

CELEBRATING 41 YEARS OF EXCELLENCE IN ART

artexpo NEW YORK

APRIL 4-7, 2019 | PIER 92, NYC



SPONSORSHIP
OPPORTUNITIES

Anna Art Publishing

WWW.ARTEXPONENEWYORK.COM

OUR EVENT. ANTICIPATED



Artexpo New York has been the world's largest fine art trade show for 41 years and counting. Our annual event brings the biggest publishers, galleries, and collectors in the market face to face with hundreds of established and emerging artists. As in past years, we'll be co-locating with [SOLO] and [FOTO SOLO], offering an extraordinary weekend of fine art and design in one convenient location: Pier 92.

That's right! We're kicking off our next decade in a new venue. In an effort for Artexpo New York to have a consistent date pattern without conflict to April's religious holidays, Artexpo New York is moving to Pier 92 and running concurrently with The Photography Show presented by AIPAD at Pier 94.

Also home to the Armory Show, Pier 92 offers the opportunity to make some exciting changes, including a new Artexpo Platinum section, featuring a wide carpeted center aisle with major exhibitors on each side. Artexpo Platinum will be followed by a center section of booths, along with our signature [SOLO] and [FOTO SOLO] sections—all contributing to the excitement of Artexpo New York 2019.

Over the years, Artexpo New York has hosted many of the world's most renowned artists, including Andy Warhol, Peter Max, Robert Rauschenberg, Robert Indian, Keith Haring, and Leroy Neiman. Artexpo New York draws larger consumer crowds each year, now hosting more than 35,000 affluent art enthusiasts annually.

THE OPPORTUNITY: GLOBAL MARKETPLACE



AN ANNUAL FINE ART DESTINATION

Each year, thousands of art industry insiders flock to Artexpo New York in search of the art and artists that will shape the trends in galleries worldwide. Hosting more than 35,000 avid art enthusiasts annually, including over 5,000 trade industry professionals, we're the largest international gathering of qualified trade buyers—including gallery owners and managers, art dealers, interior designers, architects, corporate art buyers, and art and framing retailers.

This year, we'll host over 250 innovative exhibiting galleries, artists, and publishers from across the globe, showcasing exciting original artwork, prints, paintings,

drawings, sculpture, photography, ceramics, giclee, lithographs, glass works, and more. Best of all, Artexpo New York is three shows under one roof! Wondering what makes each show unique?

- **ARTEXPO NEW YORK** features well-established artists, galleries, and art publishers.
- **[SOLO]** is a curated exhibition of established and emerging independent artists.
- **[FOTO SOLO]** features collections of fine art photography from some of the world's best abstract, contemporary, and realist photographers, echoing [SOLO]'s philosophy of supporting the career opportunities of independent artists.

SHOW HOURS

THURSDAY, APRIL 4

12–7PM Trade Only
5–7PM Trade First Preview Party

FRIDAY, APRIL 5

10AM–4PM Trade Only
4–8PM Opening Night Preview Party
(Open to public & trade)

SATURDAY, APRIL 6

11AM–7PM Open to public & trade

SUNDAY, APRIL 7

11AM–6PM Open to public & trade

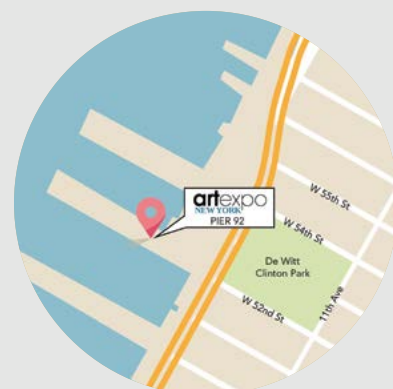
EXHIBITOR MOVE-IN

VIP and four+ booths:
Wednesday, April 3: 2–8PM

All other booths:
Thursday, April 4: 8AM–8PM

EXHIBITOR MOVE-OUT

Sunday, April 7: 6–11PM
Monday, April 8: 8–10AM



THE VENUE

A premier trade show and special event venue in the heart of Midtown Manhattan, Pier 92 has quickly become a recognizable event space in New York City, utilized for high-end shows and large-scale events. Artexpo New York will follow The Armory Show, the Architectural Design Show, and run concurrent with The Photography Show presented by AIPAD, completing the trendy location's monthslong critically acclaimed offering of exhilarating and prominent art fairs in New York City.

FACTS & FIGURES

Artexpo has always been an extremely well-attended, popular event. Here are some facts and figures from our 40th-anniversary show in 2018.

- Artexpo New York 2018 featured more than **400** exhibitors from around the world, representing thousands of artists.
- More than **35,000** attendees, including trade buyers, art collectors, and members of the general public, attended the show.
- **5,000+** trade buyers, including gallery owners, designers, art consultants, architects, and framers were in attendance.
- More than **2,000** art-industry professionals attended the **30** classes, panel discussions, and meet-the-artist events offered at Artexpo.
- Social media marketing via Facebook, Twitter, Instagram, and Flickr promoted the show around the clock.
- A full-time public relations team worked hand-in-hand with exhibitors upon registration to spread the word about their involvement in the show.
- A media blitz—including comprehensive editorial, television, radio, print and digital advertising, plus calendar section coverage before the show—helped increase awareness and attendance.

BY THE NUMBERS

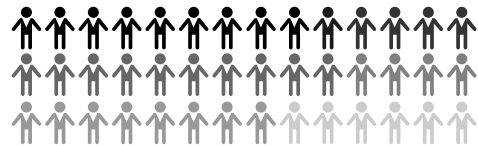


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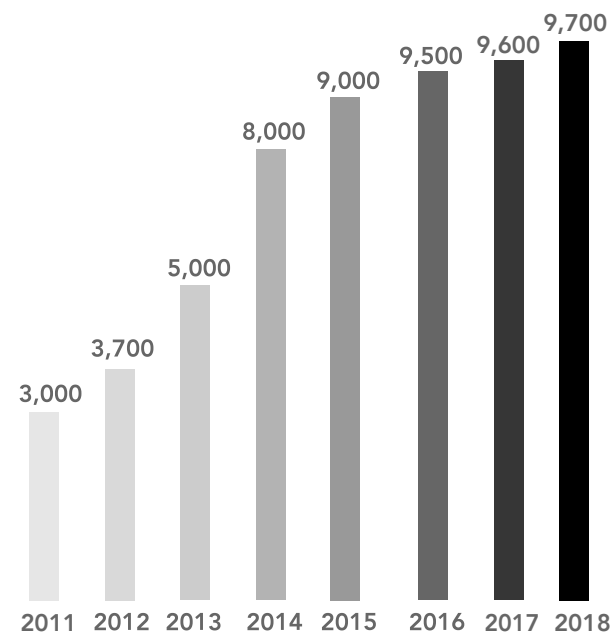
75,000+ opt-in email subscribers



5% increase increase in Opening Night attendance from 2017



RMG VIP PASSPORT MEMBERS



SOCIAL MEDIA

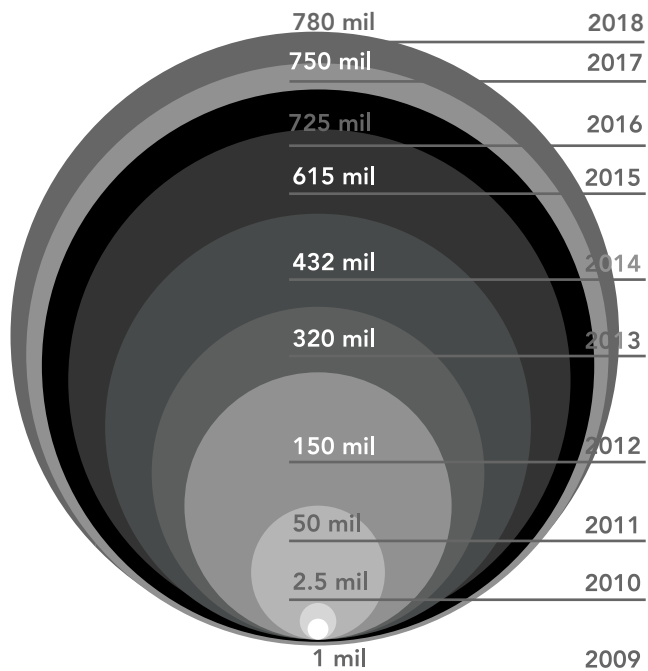
Instagram following **increased** by **40%** since 2017

Facebook following **increased** by **10%** since 2017

Twitter following **increased** by **5%** since 2017



MEDIA IMPRESSIONS



OUR GUESTS. CULTURED



Median Age: **52**

Average NW: **\$1.5 Million**

Male/Female: **42/58%**

College: **+82%**

Average HHI: **\$207,000**

Art Collectors: **70%**

Artexpo New York attendees are well-educated professionals who love to travel and enjoy fine wine and great food. They are typically museum members, “doers” who enjoy luxury items, great design, and giving back to their communities. Attendees include collectors, artists, designers, architects, civic leaders, philanthropists, entrepreneurs, and retirees.



EXTENSIVE MARKETING REACH

The Redwood Media Group team works tirelessly to ensure that exhibitors at Artexpo New York, [SOLO], and [FOTO SOLO] reach a vast audience and that the show itself receives significant media exposure. To fulfill our marketing efforts, Artexpo New York partners with a wide range of publications and promotes the show through a wide-reaching, multiplatform advertising plan that includes online and print advertising, robust email campaigns, 24/7 social media coverage, B2B media, radio, partnership marketing, street banners, and more.

We invest in a significant media buy to promote the show and drive trade buyers, collectors, industry insiders, and art enthusiasts to the show every year. In 2018, we generated nearly 7.8 million media impressions through our promotional campaigns targeting trade and consumer audiences. We also provide our exhibitors with complimentary Collector VIP Passes, of which we gave out more than 10,000 last year.

The publications in which we advertise boast a combined circulation of over 10 million, whether in print copies, email newsletters, or digital circulation. We're proud to advertise online and in print with the following prominent media outlets, as well as other local art guides:

- Art & Antiques
- Art + Auction
- Artforbes
- ArtInfo
- Art Ltd.
- ArtNet
- ARTnews
- ArtSlant
- ArtTour International
- Art World News
- Cultured Magazine
- Fine Art Connoisseur
- Fine Art Magazine
- Florida Design Magazine
- Gallery Guide
- InNew York
- Metro New York
- Santa Fean
- The New York Observer
- The New York Times
- Time Out New York
- Village Voice
- Visual Art Source
- WHERE New York

EMAIL CAMPAIGNS

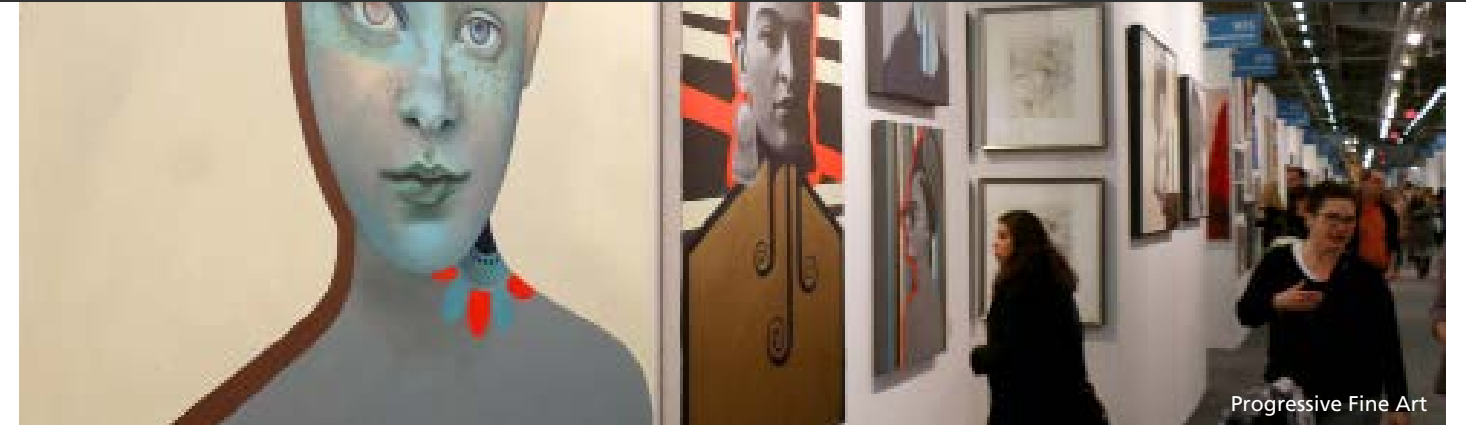
With a combined email subscription list of over 125,000 industry professionals, collectors, artists, and high-end home and business owners, Artexpo New York, along with [SOLO] and [FOTO SOLO], sends out frequent marketing emails that include inspiring artist features, newsworthy show updates, and more to prompt interest in our exhibitors' artwork and encourage attendance to the show.

SOCIAL MEDIA

Artexpo New York and its exhibitors will be promoted via synchronized social media channels such as Facebook, Twitter, Instagram, Flickr, Pinterest, and the AENY blog. Although Artexpo New York boasts nearly 75,000 Facebook fans, the numbers for all of Redwood Media Group's art show and magazine accounts combined paint an even brighter picture. We have a fan base of over 125,000 on Facebook; 12,900 Twitter followers; and 15,000 Instagram followers—and the numbers are growing. We continue to develop cutting-edge social media campaigns to keep up with today's demand for up-to-the-minute info and exclusive content.



Mauricio Soria



SPONSORSHIP OPPORTUNITIES

Artexpo offers a wide range of sponsorship and partnership opportunities to strengthen branding for both corporations and nonprofit organizations. Let us work with your team to develop a package that will meet your company's objectives.

Below you will find a list of the Artexpo packages that will provide your company with exposure to thousands of influential art world supporters—including gallery owners, publishers, artists, art dealers, interior designers, architects, framing retailers, and art collectors.



BENEFITS BREAKDOWN



TITLE SPONSOR

The Title Sponsor's brand will be prominently included in all promotional and marketing activities of Artexpo New York, including print, electronic, and broadcast media.

Title Sponsors are given the following category exclusivity and designation:

ARTEXPO NEW YORK 2019 PRESENTED BY (TITLE SPONSOR NAME)

Additionally, the Title Sponsor will receive:

- **Booth Space:** Well-appointed booth with a prime location at the show. The booth includes furniture, lights, walls, carpeting, and signage.
- **Prime Sponsor Recognition:** Recognition as Prime Sponsor of keynote address and Education Series. Each time the keynote address is referenced, the Title Sponsor's name will be included.
- **Signage:** Prominent logo placement on official show signage in the registration area, in the VIP lounge, and in other high-traffic areas. Title Sponsor's logo will appear on all education signage and banners.
- **Show Catalog:** Full-page advertisement in the Artexpo New York 2019 official digital Show Catalog. Prominent logo placement on Show Catalog Sponsor Page.
- **Brochure Distribution:** On-site distribution of your company's brochures.

- **Email and Social Media:** The Title Sponsor's logo will be prominently featured on all Artexpo New York 2019 email marketing pieces and social media platforms and will include a link to a pre-determined page of the sponsor's website. Our email marketing platform is used to communicate with more than 63,000+ art industry participants. Social media and blog posts showcasing your products and/or services are simultaneously distributed to over 114,000+ people via Artexpo's blog and Facebook, Twitter, and Instagram accounts.
- **Website:** Logo and link on our Sponsor Page of ArtexpoNewYork.com, including a link to a pre-determined page of your website.
- **Public Relations:** Title Sponsor representatives will be included at show events, the show-produced B-roll, and media interviews (wherever possible).
- **Education:** The Title Sponsor will be given the opportunity to present a one-hour seminar on the Education Stage at Artexpo New York 2019. The seminar will be promoted using Artexpo's email marketing and social media efforts, including promotion on our website, attendee emails (audience of 64,000+), and distributed to over 114,000+ people via Artexpo's blog and Facebook, Twitter, and Instagram accounts.

PLATINUM SPONSOR

- **Booth Space:** Well-appointed booth with a prime location at the show. The booth includes furniture, lights, walls, carpeting, and signage.
- **Signage:** Prominent logo placement on official show and education signage.

BENEFITS BREAKDOWN



- **Show Catalog:** Full-page advertisement in the Artexpo New York 2019 official digital Show Catalog. Logo placement on Show Catalog Sponsor Page
- **Brochure Distribution:** On-site distribution of your company's brochures.
- **Social Media:** Blog post showcasing your products and/or services, simultaneously distributed to 114,000+ via Artexpo's Facebook, Twitter, and Instagram accounts.
- **Website:** Logo and link on our Sponsor Page of ArtexpoNewYork.com, including a link to a pre-determined page of your website.
- **Public Relations:** Platinum Sponsor representatives will be included at show events, the show-produced B-roll, and media interviews (wherever possible).

GOLD SPONSOR

- **Signage:** Prominent logo placement on official show and education signage.
- **Show Catalog:** Full-page advertisement in the Artexpo New York 2019 official digital Show Catalog. Logo placement on Show Catalog Sponsor Page
- **Brochure Distribution:** On-site distribution of your company's brochures.
- **Social Media:** Blog post showcasing your products and/or services, simultaneously distributed to 114,000+ via Artexpo's Facebook, Twitter, and Instagram accounts.
- **Website:** Logo and link on our Sponsor Page of ArtexpoNewYork.com, including a link to a pre-determined page of your website.

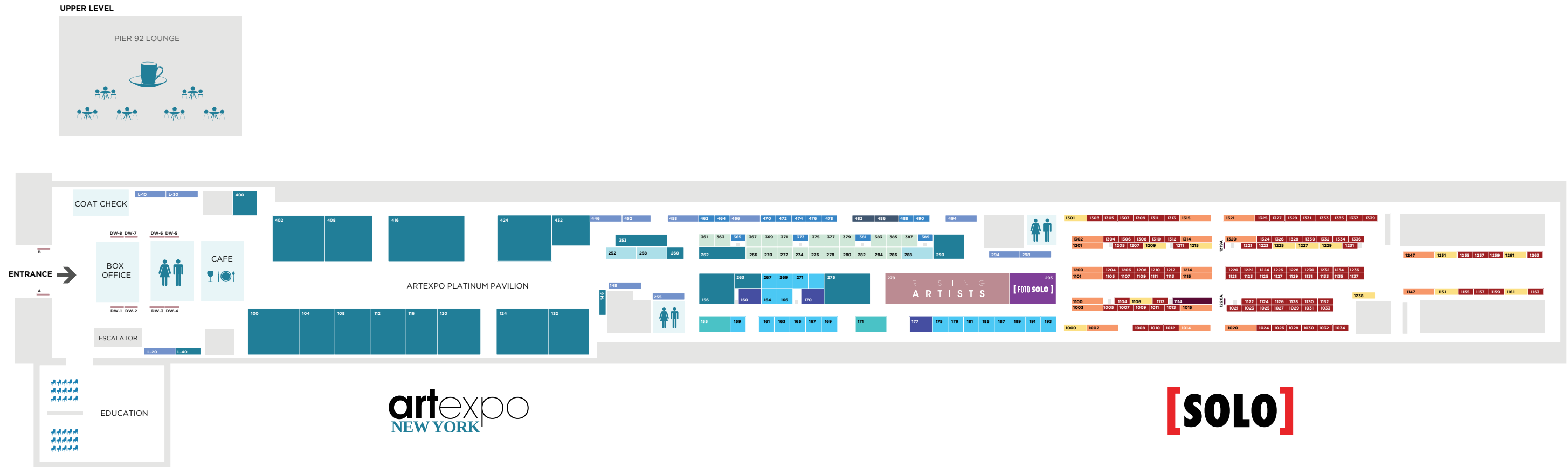
SILVER SPONSOR

- **Signage:** Prominent logo placement on official show and education signage.
- **Show Catalog:** Half-page advertisement in the Artexpo New York 2019 official digital Show Catalog. Logo placement on Show Catalog Sponsor Page.
- **Social Media:** Blog post showcasing your products and/or services, simultaneously distributed to 114,000+ via Artexpo's Facebook, Twitter, and Instagram accounts.
- **Website:** Logo and link on our Sponsor Page of ArtexpoNewYork.com, including a link to a pre-determined page of your website.

BRONZE SPONSOR

- **Signage:** Prominent logo placement on official show and signage.
- **Show Catalog:** Logo placement on Show Catalog Sponsor Page.
- **Website:** Logo and link on our Sponsor Page of ArtexpoNewYork.com, including a link to a pre-determined page of your website.
- **Social Media:** Facebook post showcasing your products and/or services, simultaneously distributed to 114,000+ via Artexpo's Facebook, Twitter, and Instagram accounts.

SHOW MAP



ARTEXPO	BOOTH SIZE	SQ FT	PRICE
	4' X 10'	40	\$3,695
	4' X 15'	60	\$5,395
	4' X 20'	80	\$6,795
	8' X 10'	80	\$5,295
	8' X 20'	160	\$9,750
	10' X 10'	100	\$6,195
	10' X 15'	150	\$8,895
	10' X 20'	200	\$11,950
	CORNER FEE		\$750
	Custom size - inquire about pricing		

[SOLO]	BOOTH SIZE	SQ FT	PRICE
	4' X 10'	40	\$3,695
	4' X 15'	60	\$5,395
	4' X 20'	80	\$6,795
	10' RISING ARTIST WALL SPACE		\$2,595
	CORNER FEE		\$400
[FOTO SOLO] DISPLAY WALL PRICES			
	BOOTH SIZE		PRICE
	8' DISPLAY WALL		\$1,495

ANCILLARY WALL SPACES		
DW1-DW37	10' WALL SPACE	\$1,750

Please Note: Booth prices shown reflect a 3% cash/check/wire discount. Discount does not apply if choosing to pay through credit card and/or PayPal.

CONTACT US

DISCOVER REDWOOD MEDIA GROUP'S EVENTS

At Redwood Media Group, we're passionate about helping artists, gallery owners, publishers, and framers to succeed. In today's changing marketplace, it takes a combination of talent, drive, networking, and marketing to thrive. That's where we come in. Bringing galleries, artists, and industry professionals together is what we do best! We can bring you more exposure and help you grow your business through fine art exhibitions, art business education, fine art publications, fine art mentoring, marketing, social media, and more. Explore our high-end, curated art shows: Artexpo New York, [SOLO], [FOTO SOLO], Art San Diego, Spectrum Miami, Red Dot Miami, and Art Santa Fe.

CONTACT US

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GENERAL INFORMATION

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