



# HOSTING A PSA RECOGNIZED EXHIBITION

If a group wishes to host a PSA-recognized Exhibition, the group needs to begin planning approximately a year before holding the judging and approximately three months before applying to PSA for recognition for the Exhibition. If someone in the group has experience chairing a PSA-recognized Exhibition, the timeline for beginning to plan may be less; however, the application for recognition must be made more than six months prior to the judging.

The following items need to be determined **before** the application for PSA-recognition is made:

## Personnel

- The **group / organization** that will be responsible for hosting the proposed PSA-recognized Exhibition. For example, this organization may be a photography club, two or three photography clubs, a council of photography clubs, a Chapter of PSA, an informal group created to host an exhibition, or a regional or national photography organization.
- The person who will be responsible for the Exhibition. This person is the **Exhibition Chair** and is responsible to make sure the Exhibition follows **all** the requirements specified in the PSA Exhibition Standards. Use this link to download the current Exhibition Standards (<http://www.psa-photo.org/psaexhibitionrecognition/Resources/exhibition-standards.pdf>). Please save the Standards on your own Computer.
- Those persons who will serve as the **Exhibition workers**. These people need to be contacted to make sure they know the tasks they are expected to complete and have agreed to do these tasks. It is important that there are workers who understand and can operate both the chosen software programs and the equipment to be used in the judging process.
- Those persons who will act as **Judges**. Organisation such as FIAP insist that at least one judge in a panel has a FIAP qualification. PSA does not make a specific demand but recommends that judges have some experience in the relevant field - so for Nature exhibitions, you should be looking for judges with good Nature photography credentials, and similarly with Photo Travel and Photojournalism.

## Location and Equipment

- The **location** where the judging will take place. The location needs to be carefully researched to ascertain that it is appropriate for judging digital images and/or prints (e.g., windows that can be darkened, enough electric outlets, enough chairs and tables, easy access to toilets and water, ability to bring in snacks or a meal).
- The **equipment** that will be needed for the judging and who will be providing the equipment.

- Website for displaying exhibition Conditions of Entry (entry rules) and entry forms. Website URL should be active by the time your exhibition, if approved, is made public on the PSA Website.

### Specifications and Procedures

- The method to **receive** digital or print images (e.g., via email, a judging software program, or postal service).
- The method to **organize** and location to **host** the images for judging (e.g., a judging software program, Lightroom® or laptop).
- The method to be used to **record** the judges' scores and determine which images will be accepted in the Exhibition (e.g., a judging software program).
- The method to receive exhibition entry **payment** (e.g., PayPal, cash, checks). Most exhibitions use PayPal and using another method may reduce your entry
- The number of **medals** that will be given to the highest scoring images by decision of the judges.
- The **method** to be used to select the medal and honorable mention recipients.
- The **date** for the judging. The location and key workers need to be contacted to make sure they are available.
- The last date for receipt of entries (**closing date**).
- The **divisions** that will be included in the Exhibition. It is recommended that a new Exhibition begin with one division.
- The **theme** for a theme section and the definition for that theme.
- The **name** for the exhibition (subject to the approval of PSA).
- The **location and date(s)** for holding the Exhibition. PSA requires 2 public showings for accepted projected image audio-visual shows and 7 day displaying of accepted prints.

### Budget

- You should do a careful analysis of likely **expenses**. These include the fees payable to the organisations that give recognition/patronage, the costs of any medals and awards, judge's expenses, website costs, hire of equipment/venues, cost of printing catalogs if that is an option, postal costs etc.
- This will help you to determine your likely **Income** and determine the fees you charge for entry. Remember that the more expensive your exhibition is, the fewer entrants you will attract. Most exhibitions use PayPal to collect fees, and failure to do so will also reduce your entry
- Once these items have been addressed, the Exhibition Chair needs to review the PSA Exhibition Standards one more time to make sure that the planned Exhibition will be conforming to all the requirements. If the Exhibition is seeking recognition/patronage from other organisations, eg. FIAP, GPU,

then care must be taken to ensure that there is no conflict between the rules of these organisations and PSA. A simple rule is that, in the case of conflict, the strictest rule applies.

- Based on the Exhibition Standards requirements, the Chair needs to determine the **closing date**, the date the **report cards** will be emailed/mailed to the entrants, the date that the **catalog** will be emailed/mailed/put on-line, and the date the **awards** will be mailed.

### **Apply**

- Following this review and the establishment of these dates, the Exhibition Chair can apply for PSA-recognition at least 180 days prior to the closing date you set. The application form can be found at (<http://www.psa-photo.org/psaexhibitionrecognition/>)