

## Dynamic Content for Outdoor Market Management Firm

Beginning with an existing static HTML website, we were tasked with adding a great deal of dynamic functionality to existing static HTML site for a Washington, DC based firm specializing in the development and management of outdoor public exhibitor markets. This was accomplished using ASP and SQL Server. A membership process was created to allow exhibitors to create their business profiles as well as to register for particular market events. Several back-end administrator functions were created to allow the firm's principals to set up events, manage exhibitor profiles, and manage event registration. Setting up an event includes specifying the date range for the event and specifying the content that will appear on various pages throughout the website related to that event. The event-related content automatically appears on the appropriate pages of the site once the administrator specifies that the event content should be shown, up until the last day specified for that event. Functionality was also added to allow the administrator to set up post-event surveys for both exhibitors and patrons.

In the screen shots that follow, we will look at how various pages appear to visitors of the site and to exhibitors, and we will also look at some of the back-end administrator screens that were used to generate the content that appears on those pages.

The screenshot shows the home page of the website. At the top, there is a navigation menu with links for HOME, TEAM, EVENTS, FAQ, THE NEWS, WEB LINKS, and CONTACT US. Below the menu is a large banner image of an outdoor market. To the left of the banner is a sidebar with the heading "Making Markets Thrive" and a brief description of the firm's services. Below the banner is a "Welcome" section with a small image and a "READ MORE..." link. Further down is a "Main Menu" with links for Home, Events, FAQ, The News, Web Links, Contact Us, and Exhibitor Login. The main content area features a section titled "Announcing The 2009 Arts On Foot Arts Market" (circled in red), which includes a logo for "ARTS ON FOOT" (circled in red) and a detailed announcement. The announcement lists several features of the event, such as a three-day juried fine arts market, food sampling courts, cooking demonstrations, a wine area, and entertainment stages. At the bottom of the announcement is another "READ MORE..." link (circled in red).

On the Home page, below the general information about the company, we see some information about an upcoming event, "Arts on Foot". This information contains a title, logo, and a "read more" link (shown circled) as well as the text describing the event. This area is an event "teaser", as it is a brief description of the event which will be expounded upon further on in its own page when the user clicks "read more".

Although at the time this screen shot was taken, only the "Arts on Foot" event was current, the administrator can set up more than one event to be displayed on the site, and the teasers for each would be displayed on the home page, and each would have a link to its own full page article.

As a result of clicking "read more" on the Home page, we see the full article about the event:

[HOME](#) [TEAM](#) [EVENTS](#) [FAQ](#) [THE NEWS](#) [WEB LINKS](#) [CONTACT US](#)

## Making Markets Thrive

... experience and hands-on management create exceptional experiences for customers, exhibitors and the community.





### Main Menu

- [Home](#)
- [Events](#)
- [FAQ](#)
- [The News](#)
- [Web Links](#)
- [Contact Us](#)
- [Exhibitor Login](#)

## Announcing The 2009 Arts On Foot Arts Market



We are pleased to announce the 2009 expanded, three-day, Art Market at the annual **Arts on Foot** festival. Marking its 17th anniversary, **Arts on Foot** is Washington, DC's, premier outdoor arts festival. Spanning four city blocks, the event kicks off the Fall arts season and showcases the best that Downtown DC has to offer. Held in the vibrant Penn Quarter neighborhood and with the Donald W. Reynolds Center for American Art and Portraiture as its backdrop, the festival features:

- a three-day juried fine arts market with 80 - 100 exhibitors
- food sampling courts with 25 - 30 high-end restaurants
- Cooking as Art demonstrations with some of downtown's top chefs
- a wine area for sampling and seminars
- two entertainment stages
- a cultural corridor with galleries, theaters, museums and arts organizations

In 2008, nearly 30,000 arts patrons attended **Arts on Foot**, a 50% increase over 2007. The **Arts on Foot** audience is predominantly professional, upscale and well-educated; they lead active lives and seek out the cultural experiences Washington has to offer.

Following the success of the two-day expansion of **Arts on Foot** in 2008, the Art Market will expand to three days from Thursday September 10 through Saturday, September 12, the festival day. On Thursday and Friday, the Art Market will be set up on the wide F Street sidewalk between 7th and 9th streets, adjacent to the Reynolds Center for American Art and Portraiture. The Market is within steps of two Gallery Place metro entrances; across the street are the Verizon Center, and the bustling 7<sup>th</sup> Street Gallery Place corridor. The Hotel Monaco, the International Spy Museum, and upscale restaurants face the Market. Accompanied by a stage with low-key entertainment, specialty food options, and an information booth, the Art Market will introduce **Arts on Foot** and the participating artists to the burgeoning Downtown office and Penn Quarter neighborhood populations "a taste" of what will take place the festival on Saturday when the Art Market expands to incorporate 30 to 50 additional artists.

When applying, artists should indicate if they wish to be considered for Saturday only or for all three days. Artists may be accepted for all three days or for Saturday only.

### Artists Amenities

- The event producers will provide each artist with a 10' x 10' space in a tent.
- Curbside loading area with assistance for load-in and load-out.
- Overnight security.
- Nearby off-site parking included in the space fee.
- Artists will be listed in the event program distributed on site and via *The Washington Examiner* pre-event to 280,000, and on the Arts on Foot website

### Applicant Criteria

## Making Markets Thrive

... experience and hands-on management create exceptional experiences for customers, exhibitors and the community.



Clicking on "Events" on the side or top menu (and selecting the desired event if more than one), brings you to the Event Listing page for the selected (or only) current event. The event listing contains the essential information about the event, such as location, dates, times, and exhibitor rules.

## Events Listing



### Main Menu

[Home](#)[Events](#)[Arts on Foot](#)[FAQ](#)[The News](#)[Web Links](#)[Contact Us](#)[Exhibitor Login](#)

### 2009 Arts on Foot Arts Market

801 F Street NW  
Washington, DC 20004

Opens September 10

[Apply here](#)

The Art Market at **Arts on Foot** will operate from Thursday September 10<sup>th</sup> through Saturday September 12<sup>th</sup>, the festival day. On Thursday and Friday, the Art Market will be set up on the wide F Street sidewalk between 7th and 9th streets, adjacent to the Reynolds Center for American Art and Portraiture. On Saturday, the Art Market will expand to incorporate approximately 30-50 more artists on F Street.

When applying, artists should indicate if they wish to be considered for Saturday only or for all three days. Artists may be accepted for all three days or for Saturday only.

#### DATES:

**Thursday, September 10<sup>th</sup> through Saturday, September 12<sup>nd</sup>**

#### EVENT HOURS:

Advertised hours for the market will be **11:30am – 7 pm Thursday, September 10 and Friday, September 11. 11am – 5 pm Saturday, September 12.**

The Art Market highlights the work of local, regional and national visual artists. All work must be original and completely artist-produced; imports and re-sales are not permitted. Artists will be selected to exhibit in 13 media categories.

Ceramics  
Collage  
Drawing  
Fiber Art  
Furniture  
Glass  
Jewelry  
Painting

An FAQ (Frequently Asked Questions) page is also available for the event:



HOME TEAM EVENTS **FAQ** THE NEWS WEB LINKS CONTACT US

### Making Markets Thrive

... experience and hands-on management create exceptional experiences for customers, exhibitors and the community.



## 2009 Arts on Foot Arts Market FAQs

- 1 [What are the dates and times for the Art Market at Arts on Foot?](#)
- 2 [I am interested in applying to participate. How many days can I apply for? What is the difference between weekdays and Saturday?](#)
- 3 [Who is eligible to participate?](#)
- 4 [Can I apply through ...](#)
- 5 [I have applied but I forgot to include required information in my application or I want to add or change my images. What can I do?](#)

## What Are The Dates And Times For The Art Market At Arts On Foot?

This year the Art Market will take place for 3 days: Thursday, September 10 and Friday, September 11, 2009 from 11:30am – 7:00pm and the full festival on Saturday, September 12, 2009 from 11:00am – 5:00pm.

## I Am Interested In Applying To Participate. How Many Days Can I Apply For? What Is The Difference Between Weekdays And Saturday?

Artists may apply for either all 3 days or for Saturday only.

On Thursday and Friday, 50 artists booths will be located on the wide sidewalk of F Street along with an entertainment stage and a select number of specialty food vendors. This is a busy office and tourist area during weekdays. On Saturday the street is closed to accommodate the full Arts on Foot festival which will include many more activities, entertainment, additional artists, restaurant tastings, wine tastings and other programming. The Arts on Foot festival generated nearly 30,000 patrons in 2008.

### Main Menu

- [Home](#)
- [Team](#)
- [Events](#)
- [FAQ](#)
- [The News](#)
- [Web Links](#)
- [Contact Us](#)
- [Exhibitor Login](#)

If an exhibitor wants to participate in an event, they must first log in to the system via the Exhibitor Login screen. If they are new (i.e., have not participated in an event with this company before), they must fill out a profile with their contact information, set up their password, etc. They would then come back to this screen to login and register for the event:

**Exhibitor Login**

New exhibitor? Click [here](#).

Email Address:

Password:

Forgot your password? Click [here](#).

**Main Menu**

- [Home](#)
- [Events](#)
- [FAQ](#)
- [The News](#)
- [Web Links](#)
- [Contact Us](#)
- [Exhibitor Login](#)

Once logged in, they would select which event they want to register for, and click the Continue button:

**Event Registration**

Select an event to register for:

**2009 Arts on Foot Arts Market**

801 F Street NW  
Washington, DC 20004

**Main Menu**

- [Home](#)
- [Events](#)
- [FAQ](#)
- [The News](#)
- [Web Links](#)
- [Contact Us](#)
- [Exhibitor Login](#)

After selecting which event they wish to register for, the exhibitor is taken through a set of screens to register for the event.

First, they choose which dates they want, space requests, etc.:

### Event Registration - 2009 Arts On Foot Arts Market

Select either all three dates or Saturday only.

**Select Dates:**  Thu, Sep 10, 2009  Fri, Sep 11, 2009  Sat, Sep 12, 2009

**Specialty:** PAINTING

**Space Type:** 10x10 Full Space **Quantity:** 2

**Type of Products for Sale:** Original oil, acrylic, and watercolor paintings

**Special Requests:** corner booth

\* indicates required field.

Next, they are asked to upload images of the products they intend to sell:

### Event Registration - 2009 Arts On Foot Arts Market

Upload three images of the products you intend to sell and one image of your booth display. The image files should be no larger than 2 MB in size. You must upload each image one at a time using the "Upload" button for each image.

Search for images on your personal computer or disc using the "browse" button. Only click the "Continue" button after you have uploaded all of your images.

**MAC USERS: Please remember to add the proper extensions to your files before attempting to upload. IE: .jpg, .gif...etc.**

**IMAGE4 (0000050.JPG) uploaded successfully.**

**IMAGE 1**

**File Name:** Current File: **birthoftheblues.jpg**

**Description:** Birth of the Blues

**Selling Price:** \$250-500



**IMAGE 2**

**File Name:** Current File: **afroart2.jpg**

**Description:** Ragtime Composition

**Selling Price:** \$300-600



**IMAGE 3**

**File Name:** Current File: **5.jpg**

They then must agree to the terms and conditions:

**Event Registration - 2009 Arts On Foot Arts Market**

**Agreement and Release:**  Terms and Conditions

For the purposes of this contract, "Artist" shall be understood to refer to the group or individual, regardless of number of persons or gender, to whom the invitation to participate in Arts on Foot, "Event" has been extended.

1. The Art Market at Arts on Foot is open to all artists over the age of 18.
2. Decisions of the jurors are final.
3. Participants agree Event shall have the right to reproduce images of selected artwork for publicity or marketing purposes.
4. If accepted into Event, Artist will have one week to accept Event's **emailed** invitation to participate. Artist will have until August 12 to make payment. Failure to meet acceptance or payment deadlines will constitute a decline of Event's invitation to participate.
5. Should Artist choose not to participate in the Event for any reason after submitting

**Main Menu**

- [Home](#)
- [Events](#)
- [FAQ](#)
- [The News](#)
- [Web Links](#)

They choose their payment method (check or PayPal):

application, or to limit participation in Arts on Foot.

27. The terms, conditions and directions of the Artist Guidelines, as amended from time to time by Event, shall be provided to Artists no less than seven days prior to Event. The guidelines shall be considered a part of this agreement. Artist is responsible for reviewing the Guidelines carefully and should be familiar with its terms and conditions therein

**Payment Method:** A \$25.00 non-refundable fee is required for registration. Please indicate your payment method below.

CHECK

Continue

**indicates required field.**

And at this point the registration process is complete. If they choose to pay the registration fee by check, they see the screen below (telling them where to send the check); if they choose to pay by PayPal, a set of PayPal screens would be displayed instead and they would complete the transaction at that time.

**Event Registration - 2009 Arts On Foot Arts Market**

Thank you for registering for 2009 Arts on Foot Arts Market. The last step of the process is to remit your non-refundable registration fee of \$25.00. Your application will then be reviewed and you will be notified by e-mail regarding your acceptance.

**Main Menu**

- [Home](#)

Thus far we have seen several of the front-end pages that would be visible to visitors to the website and to the exhibitors. Next, we will look at some of the Administrator back-end screens that were responsible for creating the front-end content.

The Administrator login is accessed via a link at the bottom of each page:

HOME ABOUT US CONTACT US **ADMIN**

Copyright © 2008

The Administrator logs in:

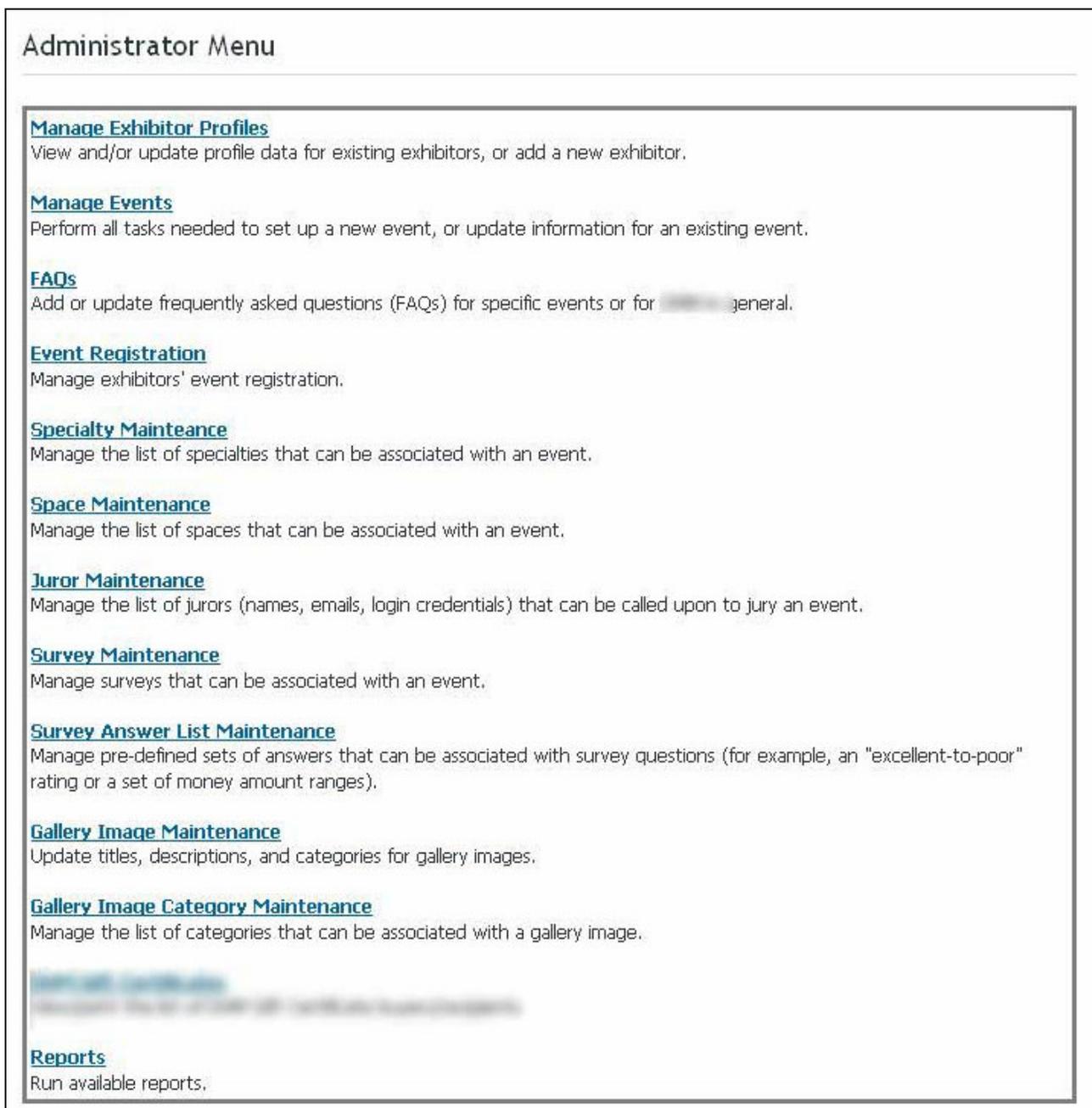


**Administrator Login**

User ID:

Password:

The Administrator Menu is then displayed. A number of functions are available to the administrator. In the next several screen shots, we will look at a few of these functions.



**Administrator Menu**

**[Manage Exhibitor Profiles](#)**  
View and/or update profile data for existing exhibitors, or add a new exhibitor.

**[Manage Events](#)**  
Perform all tasks needed to set up a new event, or update information for an existing event.

**[FAQs](#)**  
Add or update frequently asked questions (FAQs) for specific events or for general.

**[Event Registration](#)**  
Manage exhibitors' event registration.

**[Specialty Maintenance](#)**  
Manage the list of specialties that can be associated with an event.

**[Space Maintenance](#)**  
Manage the list of spaces that can be associated with an event.

**[Juror Maintenance](#)**  
Manage the list of jurors (names, emails, login credentials) that can be called upon to jury an event.

**[Survey Maintenance](#)**  
Manage surveys that can be associated with an event.

**[Survey Answer List Maintenance](#)**  
Manage pre-defined sets of answers that can be associated with survey questions (for example, an "excellent-to-poor" rating or a set of money amount ranges).

**[Gallery Image Maintenance](#)**  
Update titles, descriptions, and categories for gallery images.

**[Gallery Image Category Maintenance](#)**  
Manage the list of categories that can be associated with a gallery image.

**[Reports](#)**  
Run available reports.

One of the most comprehensive functions is **Manage Events**, which allows the administrator to set up all aspects of an event. On the Manage Events screen, the administrator can choose to add a new event, or edit, view, or delete an existing event. Here, we will choose to edit / view the Arts on Foot event:

Manage Events			
Sort by: Name	Show: (All)	Add New Event	
Event Name	Address/ City/State/Zip	Dates	Action
2008 Crystal City Market	2121 Crystal Drive Arlington, VA 22202	Thu, Sep 18 through Sat, Oct 25	<input type="button" value="Edit / View"/> <input type="button" value="Delete"/>
2008 Downtown Holiday Market	801 F Street Washington, DC 20004	Fri, Dec 5 through Tue, Dec 23	<input type="button" value="Edit / View"/> <input type="button" value="Delete"/>
2009 Arts on Foot Arts Market	801 F Street NW Washington, DC 20004	Thu, Sep 10 through Sat, Sep 12	<input type="button" value="Edit / View"/> <input type="button" value="Delete"/>
Capitol Riverfront Holiday Market	M St. and New Jersey Ave. SE Washington, DC 20003	Tue, Dec 16 through Thu, Dec 18	<input type="button" value="Edit / View"/> <input type="button" value="Delete"/>
DC Antique Photo Show	Holiday Inn Rosslyn/Key Bridge, 1900 N. Ft. Myer Dr. Arlington, VA 22209	Fri, Mar 14 through Fri, Mar 14	<input type="button" value="Edit / View"/> <input type="button" value="Delete"/>
			Record Count: 5

In the first of several screens provided to set up an event, basic information such as the name, location, and dates of the event must be given:

### Update Event - 2009 Arts on Foot Arts Market

<b>Event Name:</b> <input type="text" value="2009 Arts on Foot Arts Market"/>	<b>Short Name:</b> <input type="text" value="Arts on Foot"/>
<b>Address:</b> <input type="text" value="801 F Street NW"/>	<b>City:</b> <input type="text" value="Washington"/>
<b>State:</b> <input type="text" value="District of Columbia"/>	<b>Zip:</b> <input type="text" value="20004"/>
<b>Ref Code:</b> <input type="text" value="AOF"/>	<b>Flags:</b> <input checked="" type="checkbox"/> Active <input checked="" type="checkbox"/> Show <input checked="" type="checkbox"/> Juried*
<b>Reg Fee:</b> <input type="text" value="\$25.00"/>	<b>Check Due**:</b> <input type="text" value="Friday, August 12th"/>

\* Juried events require the exhibitor to upload images during the registration process.  
 \*\* In the Check Due field, enter the date in words (e.g. "October 30th") that the check is due from accepted exhibitors.

**Select Dates.**  
 The "Selected Dates" list below on the right will be the set of dates defined for this event. To add a date or date range to this list, use the "From" and "To" calendar dro and click the "Add Date/Date Range" button. (If both the From and To dates have a value, then that date range will be added. If only one of these has a value, then that date range in error, highlight that entry in the Selected Dates list and click the "Remove Date/Date Range" button.

<b>Select Date or Date Range:</b>	<b>Selected Dates:</b>
<b>From:</b> <input type="text"/> <input type="button" value="Calendar"/>	<input type="text" value="09/10/2009"/> <input type="button" value="Remove"/>
<b>To:</b> <input type="text"/> <input type="button" value="Calendar"/>	<input type="text" value="09/11/2009"/> <input type="button" value="Remove"/>
	<input type="text" value="09/12/2009"/> <input type="button" value="Remove"/>

Next, particulars such as premium date designations, event hours, and specialties are given:

### Update Event - 2009 Arts on Foot Arts Market

**Set Premium Dates.**  
Check the dates that should be regarded as "premium" dates (dates where spaces will cost more).

<input type="checkbox"/> Thu, Sep 10	<input type="checkbox"/> Fri, Sep 11	<input checked="" type="checkbox"/> Sat, Sep 12	
--------------------------------------	--------------------------------------	---	--

**Event Hours**  
Enter the verbiage for advertised hours as you would like it to appear on the Event page under "EVENT HOURS". Examples: "11:30am - 6:30pm each day" or "12 noon to 7:00 pm Thurs. and Fri. / 10am - 8pm Saturdays".

**Specialties**  
Check the specialty categories that are appropriate for this event.

<input type="checkbox"/> Antique & Collectible Photo	<input type="checkbox"/> ANTIQUES & COLLECTIBLES	<input checked="" type="checkbox"/> CERAMICS	<input type="checkbox"/> CLOTHES & ACCESSORIES
<input checked="" type="checkbox"/> COLLAGE	<input type="checkbox"/> CRAFTS	<input checked="" type="checkbox"/> DRAWING	<input checked="" type="checkbox"/> FIBER ART
<input type="checkbox"/> FOOD	<input checked="" type="checkbox"/> FURNITURE	<input checked="" type="checkbox"/> GLASS	<input type="checkbox"/> IMPORTED CRAFTS
<input checked="" type="checkbox"/> JEWELRY	<input checked="" type="checkbox"/> PAINTING	<input checked="" type="checkbox"/> PHOTOGRAPHY	<input checked="" type="checkbox"/> PRINTMAKING
<input checked="" type="checkbox"/> SCULPTURE	<input type="checkbox"/> SOAPS / CANDLES	<input type="checkbox"/> SPECIALTY FOOD & GIFTS	<input type="checkbox"/> TEXTILES
<input checked="" type="checkbox"/> WEARABLE ART	<input checked="" type="checkbox"/> WOODWORKING		

**Image Folder Name (For Gallery)**  
If applicable, enter the name of the folder where gallery images for this event will be stored.

[Continue](#)

Next, files can be uploaded for particular usages on the front-end pages. Here, an image file for the event logo has been uploaded:

### Update Event - 2009 Arts on Foot Arts Market

**File Uploads.**  
Upload the event logo image file and layout file(s), if applicable, for this event.

NOTE: For the layouts, a layout file would typically be an image file like a .jpg or .gif, or could be a .pdf or MS-Word (.doc) file. The "Link Text" field should contain the text for the link which will show the use layout file - if only one layout is used, the link text might be simply "LAYOUT"; if two layouts are used, the link text should distinguish the two, i.e., "WEEKDAY LAYOUT" and "SATURDAY LAYOUT".

**LOGO IMAGE**

File Name:  [Browse...](#)

[Upload](#)



---

**LAYOUT FILE 1**

File Name:  [Browse...](#)

Link Text:

[Upload](#)

---

**LAYOUT FILE 2**

File Name:  [Browse...](#)

Link Text:

[Upload](#)

[Continue](#)

On the last pages of the manage event process, the administrator supplies much of the verbiage related to that event , which is of course displayed on the front-end pages of the site. Note that for the fields containing large portions of text, we use a "rich text editor" component on our web forms to enable the user bold items, add bulleted lists, etc.)

## Update Event - 2009 Arts on Foot Arts Market

### Map / Directions Link.

Enter or paste in the URL for the map / directions link for this event's location. (The link would typically reference a Mapquest, Google, Yahoo!, or similar page.)

### Event Article Header.

Enter the heading for the event article that will preface the article "teaser" as well as the article itself (i.e., "Announcing the 2008 Downtown Holiday Market!").

### Event Article Teaser.

"Teaser" or blurb about the event that will appear on the home page or the news page that serves as a lead-in to the full article with "read more".



We are pleased to announce the 2009 expanded, three-day, Art Market at the annual **Arts on Foot** festival. Marking its 17th anniversary, **Arts on Foot** is Washington, DC's, premier outdoor arts festival. Spanning four city blocks, the event kicks off the Fall arts season and showcases the best that Downtown DC has to offer. Held in the vibrant Penn Quarter neighborhood and with the Donald W. Reynolds Center for American Art and Portraiture as its backdrop, the festival features:

- a three-day juried fine arts market with 80 - 100 exhibitors
- food sampling courts with 25 - 30 high-end restaurants
- Cooking as Art demonstrations with some of downtown's top chefs
- a wine area for sampling and seminars

### Event Article Text.

The full-text of the event article that will be displayed when "read more" is clicked.



We are pleased to announce the 2009 expanded, three-day, Art Market at the annual **Arts on Foot** festival. Marking its 17th anniversary, **Arts on Foot** is Washington, DC's, premier outdoor arts festival. Spanning four city blocks, the event kicks off the Fall arts season and showcases the best that Downtown DC has to offer. Held in the vibrant Penn Quarter neighborhood and with the Donald W. Reynolds Center for American Art and Portraiture as its backdrop, the festival features:

- a three-day juried fine arts market with 80 - 100 exhibitors
- food sampling courts with 25 - 30 high-end restaurants
- Cooking as Art demonstrations with some of downtown's top chefs
- a wine area for sampling and seminars
- two entertainment stages
- a cultural corridor with galleries, theaters, museums and arts organizations

In 2008, nearly 30,000 arts patrons attended **Arts on Foot**, a 50% increase over 2007. The **Arts on Foot** audience is predominantly professional, upscale and well-educated; they lead active lives and seek out the cultural experiences Washington has to offer.

Following the success of the two-day expansion of **Arts on Foot** in 2008, the Art Market will expand to three days from Thursday September 10 through Saturday, September 12, the festival day. On Thursday and Friday, the Art Market will set up on the wide F Street sidewalk between 7th and 9th streets, adjacent to the Reynolds Center for American Art and Portraiture. The Market is within steps of two Gallery Place metro entrances; across the street are the Verizon Center, the bustling 7<sup>th</sup> Street Gallery Place corridor. The Hotel Monaco, the International Spy Museum, and upscale restaurants face the Market. Accompanied by a stage with low-key entertainment, specialty food options, and an information booth, t

**Event Page Intro Text.**

The first paragraph of the event information to be displayed on the "Events" page, typically describing the background information of the event. This text will appear after the "view layout" area and before the date and event hours information.



The Art Market at **Arts on Foot** will operate from Thursday September 10<sup>th</sup> through Saturday September 12<sup>th</sup>, the festival day. On Thursday and Friday, the Art Market will be set up on the wide F Street sidewalk between 7th and 9th streets, adjacent to the Reynolds Center for American Art and Portraiture. On Saturday, the Art Market will expand to incorporate approximately 30-50 more artists on F Street.

When applying, artists should indicate if they wish to be considered for Saturday only or for all three days. Artists may be accepted for all three days or for Saturday only.

**Event Page Text.**

The bulk of the event information to be displayed on the "Events" page to appear after dates and event hours info. Typically includes info regarding location, exhibitors, spaces, fees, acceptance, loading, parking and sales tax. This text will appear centered on the event information page (so you need not center it here). The contact information section will appear below this text.



The Art Market highlights the work of local, regional and national visual artists. All work must be original and completely artist-produced; imports and re-sales are not permitted. Artists will be selected to exhibit in 13 media categories.

- Ceramics
- Collage
- Drawing
- Fiber Art
- Furniture
- Glass
- Jewelry
- Painting
- Photography
- Printmaking
- Sculpture
- Wearable Art
- Woodworking

**Jury**

Artists are selected by an independent professional jury. Jurors are comprised of a panel of accredited fine art and fine craft professionals and are unaffiliated with the festival organization. All decisions are final. The jury will review digital images on the following criteria:

- Uniqueness
- Craftsmanship
- Professionalism
- Market Appeal
- Display

**Waitlist**

The Jury will form a waitlist. Waitlisted artists will only be notified if space becomes available.

**"Regevent" Page Text.**

The verbiage that appears when the exhibitor initially selects an event to register for.



Empty text area for registration information.

**"Regevent!" Page Text.**

The verbiage that appears on the initial registration page once the exhibitor starts the registration process for the event.



Select either all three dates or Saturday only.

Empty text area for registration information.

**Agreement Text.**

The text of the agreement that the exhibitor must acknowledge when completing the registration for the event.



**Terms and Conditions**

For the purposes of this contract, "Artist" shall be understood to refer to the group or individual, regardless of number of persons or gender, to whom the invitation to participate in Arts on Foot, "Event" has been extended.

1. The Art Market at Arts on Foot is open to all artists over the age of 18.
2. Decisions of the jury are final.

The screen shot below shows the **Manage FAQs** screen. Here, the administrator can add, edit, or delete questions and answers pertaining to the event; these of course will appear on the corresponding front-end FAQ page.

## Manage FAQs (2009 Arts on Foot Arts Market)

**Add New Question**

---

Seq #  **Edit This Question** **Delete This Question**

Question:

Answer: This year the Art Market will take place for 3 days: Thursday, September 10 and Friday, September 11, 2009 from 11:30am – 7:00pm and the full festival on Saturday, September 12, 2009 from 11:00am – 5:00pm.

---

Seq #  **Edit This Question** **Delete This Question**

Question:

Answer: Artists may apply for either all 3 days or for Saturday only.

On Thursday and Friday, 50 artists booths will be located on the wide sidewalk of F Street along with an entertainment stage and a select number of specialty food vendors. This is a busy office and tourist area during weekdays. On Saturday the street is closed to accommodate the full Arts on Foot festival which will include many more activities, entertainment, additional artists, restaurant tastings, wine tastings and other programming. The Arts on Foot festival generated nearly 30,000 patrons in 2008.

---

Seq #  **Edit This Question** **Delete This Question**

Question:

Answer:

The last administrator function we will look at is **Manage Event Registration**. First, the administrator will see a list (shown below) of all of the exhibitors that have registered for the event. This list can be sorted and filtered in various ways, and the content can be exported to Excel. By clicking on the "Edit / View" button, the administrator can look at the detail data for an exhibitor, and make determinations as to whether the exhibitor's application is accepted, update payment-related fields, etc.

**Manage Event Registration**

Event: 2009 Arts on Foot Arts Market Filter: (All) Sort by: Last Name Manual Export to Excel Search ...

ID	Exhibitor Contact Info	Specialty/ Products	Jur	Avg	# Days R / G	A/R/W Stat	Reg Date	Reg Paid	Amt Due	Amt Paid	Balance	
1	<p>Exhibitor Name</p> <p>Address</p> <p>City, State, Zip</p> <p>Phone</p> <p>Email</p>	<p>PAINTING</p> <p>Paintings: Oil, acrylic and watercolor; drawings in</p>	N	0	3 / 0		6/9/2009	\$0.00	\$0.00	\$0.00	\$0.00	<p>Edit/View</p> <p>Delete</p>
2	<p>Exhibitor Name</p> <p>Address</p> <p>City, State, Zip</p> <p>Phone</p> <p>Email</p>	<p>Specialty</p> <p>Products</p>										<p>Edit/View</p> <p>Delete</p>
3	<p>Exhibitor Name</p> <p>Address</p> <p>City, State, Zip</p> <p>Phone</p> <p>Email</p>	<p>Specialty</p> <p>Products</p>										<p>Edit/View</p> <p>Delete</p>
4	<p>Exhibitor Name</p> <p>Address</p> <p>City, State, Zip</p> <p>Phone</p> <p>Email</p>	<p>Specialty</p> <p>Products</p>										<p>Edit/View</p> <p>Delete</p>

Shown below is the detail screen for the exhibitor selected in the list on the previous screen. Here, the administrator can rate the exhibitor's images, determine application acceptance status, update payment-related fields, etc.

### Update Event Registration Detail - 2009 Arts On Foot Arts Market

Exhibitor Contact Info	Specialty/ Products	Space/ Request	# Days Req	Special Requests
B T 1 C b W	PAINTING Original oil, acrylic, and watercolor paintings	10x10 Full Space <input type="button" value="v"/>  Quantity: 2 <input type="button" value="v"/>	1	corner booth

IMAGE 1	IMAGE 2	IMAGE 3	BOOTH DISPLAY
 <b>Description:</b> Birth of the Blues  <b>Price:</b> \$250-500  <a href="#">View Full-Size</a>	 <b>Description:</b> Ragtime Composition  <b>Price:</b> \$300-600  <a href="#">View Full-Size</a>	 <b>Description:</b> Wash Day  <b>Price:</b> \$200-500  <a href="#">View Full-Size</a>	 <b>Description:</b> Booth  <a href="#">View Full-Size</a>
<b>Score:</b> (Select 1 to 5) <input type="button" value="v"/>	<b>Score:</b> (Select 1 to 5) <input type="button" value="v"/>	<b>Score:</b> (Select 1 to 5) <input type="button" value="v"/>	<b>Score:</b> (Select 1 to 5) <input type="button" value="v"/>

<b>Total Score:</b>	Juror Notes:	<input type="button" value="View History"/> There are no previously uploaded images from this exhibitor that you have juried.
0		

Date Registration Paid	A/R/W Status	DMM Notes
<input type="text"/> <input type="button" value="Calendar"/>	(Undetermined) <input type="button" value="v"/>	

Dates Requested / Granted			
(Check the box next to each requested date to grant that date to the exhibitor. To grant ALL dates, click the "Grant All" button.)			
<input type="checkbox"/>	Sat, Sep 12, 2009		<input type="button" value="Grant All"/>

**Handle Payments.** To calculate (or recalculate) the amount owed by the exhibitor, click the "Calc" button next to the Amount Due field (this amount may be overridden, if desired). When an exhibitor makes a payment, ADD the amount paid to the Amount Paid to Date field (if there is an existing amount) and update the Last Date Paid field. To recalculate the exhibitor's balance after a change in any of these fields, click the "Calc" button next to the Balance field.

Amount Due	Amount Paid to Date	Last Date Paid	Balance
\$0.00 <input type="button" value="Calc"/>	\$0.00 <input type="text"/>	<input type="text"/> <input type="button" value="Calendar"/>	\$0.00 <input type="button" value="Calc"/>