

Rhy Art Salon Basel

YOUR PRESENTATION AT RHY ART SALON BASEL

Get in touch with collectors, curators, galleries, artists and media representatives. At Rhy Art Salon Basel you can expand your network and your customer base. This art exhibition is the ideal platform for this.

MARKETING WORK IN ADVANCE

MEETING

The time of exhibition visitors is often limited, in addition to the abundance of artworks, impressions and encounters at the exhibition. This makes it even more important to draw attention to yourself in the preparation for the exhibition. Create incentives for a visit to your stand and arrange specific meetings.

ADVERTISE

Integrate the announcement of your participation in the exhibition into all your communication. For example, you can use your correspondence, e-mail signature, your website, advertisements and newsletters.

SOCIALIZE

Use your social community tools (Facebook, Instagram, Twitter) to inform and invite customers and interested parties. Use your own hashtags as well as those of the exhibition: #rhyartbasel, #rhyartsalon, #rhyartexhibition, ...

INVITE YOUR CLIENTS

As an exhibitor at Rhy Art Salon Basel you will receive printed VIP invitation cards included. Distribute personalized invitations and make sure that your customers know about your participation. We offer you printed as well as digital invitations, in addition there is the possibility of individual branding (with your logo / name) of the advertising material (print and digital).

WEB

Use our free banner service: advertise your participation at the exhibition with a banner on your website. Here you will find the exhibition logo and downloadable and adaptable banners - as well as you can order your banner in all possible formats.

MEDIA

Send a brief press release about your exhibition participation to local media in your area. Local newspapers will be happy to report about active artists and successful galleries in the region. This increases your profile and brings new visitors to your gallery and studio.

Send us your press releases and we will integrate them into our communication.

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DURING THE EXHIBITION

IMAGE

The exhibition is your public communication platform. Present yourself according to your image.

Plan an elegant stand design, less is more! Communicate activity and openness.

TALK

Go towards interested visitors, raise your attention from the screen!

Approach stand visitors purposefully and consistently. Use the contacts to prepare for further discussions.

NETWORK

More and more visitors are following social media recommendations. Post on social media (Facebook, Instagram, Twitter) during the event. Use your own hashtags as well as those of the exhibition.

Network with your prospective customers on social media and arrange how you remain at every trade exhibition discussion.

BE KIND

Besides: at Rhy Art Salon, buying art usually has an emotional component. At best, the buyer does not just acquire an anonymous decorative object, but through personal contact a work of art with history, a "real original"! *Personal taste and sympathy are important impulses.*

FITNESS

A day at the exhibition is long. Think about your breaks and take turns.

By sharing tasks, you can concentrate better on the people you are talking to.

Include interpreters in your stand support.

DETAILS

Further important information and guidelines can be found in the exhibitor brochure "Exhibition Regulations".

FOLLOW-UP

A GOOD FOLLOW-UP CREATES ADVANTAGES.

Follow-up to the exhibition already begins during the event. One of the most important key points can be the recording of your stand visitors' contact and discussion data (subject to their consent).

Strengthen the positive impressions of your performance at the art exhibition by giving your visitors a quick feedback (letters of thanks and further invitations).

In this way you can enlarge the circle of interested parties, invite potential customers and buyers to your exhibitions and keep them up to date on your work.