THE NATIONAL
ASSOCIATION OF
**INDEPENDENT
ARTISTS**

naia

How to find and apply to shows

I'm new to the industry. How do I apply to shows?

The NAIA has surveyed professional artists on how they find new shows to apply to. Most artists who responded use multiple sources, but the most common one is word of mouth. Speaking with artists you know or meet at shows is often the best way to find new shows, and visiting a local show can be a good way to gather information.

The most commonly cited sources of new shows after word of mouth were:

- ## Zapplication
  - Free to view applications, most shows charge a fee to apply
  - A widely used online jurying program for art shows. Zapplication lists only shows that use their jurying procedure but the list includes hundreds of events.

- ## JuriedArtServices
  - Free to view applications, most shows charge a fee to apply
  - A common online jurying system and is used by several well known shows like Crafts America shows, the Smithsonian Craft Show, the Northern Virginia (Reston) show. Again, the website contains a list of shows that use their jurying procedure.

Additionally, artists frequently recommend the following:

- Art Fair Calendar.com (Free to view listings)
- Festival Network Online (Free to view listings, subscription required for additional information)
- Sunshine Artist Magazine (Free to view listings, subscription required for additional information) Art Fair SourceBook (Fee required to view listings)

Resources that feature calls for entry in gallery shows:

- Entry Thingy
- Call For Entry

How do I prepare my images for a digital jury?

Each of the digital jurying services provides information on their website about specifications:

- Zapplication.org
- Juried Art Services
- Entrythingy

You may also wish to visit the tutorial provided by NAIA member Larry Berman for creating ZAPP™-ready images.