**An “ Exhibition of \_\_\_\_\_\_\_\_ County Graphic Art & Illustrations”**

**OBJECTIVE**: Students will work in groups and use management and decision-making skills tocomplete all the necessary tasks of staging a computer-generated art and illustrations exhibition event.

**MATERIALS NEEDED**: Computers, projector, Internet access, paper, and printer for print items

**PROCEDURE**:

You are the Chairperson of the “Exhibition of \_\_\_\_\_\_\_\_ County Graphic Art & Illustrations” (you supply the name of your county) Committee. Your goal is to ensure 100% occupancy by graphic artists located within YOUR County. **You have space for 45** **booths.** The event will take place onPICK A DATE.Your duties are as follows:

1. Determine your target market (who you want to draw to your event).
2. Select the graphic artists who will participate (plan for *variety*).
3. Decide on admission charges.
4. Plan the arrangement of the floor plan for the event.
5. Secure the site (must be in YOUR County). Look up the location on Internet.
6. Decide how you will promote the event to the public.
7. What type of entertainment will be provided? When? Variety?
8. Form of advertising?
   1. 1 direct mail (postcard or flyer)
   2. 1 press release (story that tells who, what, where, when, why) and you must include at least two quotes from someone who has participated in the past
   3. 1 TV commercial (use multimedia software or a video production software)
   4. 1 non-traditional promotion such as an airplane trailer, a “sandwich promo” walker, skydiver, etc.
9. Design a layout and floor plan and list the participating graphic artists in their booth locations. (Use word processing software.)
10. What considerations did you take in deciding where to locate the participating graphic artists ***within*** your chosen site?