

PREPARING YOUR ONLINE GALLERY

You may begin uploading your gallery as soon as your participation payment is complete.

Reminder: Artists purchasing an in-person booth receive a complimentary Online Gallery listing.

Read below for the many benefits of participating online as well.

All artwork and profile content must be uploaded by midnight, Thursday, April 16, 2026.

This allows our team to review entries & ensure everything runs smoothly for Opening Day on May 1, 2026.

Updating Your Profile

Keeping your profile up to date is essential for online success.

Please complete all required fields carefully, including *your social media links*.

Upload the following images:

- Banner Image: 1920 x 640 pixels
- Profile Photo (portrait or logo):
 - Minimum 600 pixels
 - Square (750 x 750) or 4:5 ratio works well

Be sure to click "Update" at the bottom of the page to save your changes.

You will also need to add:

- A 500-character artist statement
- A 200-character description of your work

These descriptions help buyers understand your work and improve search visibility, potentially leading to purchases.

How to Access Your Gallery

- Go to your [login at](#) PelhamArtFestival.com
- Log in using the same email and password from your application.
- On your Artist Dashboard, select:
 - Your Profile
 - Your Gallery

You will see your 5 juried images already uploaded.

Categories (Very Important)

You must select **one category** for search purposes

Painting	2D Work
Photography	3D Work
Mixed Media	Fine Craft & Design

Selecting the correct category ensures your work appears in site searches.

Your Gallery

You may display up to 15 artworks at one time during the Online Festival.

- When a piece sells, it will show a SOLD sticker.
- You may upload a replacement to maintain 15 available works.
- Galleries remain online after May 31, 2026, until just before the next Festival.

Before Uploading Images

All artwork file names must follow this format:

YourName_Title_Year

Example: JaneYetobe_SummerDay_2026

- Save your image files using this exact format before uploading.
- If your juried images were not named correctly, you must delete them and re-upload using the correct format.

Image Requirements

- File type: .jpeg or .png
- Maximum dimensions: 1024 x 1024 pixels
- Minimum dimensions: 500 x 500 pixels
- Maximum file size: 4MB
- Crop images carefully to show only the artwork (no frames, backgrounds, or distractions unless they are part of the piece).

Organizing Your Gallery Order

To organize your gallery, sort images alphabetically or numerically by title.

For a specific order, number titles with leading zeros, e.g., 01 Spring Fever, 02 April Showers, 10 Summer at the Cottage.

Adding Artwork

While logged in to Artist Dashboard:

1. Click View My Gallery
2. Click the purple Add to Gallery button
3. Complete all required fields
4. Click Update at the bottom of the page to save

For each artwork, include:

- Title & Year
- Medium (select from dropdown + add details if needed)
- Dimensions (in cm/mm, do not include "cm")
- Price (no dollar sign)
- Indicate "For Sale"
- Description
- Shipping Notes

Artwork Descriptions Matter

Buyers rely on descriptions. Consider including:

- Inspiration behind the work
- Materials used
- Framed or unframed
- Ready to hang?
- Archival materials?
- For photography: edition number (e.g., 1/15)

Shipping Information

Shipping is arranged directly between you and the buyer.

Example:

- Free delivery within Niagara Region
- Pickup available
- Shipping costs not included

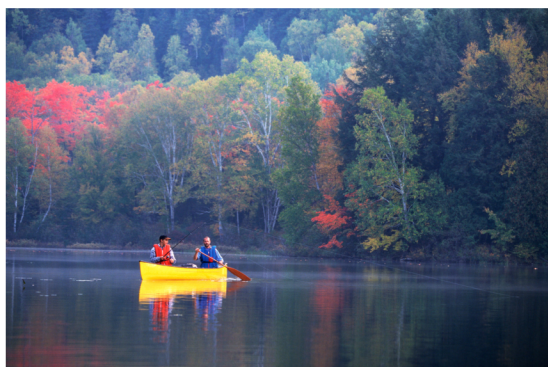
We strongly recommend including your email in the shipping notes.

The Many Benefits of participating Online, even if attending the On-site Festival:

- Festival goers frequently browse the Online galleries before attending the On-site Festival, to find work they like and arrive at the festival with a shopping list, ready to buy.
- Online pieces have an opportunity to be selected for Curated Collections featuring exceptional artworks offering recognition and bragging rights.
- Online Festival galleries provide a 12-month online presence, allowing artists to keep their work for sale, update items, or remove them at any time.

2026 Theme: "This Land"

This year's theme invites artists to celebrate the beauty, spirit, and diversity of Canada through its landscapes and wildlife, its cultures and histories, and the personal meanings it holds for each of us.



If you'd like to participate:

- Read the full [Theme Challenge](#) details on [our website](#).
- Email artists@pelhamartfestival.com with your theme artwork title.
- Theme artworks will be featured in a special Online Curated Collection

HST

If you normally collect HST, please contact us at artists@pelhamartfestival.com by March 15, 2026. Provide your registration number.

HST must be built into the pricing and reflect that information in your gallery onsite and online.

BUY NOW Activation

On May 1, 2026 at 8:00 a.m., the e-commerce system goes live:

- BUY NOW buttons appear
- Shipping notes become visible
- Purchases can begin

Important: Wait until shipping fees are paid before sending shipped work.

Sales & Commission

During the Online Festival (May 1-31, 2026), sales through our e-commerce platform include 15% commission to support libraries, art scholarships and community art projects. For sales made more than two weeks after the On-site and Online Festivals are over, there will be no expectation of a commission as the festival a commission since you will be managing your Online sales.

You may continue using the online platform until mid-April 2027.

Important: If you want an online presence and want your work to be found on the website you MUST follow the uploading your gallery guidelines. Please read carefully.

RESOURCES



2026
Artists
FAQ



Arena
Booth &
Zone Map



Booth
Setup
Guidelines



Artist
Booth
Lighting



Important
Submission
Tips

Need Help? Email: artists@pelhamartfestival.com or info@pelhamartfestival.com

Thank you for supporting Pelham Art Festival's fundraising efforts for the Lincoln Pelham Libraries,
Youth Art Scholarships, Community Arts Initiatives