

**THE
CHEAPER
SHOW
—
NO.9**

THE CHEAPER SHOW NO. 9 | PROSPECTUS

200 ARTISTS

400 PIECES OF ART

\$200 EACH

1 NIGHT ONLY

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WELCOME TO THE CHEAPER SHOW



The Cheaper Show is an authentic highly-acclaimed, experiential event. It removes barriers between talented emerging artists, buyers, curators, gallery directors and collectors, creating new channels for engaged interaction. The shows format is unparalleled anywhere in Canada.

We showcase hundreds of multi-disciplined artists, based solely on their artistic merit, offering the works at one affordable price, regardless of market value.

What started as a modest show created by three artists needing a platform to display their art, The Cheaper Show has grown in to the largest, single-night, cultural art event in Western Canada.

The energy surrounding The Cheaper Show reached a new peak in 2008, when over 5000 people showed up in Vancouver's historic Gastown to celebrate emerging talent. The line-up began 7 hours before the doors opened and by show-time it had stretched around the block and was over 1700 people long.

Traditionally the artists featured in the show represent 75% local and 25% national and international. This year so far we have received an unprecedented number of international submissions, and in the first 6 days of the website launch saw visits from over 65 countries.

To address the growing international interest, we are developing an online store that will cater to niche markets worldwide, and have set ambitious goals of taking the show in to five major cities around the world in the next five years.

THE SHOW BY NUMBERS

- ▶ 200 artists. 400 pieces of artwork. 200 dollars per piece. One night only.
- ▶ an estimated 10,000 attendees at our 2010 event
- ▶ 30,000 sq. ft. exhibition space
- ▶ core demographic is 20-35 year old culturally-forward crowd
- ▶ over 240 artists submissions received in the first 5 days alone
- ▶ operated by a dedicated crew of 12 people and 100 volunteers
- ▶ in 2008, a line-up starting 7 hours before the doors opened, reached 1700 by show-time
- ▶ we've showcased over 700 artists since inception and sold over 2000 pieces of art



OUR MISSION

- ▶ Provide a service for the emerging artist to gain exposure, meet collectors, receive press and find gallery representation.
- ▶ Create and foster sustainable art practices for emerging artists
- ▶ Introduce new art buyers in to the market
- ▶ Extend the service provided by our live events, with a strong online presence; artist profiles, cultural community content and affordable art sales that run year round.
- ▶ Support other community based art shows through funding, education, and promotion.

OUR AUDIENCE



CORE DEMOGRAPHIC

Our core audience is the 20-35 year old culturally forward individual. These are the artists, the trend-setters and the taste-makers of our generation. Our team is made up of this demographic, so our relationship with our core audience is built-in.

THE ART COMMUNITY

The show attracts the city's top gallery directors, collectors, curators and art enthusiasts. It has long stood as the best place for artists to meet and form relationships with their peers as well as other influential members of the creative sector.

THE WIDENING REACH

What started as a show that supported the arts community internally, The Cheaper Show has now secured the attention of general public. The shows attendance levels have grown exponentially over the last nine years, our crowds rival the city's largest cultural events.

THE CHEAPER SHOW CALENDAR

This year we're expanding the scope of The Cheaper Show into a series of live events and interactive promotions to connect with an even wider audience. These events will be covered by our multimedia team of photographers, videographers, and social media mavens to create lasting exposure for the show and our stakeholders.

WEBSITE LAUNCH - FEBRUARY 22ND

A huge part of our expanding vision is online. In February we'll launch our blog which will showcase emerging talent, local shows, and share an intimate inside look at the making of the show. Later in March will see the first phase of our online store launched, which will develop in to an international art market. The same intelligent, informed process of curation we follow for The Cheaper Show will extend to our online content will instantly set us apart from the rest.

LAUNCH PARTY - APRIL 3RD

The launch party will officially mark the beginning of The Cheaper Show countdown. We'll announce the successful artists that will be a part of this year's show, and feature artists, bands, media installations and other surprises.

Starting April 3rd a combination of strategic street campaigns, magazine features, and media partnerships will help spread the word about the show both locally and internationally.

PREVIEW NIGHT - JUNE 24TH

The preview will be an intimate opportunity to preview the show, meet and learn more about the show's emerging talents, as well as enjoy eclectic entertainment, artist presentations, and hear from the show's curators and creative team. It's an exclusive experience for our most engaged stakeholders, artists, and those that contribute their energy to the show.

THE SHOW - JUNE 26TH

200 artists. 400 pieces of artwork. 200 dollars per piece. One night only.



5 YEAR VISION

The show has grown fast, with an incredible surge in the last 3 years. This organic growth and international interest has proven that the concept of The Cheaper Show works not only in Vancouver, but will be equally successful in other major city centers around the world.

Over the next five years, we envision the show landing in Toronto, New York City, London, Mexico City, and Berlin. We're already planting the seeds for a Toronto show in addition to our Vancouver show in 2011.

The Cheaper Show will grow into a year-round online art community and a massive art market that supports amazing emerging artists internationally. This will be driven by our reputation for highly curated content, our support of the art community, and intelligent use of the most current web & social media platforms available.

To make this vision a reality, the following objectives are our key priorities:

- ▶ We're evolving the organization, installing management and systems infrastructure, and creating an entity that can grow and move into new global markets.
- ▶ Create long-lasting relationships with international brands and offer a unique worldwide cultural opportunity showcasing our partners and pushing the boundaries of new marketing concepts.

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