**FAS EXHIBITION PRICING GUIDANCE**

Dear member, exhibiting your works at FAS exhibitions (or any other) is exciting and challenging, particularly if it’s your first time. These notes are just *guidance* – they do not have to be followed but we thought they might help.

* As a ‘baseline’ - seek to recover the cost of your materials – frame, paints, glass, clay etc.
* Once you have determined your materials cost, it’s usual and expected that you may apply an uplift of at least 50% onto those costs.
* Whether or not you choose to additionally uplift the price for your time/skill is entirely up to you. Much depends on how you approach monetising your art. If you rely in whole or in part on your sales and/or have a ‘following’ you may reasonably decide to uplift accordingly. We are all different. There is no right or wrong way to approach this.
* Allow for gallery commission on the sale. All galleries charge commission to either cover their overheads and expenses (like FAS) and/or to profit from the sale if they are a commercial gallery. Commissions differ considerably from gallery to gallery. Most commercial galleries charge 50 – 100% of the ticket price. FAS (because we are a charity, and you are our members, is not-for-profit) charge around 20% for the small art works Spring exhibition and less at the bigger Autumn exhibition although that is often combined and ‘lost’ within the gallery’s own commission imposed on our sales as part of our wider deal with the gallery to use its space.
* If you have your own website advertising your works for sale you should consider keeping pricing as listed on that site – or very similar - for consistency.