



Guidelines to Apply For PSA Recognition of an Exhibition

- 1, Download and read both the PSA Exhibition Standards which provides the minimum requirements for running a PSA Recognized Exhibition and the Conditions of Entry Checklist that identifies what information your Conditions of Entry, also known as Entry Rules, must provide to prospective entrants. The Conditions of Entry Checklist is considered an integral part of the PSA Exhibition Standards.
 - a. Exhibition Standards link:
<http://www.psa-photo.org/psaexhibitionrecognition/exhibition-standards.pdf>
 - b. Conditions of Entry Checklist link:
<http://www.psa-photo.org/psaexhibitionrecognition/Conditions-of-Entry-Checklist.doc>
- 2, After reading the information in the Exhibition Standards and Conditions of Entry Checklist:
 - a. Determine which Divisions need to recognize your exhibition. You must indicate these Divisions in your single application. **It is not necessary to submit separate applications to each Division.**
 - b. More than one PSA Division cannot recognize any single section. This is especially true of open sections. **You cannot get recognition of a single section by any combination of PSA Divisions.**
 - c. Be careful how you name your exhibition. Your name is subject to approval by the Exhibition Standards Directors.
 - i. If the exhibition name includes a subject as part of the name, then all sections offered by the exhibition should be variations of that subject and entries in all sections of that exhibition must conform to that name, including any entries in an "OPEN" section. Failure to follow this requirement can delay or prevent recognition of your exhibition. The name of such an exhibition becomes the minimum subject matter criteria. This is especially true if you try to name an exhibition to be recognized for PID as a Nature, Photo Travel or Photojournalism Exhibition. This must be made clear in any entry forms you prepare for the exhibition and in the Conditions of Entry you prepare for the exhibition.
 - ii. The exhibition name may have already been used by another approved exhibition. Different exhibitions may not have the same name.

- iii. The exhibition name may be so similar to another exhibition's name that it is confusing to the entrants on identifying one exhibition from another. That can also cost you to lose entries because an entrant may think he or she has already entered your exhibition.
 - d. Be careful of the web site URL (Internet Address) you use for your exhibition. Your internet address and email address are subject to approval by the Exhibition Standards Directors.
 - i. Web site URLs that contain PSA or anything else that implies the exhibition is run by PSA are not acceptable.
 - ii. Exhibition email addresses that implies the person using the address is contacting PSA are not acceptable.
 - e. Be careful how you name sections in your exhibition. If a theme section is named "Nature" or "Photo Travel" or "Photojournalism" it cannot be approved as a PID section. Such sections must be approved as the appropriate Division and must conform to the definitions imposed by the appropriate Division.
 - f. If you plan to offer sections recognized by the PSA Nature Division, the PSA Photojournalism Division, or the PSA Photo Travel Division, ALL entries in those sections must conform to the subject matter definitions of those Divisions. These can be found in the Conditions of Entry Checklist found at:
<http://www.psa-photo.org/psaexhibitionrecognition/Conditions-of-Entry-Checklist.pdf>
 - g. **Do not name Open sections in the Nature Division, the Photojournalism Division or the Photo Travel Division as "Open".**
 - i. The Open section for the PSA Nature Division shall be named "NATURE"
 - ii. The Open section for the PSA Photojournalism Division shall be named "PHOTOJOURNALISM" or "JOURNALISM".
 - iii. The Open section for the PSA Photo Travel Division shall be named "TRAVEL"

This practice will reduce entries that do not conform to the associated Division Definition and reduce your work. When a section is named Open for these Divisions, entrants frequently follow the word "Open" and ignore the definition.
 - h. You can be more stringent in your own definitions but you cannot be less stringent.
2. If you have questions for any given Division, feel free to contact the Exhibition Standards Director for that Division before you submit your actual Application for Recognition. This will help assure minimum problems during the actual application review. Please allow a few days for a response. These Directors are not full time paid employees monitoring their computers 24 hours a day 7 days a week. To email a Director:

PID-Outside Europe, Suman Bhattacharyya, pid-esd-others@psa-photo.org

PID-Europe, Norbert Heil, APSA, MPSA, pid-europe@psa-photo.org

Nature, Marco Garabello, MPSA, nd-esd@psa-photo.org

Photo Travel, Brian Major, MPSA, ptd-esd@psa-photo.org

Photojournalism, Keith Gillett, EPSA pjd-esd@psa-photo.org

Pictorial Prints, J.D. McClung, ppd-esd@psa-photo.org

3D, Greg Duncan, MPSA, BPSA, EFIAP/b, 3dd-esd@psa-photo.org

3. The most important requirement when you are ready to apply for recognition is your draft Conditions of Entry, also known as Entry Rules.

The information required on the Conditions of Entry Checklist may have changed so do not assume that Conditions of Entry that were approved for previous exhibitions you held conform to the current requirements.

<http://www.psa-photo.org/psaexhibitionrecognition/Conditions-of-Entry-Checklist.pdf>

- a. The checklist will provide you with the rules that you are **required** to include on your Conditions of Entry.
 - b. Additional notes will appear on the checklist to provide guidance for required information specific to various divisions.
4. Once you are ready to submit your application go to the application form at:

<http://www.psa-photo.org/psaexhibitionrecognition/>

- a. Click on Select and read the notes on the first page of the application. These are provided as guidance and as a reminder of what information you should have available.
- b. If you are sure you have all the information required, click on the [Click Here](#) at the bottom of the page and fill in the information requested.
- c. Note the application is a single application for all Divisions. The application will be forwarded to the Exhibition Standards Director responsible for recognizing exhibitions in your region of the world.
 - i. Marco Garabello, Nature ESD; the Nature ESD also serves as the Region 1 Director and is responsible for recognizing exhibitions in the Balkans Region (Albania, Bosnia & Herzegovina, Croatia, Kosovo, Macedonia, Montenegro, Serbia, Slovenia)
 - ii. Brian Magor, Travel ESD; the Travel ESD also serves as the Region 2 Director and is responsible for recognizing exhibitions in the Indian Subcontinent Region (India, Bangladesh, Sri Lanka)

- iii. Norbert Heil, PID ESD-Europe; the PID ESD Europe also serves as the Region 3 Director and is responsible for recognizing exhibitions in the European Region except those listed as Balkans above.
 - iv. Keith Gillett, PJ ESD; the PJ ESD also serves as the Region 4 Director and is responsible for recognizing exhibitions in the Asian Region (except Indian Subcontinent),
 - v. Suman Bhattacharyya, PID ESD-Outside Europe: the PID ESD Outside Europe also serves as the Region 5 Director and is responsible for recognizing exhibitions in North America and South America as well as the Caribbean.
 - vi. J. D. McClung, PPD ESD; the PPD ESD also serves as the Region 6 Director and is responsible for recognizing exhibitions in the Australian Region (which includes New Zealand) and the African Region
 - vii. Greg Duncan, 3D ESD; the 3D ESD is responsible for recognizing exhibitions in the Worldwide Region if the application includes 3D (with the exception of the PSA International).
- d. The application for recognition must also include a draft of your Entry Forms and Rules (Also known as Conditions of Entry) for your exhibition.
- i. These must be sent as an attachment in a separate email to the appropriate Exhibition Standards Director within 5 days of submitting your application. **Do not send separate copies to each Exhibition Standards Director**, only to the appropriate Region Director.
 - ii. The draft version does not require you to identify your judges. You do need to identify your judges before your Conditions of Entry are posted on your website. Note: No person on the PSA Sanctioned list nor any Exhibition Chairman may be identified as a judge.
 - iii. The Region Exhibition Standards Director will review these drafts to determine if they are in accordance with the Exhibition Standards and Conditions of Entry Checklist.
 - iv. The Region Exhibition Standards Director will notify you of any changes required in your Conditions of Entry and require you to submit revised conditions. Failure to do this in a timely manner will delay or prevent recognition.
 - v. When the Conditions of Entry are correct, the Region Exhibition Standards Director will provide you with a link to pay your recognition fees. Do not pay until you receive this link.
 - vi. If the posted Conditions of Entry posted on your Exhibition Website differs from the version approved by the Region Exhibition Standards Director your next application for recognition will not be approved.
5. PLEASE NOTE: PSA does not maintain or distribute a Master Emailing List of exhibitors.

6. If you need help in creating ON-LINE entry forms or software for running your Exhibition you can contact Dr. Greg Duncan for his K-Salon software that provides you with software you can use to run all aspects of your exhibition, including developing an on-line entry system. Full information can be found on the K-Salon web site <http://www.kenebec.com>. This is a personal service offered by Dr. Duncan. His software is used by PSA but it is not a PSA product.