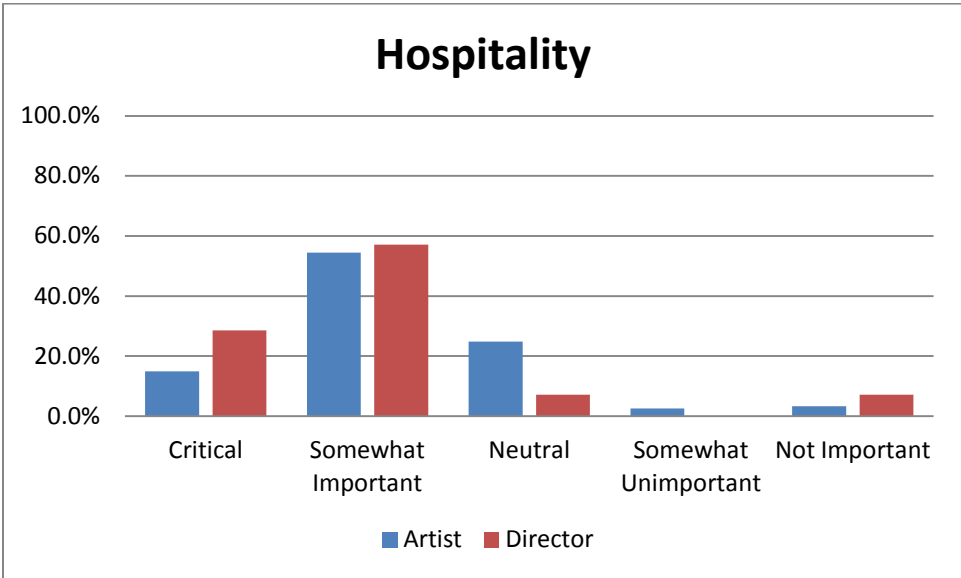




How important are the following amenities to provide to artists?







Artists Only Questions: How important is the following to your decision to apply to a show?

	Will NOT apply without it	Somewhat Important	Neutral	Somewhat unimportant	Not Important
A well-defined & clearly stated Waitlist Policy	9.6%	55.3%	29.8%	0.9%	4.4%
Description of each medium	23.5%	52.2%	22.6%	0.0%	1.7%
Exclusion of reproductions	18.4%	29.8%	40.4%	3.5%	7.9%
Inclusion of reproductions	11.4%	21.1%	46.5%	4.4%	16.7%
A well-defined & clearly stated Reproduction Policy	32.8%	38.8%	23.3%	0.9%	4.3%
Artist presence at the show	61.2%	28.4%	7.8%	0.9%	1.7%
Knowing the proceeds beneficiary	8.8%	39.5%	43.9%	2.6%	5.3%
Knowing placement of the artist booths in relation to any other vendor booth or activity	26.7%	59.5%	11.2%	0.9%	1.7%
If the show is reliant on sponsors	3.4%	49.1%	42.2%	2.6%	2.6%
The show's media outreach plan	24.1%	53.4%	20.7%	0.9%	0.9%
If all collaborators have to be present at the show	23.7%	27.2%	35.1%	4.4%	9.6%
If the show has a compassion policy allowing for cancellations and exceptions based on last-minute unforeseen circumstances	22.4%	50.0%	22.4%	3.4%	1.7%
Knowing that the show has a well-defined & clearly stated Refund Policy	36.2%	48.3%	12.9%	1.7%	0.9%
Knowing who the jurors are (make-up of panel)	12.9%	51.7%	29.3%	3.4%	2.6%
Well-defined costs associated with applying and exhibiting	73.3%	20.7%	4.3%	0.0%	1.7%
The show's exemption/pre-jury policy (how many available spaces in the show)	44.3%	45.2%	8.7%	0.9%	0.9%
The type of jury (monitor, projection)	23.3%	46.6%	23.3%	5.2%	1.7%
Knowing the number of jurors	8.0%	46.0%	38.9%	3.5%	3.5%
Knowing there are children's activities	5.2%	21.6%	40.5%	8.6%	21.1%

