Preparing for an Application for PSA Recognition

This document is primarily aimed at those wishing to run a PSA recognised Exhibition for the first time, but the information in this document is also of use to those who have run exhibitions in the past

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 six 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 final application for recognition **must be completed more than 120 days 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** document
- 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, the equipment to be used in the judging process and how to use spreadsheets.
- Those persons who will act as **Judges**. Organizations such as FIAP insist that at least one judge in a panel has a FIAP qualification. PSA would prefer that at least one judge on each panel has a FIAP. PSA or GPU qualification, and 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. These judges must be arranged **before** application.
- **Location** 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.
- **Software package** - Exhibitions must make sure that any proposed software package will enable **on line entry**, produce **status lists**, provide full **judging procedures**, produce **individual report cards**, produce an **online gallery of accepted and awarded images** and provide the necessary information for the various returns to be made to the PSA.
- **Website** for displaying exhibition Conditions of Entry (entry rules) and entry forms. Website URL must be active by the time your exhibition, if recognized, 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. 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 recommends at least one public showings for accepted projected image audio-visual shows and for displaying of accepted prints.

- **Budget** You should do a careful analysis of likely **expenses.** These include the fees payable to the organizations that give recognition/patronage, the costs of any medals and awards, judges' expenses, website costs, hire of equipment/venues, cost of printing catalogs if that is an option, postal costs etc. Postal costs need to be carefully researched - they can be very high. 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. Many entrants will not enter exhibitions charging more than $1 per image. Most exhibitions use PayPal to collect fees, and failure to do so will also reduce your entry.
- **PSA Fees.** An exhibition fee of **$150** is charged. Those running a **3D** exhibition or a **Print only exhibition** are exempt from this fee. A charge of **$25** is made for each section offered. This fee includes a PSA **Gold Medal.** Further medals - **Silver and Bronze** cost **£25** each. **Honorable Mention Ribbons** cost **$4** each.

- Once these items have been addressed, the Exhibition Chair needs to review the **[PSA Exhibition Standards](#)** to make sure that the planned Exhibition will be conforming to all the requirements. If the Exhibition is seeking recognition/patronage from other organizations, eg. FIAP, GPU, then care must be taken to ensure that there is no conflict between the rules of these organizations and PSA. A simple rule is that, in the case of conflict, the strictest rule applies. Exhibitions must abide by the rules laid down by these organisations, although it is possible for exhibitions to have stricter rules if they wish.
- 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.
- As part of the application process, exhibitions must submit a proposed **Conditions of Entry.** Guidance on completing that document can be found on the [PSA website Exhibition pages](#). There are two documents available, one for exhibitions that wish to have [both PSA recognition and FIAP patronage](#), and another for those wanting [PSA recognition only](#). PSA volunteers (Regional Exhibition Standards Directors - RESDs) will need to check these, so exhibitions will make that process easier and quicker if they follow the outlines suggested in these Conditions of Entry Checklists

Following this review and the establishment of these dates, the Exhibition Chair may apply for PSA recognition [using the link provided](#) which gives further guidance. This submission must be **completed** **120** days before the closing date. The submission will then be forwarded to a Regional Exhibition Standard Director for approval.