

A black and white photograph of an art fair gallery. The space is large and open, with a high ceiling and a large wall on the left featuring a large-scale, textured artwork. Several people are walking through the gallery, some looking at art installations. In the foreground, a woman is pushing a stroller with a child inside. To the left, there is a mechanical art installation on a stand. In the center, another mechanical art installation is on a tripod stand. The floor is marked with lines, possibly indicating different sections or paths. The overall atmosphere is one of a busy, contemporary art event.

HAPPENSTANCE ART EXPO

the online ART FAIR

MARCH 1ST - 12TH,
2021



Happenstance Gallery is pleased to announce that our second International Art Fair is to take place this March between the 1st and 12th.

Our last expo was extremely popular with over 10,000 unique visitors and a sales turnover of 78%. In March we are looking to double the number of visitors and increase sales revenue by 8-12%.

Happenstance Expo is a gallery lead fair with 100% of artists being represented by you. This keeps the fair looking fresh with a high standard of collectable works.

Showing and selling work at Happenstance is simple. The expo is built on our secure platform which has been designed to give you security and peace of mind, without sacrificing design or user ease. Sales can be processed by you or through our payment provider.

We have added a few extras that make the fair a little more personal.

- We have created a members-only chat that you can have one-to-one video conferencing.
- Forums where artists can blog in real time with collectors.
- A VIP room has also been implemented where a selected number of collectors can have access to little extras. Including hampers, wine and other goods. VIP is by invitation only which is controlled by the gallery.
- Visitors now have the choice of viewing the expo in a 3D virtual world that is easy to use, providing a more immersive experience.



Publications

Dealers now have the option to include publications and prints in our online store. Listing is free with a low commission rate.

We can offer a print on demand service providing Perfect Books (glued) and Stapled Booklets. We can manage sales and postage with a very low percentage, or have the publications delivered to you. Please contact us for a quote.

Publications provided by the dealer can be listed with a 10% commission of the asking price + processing fees of 2.3%.





Happenstance Expo Pricing Guide

Tier 1:

Up to 8 artist, the fee per artist is £38.50, with a maximum number of 4 works by each artist.

Tier 2:

Up to 20 artists, the fee per artist is £68.50 with a maximum of 6 works per artist.

Tier 3

With 21+ artists the fee per artist is £89.50 with a maximum of 8 works per artist.

Extra artwork past the allowance will be charged at £10.20 per piece. There is a 8% commission on sales on when using our payment provider.

VIP Room access is £69 per collector.

All pricing is negotiable.

Optional Media package.

Individual exposure of artists on social media.

Tier 1: £15 per Artist per month.

Tier 2: £22.50 per Artist per month.

Tier 3: £26 per Artist per month.

Art Gallery Exposure on social media: £50 per month.

Ads.

Facebook Ads are £120 per Artist or Gallery, per month.

Google Ads are £69 per artist or gallery per month.



Magazine Exposure;

Freeze	£4825
ArtReview	£4429
Artnews	£3850
The Art News Paper	£3990
Artsy listing	£1200 plus £58 per artist.

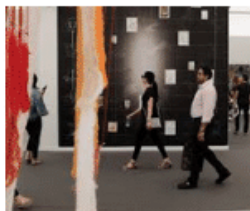
Package Deal £8000

We can provide an individual package with a negotiable price range on request



HAPPENSTANCE

The Online Art Fair



Director: David Darcy
36 The Vaults, Marketplace Square,
Scarborough YO11 1EU
Telephone: (+44) 01444390167
<https://www.happenstance.io>
Email: happenstance.io@laughingmg.co.uk

Apart of
LMGroup Ltd