

TABLE OF CONTENTS

10/9/2020

1. GENERAL DESCRIPTION	2
2. CLIENT SETUP	4
3. EVENT SETUP	7
4. EVENT MANAGEMENT	10
5. ACCOUNTS	13
6. ARTWORK ENTRY	14
7. ONLINE IMAGE GALLERIES	15
8. JURYING INDIVIDUAL ARTWORK	16
9. JURYING A BODY OF WORK	17
10. PAYPAL PAYMENTS	18
11. SALES	19

APPENDICES

A. APPLICATION URL LIST	23
B. CREATING A CATALOG AND WALL TAGS	25
C. PAYPAL SETTINGS	29

FIGURES

Client Setup Form Parts 1 – 3	33
Event Setup Forms Parts 1 – 3	36
Event Manage Forms Parts 1 – 5	39
Artwork Entry	45
Juror Display — Individual Artwork	46
Admin Accept Individual Artwork	47
Admin Accept Group	48
Juror Display — Body of Work	49
Admin Accept — Body of Work	50
On-Site Sales Catalog	51
On-Site Sale Form	52
On-Site Sale Receipt	53
Gallery A — Viewing or Sales	54
Gallery A — Online Sales Form	55
Gallery B — Viewing or Sales	56
Gallery B — Online Sales Form	57
Gallery B — Online Sales Receipt	58

1 GENERAL DESCRIPTION

- 1.1 Easy Entry provides a highly adaptable online entry application for hosting any event where the entries can be judged on the basis of uploaded data and images. The client (the event host, you) has full control over all of the characteristics of the event, within the very broad limits of the application.
- 1.2 The person who signs up is regarded as the Principal for the business. The name, phone, email and mailing address entered during creation of the account will be used by Easy Entry for all business correspondence. Normal operating contacts will use the phone and email addresses entered during client set up.
- 1.3 In addition to supporting entrants, Easy Entry supports three types of client users, managers, administrators (admin), and jurors, each with password-protected access to relevant parts of the application as determined by you. All users must create an account with their name, email address, a password and, in most cases, their full mailing address.
- 1.4 Initially, a manager sets up the application by entering basic client information using the client setup form. Some of this information is displayed as page headers, some determines to whom errors are reported and some control how entry fees and purchases are paid and recorded. Managers can also designate administrators (admin) with full access except to the client setup form. In this Guide, the term admin encompasses managers.
- 1.5 An event is created by filling out a form that determines the characteristics of the event including the type of event, geographic area, number of entries, entry fees, whether accepted artwork should be for sale and under what circumstances, and other details and limitations. There is no limit on the number of events you can create.
- 1.6 Easy Entry accommodates individual artwork and body of work events. Body of work events are usually used to select artists for solo or small group exhibits; those exhibits can be displayed online by entering the works into an individual artwork event established for that exhibit.
- 1.7 Entrants submit title, medium, size, price and jpeg images of artworks; for prints and casts, they can enter the edition size.
- 1.8 There can be up to five jurors for individual artwork events and up to ten jurors for body of work events. Jurors independently score the individual artwork or body of work online from zero to five. When jurying is completed, admin marks the artwork or artist as accepted based on the total of the jurors' scores.
- 1.9 Admin can call up screens of information and statistics related to an event or download various spreadsheets, including lists designed for notifying accepted and unaccepted artists.
- 1.10 There are five online displays of artwork, each with its own purpose:
 - 1.9.1 The artwork entry page displays each entered artwork to the entrant; the entrant can log in to view or edit the entered artwork while the event is open for entry.
 - 1.9.2 When an event closes to entry, the juror can log in to score the artwork in the juror's gallery.

- 1.9.3 From the time an event is open for entry until the exhibit closes, individuals who have been granted access by admin can log in to view a gallery of all entered artwork.
 - 1.9.4 After artwork has been marked accepted, admin may open a public online gallery of accepted artwork for viewing or for sale.
 - 1.9.5 When the exhibit ends, the accepted artwork can be displayed in public online galleries of past events or be hidden from display; unaccepted images are deleted.
- 1.10 This GUIDE is written for you, the client. It may be shared in whole or in part with anyone provided the copyright is clearly stated or displayed.

2 CLIENT SETUP

- 2.1 During the sign up process, the person responsible for conducting business on behalf of the client (the Principal) will have created an account that includes the address to which invoices and remittances will be sent. On signing up, the Principal receives a client identification code (ClientID) and a list of URLs and has full managerial access. Logging in to the client setup form (Fig 1) the business information necessary for use of the entry system can be completed or edited. This chapter describes the forms found in client setup.
- 2.2 *View or print a list of your URLs* provides URLs that include your client ID and can be used to send entrants, jurors and others to appropriate locations in the application. The clientID has no security implications but, if lost or forgotten, can only be replaced or recalled by Easy Entry. Appendix A has more information about each URL.
- 2.3 *Your current deposit amount* displays the current amount of your deposit and allows you to add to the deposit to ensure the amount will cover the expected number of entrants. The deposit is reduced by \$2 for each entrant and entry is closed if it reaches zero. You will receive a reminder email if it is less than \$100 but a popular event can blow through that pretty quickly. Any unused deposit is fully refundable.
- 2.4 *Your PayPal Account* allows you to enter the primary PayPal email, the business ID and the Payment Data Transfer (PDT) token necessary for fee payments to be automatically recorded in the database. These entries must be kept current and correct or payments will not be recorded and you will need to enter them manually based on PayPal's emails to you. If payment is not recorded, the entered artwork will not be shown to the juror(s). See 10.4.
- 2.5 *Record basic business information* provides the information used by the application. Some of the information is displayed as page elements or links, some determine to whom errors are reported and some control how fees are paid and recorded. Each entry on this form is explained below. You can change your information at any time, keeping in mind that the web rewards consistency.
 - 2.5.1 **Business Name:** The name you want to appear as a default header on most pages where the event name is not the default. It is also used in some of the messages displayed to users. Up to 50 characters are allowed but good web practice says, "Shorter is Better." The Business Name may be replaced by a logo; see 2.5.9.
 - 2.5.2 **Business Location** is used when the entry area is set for client's state only.
 - 2.5.3 **State Sales Tax** is used to inform artwork buyers of the amount of tax that will be added to the purchase price by PayPal. This tax rate must also be set in your PayPal account for tax to be collected; see 10.5.
 - 2.5.4 **Public Contact title, phone and email:** These provide a way for entrants or the viewing public to contact the event host for assistance. They

appear in various combinations on appropriate pages and in certain messages displayed to the user if errors occur.

- 2.5.5 CCEmail 1 and CCEmail 2: Optional email addresses entered here will receive copies of most error emails, the exceptions being relatively routine issues that the event manager should be able to address.
- 2.5.6 Gallery Contact allows contacts to be specified for the sales/viewing gallery independently from the Public Contacts for general information requests for assistance. These gallery contacts may be different or the same as the Public Contacts. If nothing is entered here, no contact information appears in the online gallery, which might be viewed by PayPal as a violation of their Account User Agreement.
- 2.5.7 Allow Direct Payment: You can elect to allow payment of entry fees by mailed check or phoned credit card or both. This alternative will be displayed next to the Pay Now button on the artwork entry page. The event manager must record these payments manually to ensure the artworks are displayed to the juror. This is done using “Review or Change an entrant's fees and 'Fee Paid' status” in the Admin manage page.
- 2.5.8 Home URL: This is the full web address of your primary web site (e.g., <http://clientsite.com>). Log Out and HOME links in the application pages point to this URL. If you do not have a web site, a “Thank you” message appears.
- 2.5.9 URL for Terms of Entry & URL for Terms of Purchase: Relevant pages will display a link to the Terms applicable to the event. For Terms of Entry, this might be a copy of the prospectus. Whenever artwork can be purchased online, it is desirable to have written Terms of Purchase in order to avoid disappointed buyers or disputes. During creation of each event, you have the option of posting the Terms on your website or on the Easy Entry Online site.
 - 2.5.9.1 If the Terms are posted on your web site, a default URL *must* be entered into the client setup form. Doing this for multiple events requires that you enter a URL that links to a page on your website which is a list of links to event-specific Terms for several events.
 - 2.5.9.2 You can post the Terms on Easy Entry’s web site by uploading a PDF copy of the Terms. You can upload default Terms *plus* any number of event-specific Terms. Default Terms apply to all events except those for which event-specific Terms are uploaded. (See 3.3.9)
 - 2.5.9.3 If you elect not to have written Terms of Purchase, the sales gallery will display the gallery contact phone and email entered as described in 2.5.6.

- 2.5.10 Add or Replace Logo: Your logo must be a png or gif image, preferably with a transparent background because it will appear on both light and dark backgrounds. Space constraints suggest the width should not be not much less than the height nor more than 4 times the height. We recommend that the shortest dimension of the logo image be at least 200 pixels.
- 2.6 *Assign or remove a manager* allows a manager to assign managerial access to others. Only a manager can create or edit the client setup or assign or remove managerial access. Managers have access to all parts of the Easy Entry application. Administrators (admin) have access to all parts except client setup. The assignment of admin and other levels of access is addressed in the next chapter (3.8).

3 EVENT SETUP

- 3.1 Admin login options are *setup* (Fig 2):and *manage*. (Fig 3):*Setup* encompasses relatively infrequent activities having broad effect, including the creation of events and the assignment of administrative access. *Manage* includes all the routine activities related to managing events. Only managers and administrators have access to the *Setup* and *Manage* pages. The *Manage* page is addressed in Chapter 4
- 3.2 *Review the names and characteristics of your events*: This allows a review of the names of events that have been created and the characteristics of each. This is also a gateway to modifying the characteristics of a closed event. Event names must be unique; to use a name more than once, it will need to be distinguished by adding, for example, a year, month or serial number.
- 3.3 *Set up a new event*: Name an event and define its characteristics
Please note the limitation that accepting global entries (247 countries) is incompatible with requiring full contact information because many countries don't use conventional address formats. Our design assumption is that global entries will be accepted mainly for events with online-only exhibits or that full contact and shipping information can be obtained from *accepted* artists by email.
 - 3.3.1 Type of event
 - Jurying of individual artworks
 - Artists selected based on body of work
 - 3.3.2 Information requirements
 - Require full contact information
 - Require name, city, country and email only
 - 3.3.3 Important Dates
When present, The *Open to Entry* and *Closed to Entry* dates will be used to open and close the event to artwork entry. The close date will also be used to send automatic reminders to artists who have entered an event but not yet paid the fee three days before the event will be closed to entry. The dates can be changed at any time (see 3.4)
 - 3.3.4 Geographical area for entry
 - Client's state only
 - Contiguous 48 states: Excludes Alaska and Hawaii
 - Domestic US: 50 states + District of Columbia + Puerto Rico
 - NAFTA: Domestic US + Canada + Mexico
 - Any unembargoed country. (247 countries)
 - Regional: Selected US states - District of Columbia - Puerto Rico
 - 3.3.5 Number of Entries and Fees
You must set both the total number of entries allowed for the event and the number covered under the base fee; they may be the same.
 - Maximum total number of entries allowed
 - Number of entries covered by the base fee

- Base fee
 - Extra artwork fee (each artwork not covered by the base fee)
- 3.3.6 Maximum Dimensions
State in the Terms of Entry whether size includes the frame or supporting structure. A depth dimension entered by the artist will signify the artwork is 3-D. For 2-D events, leaving 3-D depth at zero will prevent 3-D entries.
- 2-D Height and 2-D Width
 - 3-D Height, 3-D Width and 3-D Depth (if zero, 3-D not allowed)
- 3.3.7 Terms of Entry (entry conditions or restrictions)
Default Terms will apply to all events except those for which event-specific Terms have been uploaded.
- Use default Terms on client's site if URL entered in client setup
 - Use default terms uploaded previously or with this submission
 - Use Terms uploaded with this submission for this event only.
- 3.3.8 Pricing Conditions for the Artist
This controls the pricing information the artist is allowed to enter.
- Sale is required; Price on Request is not allowed
 - Sale is required; Price on Request is allowed
 - Sale is optional; Price on Request is not allowed
 - Sale is optional; Price on Request is allowed
 - No price entry; no price display: Shipping area must be zero.
- NOTE: Allowing a price is independent of whether you will offer sales of the artwork.
- 3.3.9 Terms of Purchase
The Terms of Purchase can be posted on your site or they can be uploaded here as a PDF file. A link to your Terms will then appear in the online sales galleries.
- Use Terms posted on client site if link URL in client setup
 - Use default Terms uploaded previously or with this submission
 - Use Terms uploaded with this submission for this event only.
- 3.3.10 Geographical Area for Shipping Purchased Artwork
0. Artwork will not be sold.
 1. To be agreed: Displays only your sales contacts.
 2. Client's state only
 3. Contiguous 48 United States and District of Columbia
 4. Domestic US: 50 states + District of Columbia + Puerto Rico.
 5. PayPal Calculation: Areas and costs in Terms of Purchase.
 6. Pickup Required Location and time in Terms of Purchase
- 3.3.11 Shipping and Insurance Charges
For Areas 0 and 1, both zero or blank; entries will not be used.
For Areas 2 – 4, both are required.
For Area 5, insurance rate is required; shipping must be zero or blank.
For Area 6, both must be zero or blank.

- Shipping flat rate in whole dollars.
 - Insurance rate as a percentage of artwork price
- NOTE: Before using the three above settings (3.3.9 – 3.3.11) the details provided in Chapters 10 and 11 and Appendix C should be reviewed.

- 3.4 *Change Event Dates*: This allows the event open and close dates to be changed at any time. (They can also be overridden manually in admin manage.)
- 3.5 *Get list of Event Numbers*: Displays a list of all current and past events showing name, status and the eventNbr (a unique identifier for each event). All or part of the list can be copied and pasted into a text document for convenient access.
- 3.6 *Restore a Past or Hidden event to Closed status*: The Past or Hidden status essentially hides an event from admin and is expected to be permanent. (See 4.2) This option restores access in case of unusual circumstances.
- 3.7 *Display current administrators*: Allows a check on whether the list of authorized administrators is correct and current. The display includes the contactNbr (a unique identifier for each account) and the name and type of access for each individual. As with all list displays on screen, the list can be copied and pasted into a text editor for printing, storage or sharing.
- 3.8 *Assign, Change or Remove Administrator Access*: This allows three types of access to be assigned or removed:
- Admin: Access to all password-protected pages except client setup
 - Sales: Access to the on-site sales catalog and to the Image Gallery
 - Image Gallery: Access to view all current entries ([Chapter 7](#))
- 3.9 *Download CSV (MS Excel) Lists*: This allows seven types of comprehensive lists to be downloaded as *comma separated value* (csv) files, which will open natively in MS Excel:
- All entrants and the number of events each entrant entered.
 - All events and all entrants into each event with accepted entrants identified.
 - All buyers and the number of orders and artworks purchased.
 - All sales with event, artwork title and buyer identified for each artwork sold.
 - All jurors and the number of events juried.
 - All jurors and the events they juried.
 - Tourists who have *never* entered artwork and the number of events logged into.

4 EVENT MANAGEMENT

- 4.1 Admin login options are *setup* (Fig 2):and *manage*. (Fig 3): *Setup* encompasses relatively infrequent activities having broad effect. *Manage* includes all the routine activities related to managing individual events. Only managers and administrators have access to the *Setup* and *Manage* pages. *Setup* is addressed in Chapter 3. The options available in the *Manage* page are described here.
- 4.2 *Change an event's status*: Admin can mark an event *Open*, *Closed*, *Past* or *Hidden*. Artists can only enter an *Open* event and jurors can only view a *Closed* event. Events marked *Past* will be displayed in the public archive gallery of past events. Events marked *Past* or *Hide* are no longer displayed in the various admin selection lists. Marking an event *Past* or *Hidden* deletes all unaccepted images, the records of entries that were not shown to the juror and the records of people who logged in to and event but did not enter an artwork.
- 4.3 *Review or change an entrant's fees and 'Fee Paid' status*: Admin can review the number of entries and fee status of an artist, increase or decrease the amount paid, increase or decrease the amount due or mark all of an artist's artworks as paid or unpaid.
- 4.4 *Change an artwork's 'Show to Juror' status*: Block individual artwork images from viewing by the juror after the artist has paid the entry fee, for example, when an artist cannot deliver the artwork because it has been damaged or sold. This action is reversible.
- 4.5 *Assume the identity of an entrant*: This puts admin in the artwork entry page with the identity of the artist. Admin can perform all functions allowed to the artist, i.e., enter, delete and edit the artist's artworks. This option is available when the event is open or closed.
- 4.6 *Display Current Jurors*: Displays jurors assigned to each current event.
- 4.7 *Assign or Remove a juror for an event*: The juror must have an account and password. Up to five jurors may be designated for individual artwork events; up to ten jurors for body of work events. No one should be assigned who will not score artwork because it dilutes the averages used to mark artwork accepted. (For viewing entries. use the Image Gallery instead.)
- 4.8 *Assume the identity of a juror*: This puts admin into an assigned juror's gallery where admin can act for the juror to review or revise scores.
- 4.9 *Display statistics for individual artwork events*: This displays the number of entered, paid and accepted entrants and artworks and the total fee revenue to date. It also displays the number of paid entrants by state and the total number of "tourists," i.e., people with accounts who log in but do not enter artwork.
- 4.10 *Get List of Your Event Numbers*: Displays a list of all current and past events showing name, status and eventNbr for each event. The list can be copied to a text file.

data file on contactNbr to achieve the same sort order as the folder of images. In Windows, filename sorting varies with version. Consult MS Support.

- 4.18 *Download Catalog and Wall Tag Data:* This provides a tabulated text file prepared for input to the process described in [Appendix B](#). See also 4.16.
- 4.19 *View & Print Shipping List:* This displays and/or prints a receiving–shipping list for artworks to be delivered for exhibition. It includes contact data for the artist and thumbnail images of the artwork. Downloading this amount of data to the printer is controlled by the printing speed. When writing to a PDF, allow at least one minute per hundred artworks before trying to open the PDF and do not leave the browser page until the PDF has been successfully opened; if opened too soon, a “damaged file” message may appear but that does not usually interrupt the download process. Try again after a few more minutes.
- 4.20 *Display or Download data for body of work events:* This displays in a browser or downloads as a csv (Excel) file, the total score, contactNbr, email address and name of each entrant in a body of work event.
- 4.21 *Remove artist from body of work event:* This deletes the artist's statement, juror scores, image data and images for the selected artist and event. This saves storage space and avoids displaying already accepted artists to jurors during long term competitions. A record of the artist's participation in the exhibit and acceptance status is retained in the database and included in event statistics.
- 4.22 *Display or Download Artwork Sales Data:* For the requested purchase order(s), this provides the order number, date and time of purchase, eventNbr, buyer name and email, artwork title and price, tax, shipping and insurance costs and the amount paid. Downloads are csv (Excel) files. Displays require use of the browser’s Back button to return to admin.

5 ACCOUNTS

- 5.1 Everyone who logs in to the Easy Entry application must have an account with an email address and password. Entrants into an event that does not require full contact information must also provide city and country. All other accounts must include a complete address and primary phone number. Entrants with an Easy Entry account can enter any client's events without needing to create a new account.
- 5.2 The event entry login page displays links to create or update an account. Entrants in an event not requiring complete address information fill out a shorter account form. After an entrant creates or updates the account, a link to return to the event entry login page is displayed. If you have provided a logo, it may be displayed at the top of the account forms; see 5.3.
- 5.3 You can send others (e.g., admin, jurors) to create or update an account by providing them with a URL or link to the proper form as indicated in Appendix A. If the URL or link includes the myid extension and you have provided a logo, your logo will appear at the top of the account form; otherwise the Easy Entry logo is displayed. Anyone using a URL or link without evtid will be required to provide a full address and a primary phone number.
- 5.4 If an individual has more than one account, it dilutes historical information by separating the separate accounts' records of participation. For this reason, links to update the account or recover a forgotten password are included on most login pages.
- 5.5 If someone with an account tries to create a new account with the same name and email address, the existing record will be updated with any new information submitted. However, there is no protection against a second account if the email address or name is different, e.g., Thomas becomes Tom.

6 ARTWORK ENTRY

- 6.1 The URL or link to the event login page must include myid to identify the client and evtid to identify the event. The login page includes links to create or update and account and to restore a forgotten password but its main purpose is to identify the entrant arriving to enter artworks and the event being entered. When logging in, the entrant is required to accept the Terms of Entry and provided with a link to view or download the Terms. This form also invites the entrant to identify how they heard about the event.
- 6.2 After logging in, the artist enters the artwork entry page ([Fig 4](#)) which displays images of the entered artwork. The sidebar displays the number of artworks already entered, the maximum allowed, the total entry fee, the amount paid to date and the balance due. When a fee is due, a PayPal payment button is displayed.
- 6.3 Clicking on *submit a new artwork* displays a form for submitting the title, media, size and at least one jpeg image for each entry; a second image is allowed. A price is allowed or required depending on the settings for the event. An artist can enter, edit, replace or delete artworks at any time in one or more login sessions while an event is Open to entry. Entered artworks appear on the artwork entry page as thumbnail images with the related data.
- 6.4 If the artist pays and returns to enter additional artwork, a proportionate additional fee is charged based on the total number of entries and the fee already paid. If artworks are deleted, the fee for the current session is reduced appropriately but there is no credit for fees already paid. (If you want to offer refunds, they will have to be handled separately.)
- 6.5 The file size for artwork images is limited to 5 MB. The image size is limited to 20 megapixels (pixel width times pixel height). The prospectus could, and perhaps should, recommend an image size 3000 pixels on the longest side and note the overall limit of 20 Megapixels. The recommended size ensures a full screen image for the juror with minimal upload time.
- 6.6 Paying the entry fee through PayPal using the Pay Now button provides automatic recording of the payment in the database and resets the artwork status from “Pending” to “Show to Juror.” If payment by check or phoned credit card, or by any other means is allowed, admin must manually record such payments using the option provided for that purpose (See 4.3).
- 6.7 The artwork entry page for body of work events has an additional field for an artist’s statement of up to 1000 characters. The artist’s statement appears on the jurors’ page for body of work exhibits.

7 ONLINE IMAGE GALLERIES

- 7.1 The seven image viewing galleries are described below. All except Gallery A are similar in layout and all display each artwork entry as one or two images with the relevant information and controls for the particular gallery. In all galleries, clicking on a thumbnail image opens the image in its original size.
- 7.2 *Image Gallery* allows admin and other assigned individuals to view all entered artworks from the time an event opens for entry until it is marked Past or Hidden. It displays the title, media, size, artist name and, conditionally, the artist's city, state and country. It also shows the payment status and the date and time of entry. Users can sort on last name or entry time.
- 7.3 *Juror Displays* display the artwork title, media and size but not the artist's name. It allows individual artwork jurors to sort on image ID, which groups an artist's entries together, or on current score and to display pages of 100 entries each to reduce reload time when the number of entries is large. Body of work displays also include the artist's statement. Jurors can score individual artworks or an artist's body of work from 0 to 5 with 5 being highest. Multiple juror's scores are averaged. (Chapters 8 & 9)
- 7.4 *Accept Gallery* allows admin to mark artworks *accepted* based on jurors' scores. Individual entries can be marked or entries can be grouped according to jurors' scores and marked as a group.
- 7.5 *Artists' Gallery* is designed for artists to view and identify the artworks that have been accepted for an event. It is ordered by the artists' names.
- 7.6 *Gallery A* can be set for viewing only or for sales of accepted individual artworks. The URL or link to it must include the evtid. The gallery (Fig) displays the images in a grid format and lists the artist's name, the artwork's title, media, size, price and, when available, edition size. See [Chapter 11](#) for more details.
- 7.7 *Gallery B* can be set for viewing only or for sales of accepted individual artworks. If the URL or link to it does not include the evtid, a list of available events is displayed. The gallery displays the images in a linear format and lists the artist's name, city and state and the artwork's title, media, size, price and, when available, edition size, awards won and a link to the artist's web site. See [Chapter 11](#) for more details on sales.
- 7.8 *On-Site Sales Catalog* allows assigned sales staff to record on-site or phoned sales directly into the database. This will allow the sales and financial data to be later downloaded as spreadsheet (csv) file. Using this to record on-site sales is crucial if sales are offered online because it immediately records the SOLD status of the artwork, preventing it from being bought again online. ([Chapter 11](#))
- 7.9 *Archive Gallery* displays two optional gallery views of accepted images from events marked Past. Easy Entry will maintain the Archive Gallery until storage limitations require that we truncate the maintenance period or charge a fee for extended maintenance. We do not foresee this happening for several years and will provide ample advance notice to clients before making any change.

8 JURYING INDIVIDUAL ARTWORK

- 8.1 There are two juror displays; different in design and style, they each have advantages that may appeal to jurors. Consequently, both Juror Display 1 and Juror Display 2 are available and switching between them is quick and convenient. Both affect the same database so each is updated automatically when switching back and forth. Neither of the displays show the artist's name.
- 8.2 Both displays list the entry data in this order; the entry place number and the total number in the current list (e.g., No. 3 of 462), the image ID, the artwork title, media, size and the scoring options. The images are 250 pixel wide thumbnails of the submitted originals. The artist's name is not shown.

Juror Display 1:

- 8.3 Controls in the sidebar allow the juror to sort on image ID or on the current scores. The juror can also elect to "Display All" artworks or "Display Pages" of 100 artworks each. The former offers a way to scroll among all entries. The latter will reload quicker after scoring an artwork or changing the sort selection when the number of entries is very large. The sidebar also includes links to a Juror Guide, to Juror Display 2 and to Log Out.
- 8.4 If Display 1 is sorted on image ID, each artist's entries will be grouped together because the image ID lists the entrant ID followed by the submission number.
- 8.5 Clicking on an image will display the full size image in a new window or tab. The full size images provided by the artists may or may not fill the window. If they are larger than the window, most browsers will shrink to fit the window as a default setting. A few browsers require the user to select that feature.

Juror Display 2:

- 8.6 Display 2 lists the images in columns where the image at the top of column 2 follows the bottom image in column 1 and so on. This is similar to the layout of galleryA ([Fig. 8.1](#)). The order of the images is by score, subsorted by entrant ID. Clicking on an image will hover a larger image over the page. Click on the X or outside the image to dismiss it.
- 8.7 The navigation bar at the top of the page includes the following options:
- *Lowest score to view* shows only images with scores equal to or greater than the score entered; the default is zero. This display is sorted on score, then entrant.
 - *View all of an artist's entries* shows the entries of the artist whose ID is entered.
 - *Juror Display 1* switches back to that display.
 - *Log Out* allows log out from this page. If Display 1 is also open its window should be closed.

For Both Displays

- 8.8 From one to five jurors can be assigned to an individual artwork event. A juror can log out and log back in to score in multiple sessions. The sum of all jurors' scores is recalculated each time an artwork is scored.
- 8.9 If a single juror is to select the exhibit, asking for the selected works to be scored 5 will simplify marking of the accepted work as a group.
- 8.10 When jurying is completed, admin can mark the artwork accepted, either individually ([Fig 5.2](#)) or in groups ([Fig 5.3](#)), based on the juror's scores. (See 4.11)
- 8.11 After the artwork has been marked accepted, it will appear in the artist's gallery for viewing by the accepted artists. (See 7.5)
- 8.12 Although the opportunity to submit a second image was intended mainly for 3-D work, some 2-D artists submit details as a second image. A few artists may mistakenly submit an image of their second artwork as a second image for the first artwork before submitting it again as a new entry. Jurors can readily recognize and ignore these mistakes when they occur. (Admin may want to assume the identity of the entrant to remove these spurious images before setting the event for public display.)

9 JURYING A BODY OF WORK

- 9.1 A body of work event involves from one to ten jurors evaluating one or more artists based on a collection of each artist's artwork. This is usually done to select artists for a solo or small group exhibition, which may or may not include the artwork submitted for the body of work event. Body of work events may be of short duration when selecting artists for a specific exhibit or of long duration if selecting candidates for continuing exhibits in a specific space.
- 9.2 The jurors' gallery does not display the artist's name. The main section ([Fig 6.1](#)) of the juror's display includes the artist's statement at the top, followed by the scoring panel and the artwork images representing the artist's body of work. Listed to the left of the images are the image ID, the artwork title, media, and size. If there is a fee for entering the body of work event, the payment status of the artist is also displayed.
- 9.3 Clicking on an image will display the full size image in a new window or tab. The full size images provided by the artists may or may not fill the window. If they are larger than the window, most browsers will shrink to fit the window as a default setting. A few browsers require the user to select that feature.
- 9.4 Scores from zero to five may be assigned; higher is better. Jurors can log out and log back in to score in multiple sessions. The sum of all jurors' scores is recalculated each time an artwork is scored.
- 9.5 Artists are marked as accepted by admin based on the sum of all jurors' scores.
- 9.6 *Body of work* images are displayed only in the jurors' gallery. If the body of work review results in an artist being selected for a solo or small group exhibit, that exhibit can be displayed online by setting it up as an individual artworks event, entering the artworks to be exhibited and accepting all of them.
- 9.7 When jurying is completed, admin can mark the artwork accepted ([Fig 6.2](#)) based on the juror's scores. (See 4.11)

10 PAYPAL PAYMENTS

- 10.1 Easy Entry is set up to automatically record entry fee payments made through PayPal using PayPal's Instant Payment Notification (IPN) and Payment Data Transfer (PDT) features. This involves two-way communication between the application and PayPal. The Pay Now buttons send information to PayPal for use in charging the payer and recording the transaction. PayPal then returns information about the payment back to Easy Entry in the form of an IPN, which is used to record the entries as paid and the amount paid by the entrant. PayPal also emails the payer and the account holder with payment information. Current information about payments is available to the event manager through both, PayPal's transaction summary page and Easy Entry's admin download functions.
- 10.2 After payment, PayPal sends the payer back to the Easy Entry site (unless the payer closes the PayPal window) where the payer is thanked for the payment and told that they will receive an emailed receipt from PayPal. The page also displays the amount paid, the event to which the payment applied and, for entrants, a link inviting the entrant to log in to confirm that his or her artwork status has been changed from *Pending* to *Show to Juror*. On rare occasions, the payer will return to the Easy Entry site before the IPN can record the payment. On those occasions, the payer will see a message recommending they confirm the status of their payment with the event manager. Admin can confirm the status using the admin option, "Review or change an entrant's fees and *Fee Paid* status." The *Fee Paid* status should not be changed unless an email reporting the payment has been received from PayPal.
- 10.3 In order for Easy Entry to perform the automatic tasks described above, you must activate certain features in PayPal's *Selling Tools*; Auto Return, Payment Data Transfer (PDT) and Instant Payment Notification (IPN) must be turned ON and the default URLs for PDT and IPN must be entered on the respective pages. [Appendix C](#) provides more details on how to find and set the required features.
- 10.4 In addition, three identifiers from your PayPal account must be entered into the client setup: the *Primary PayPal Email* and the *PayPal Business ID* (Merchant Account ID) and the *Return Token* (PDT Identity Token) (see 2.4) These identifiers are sent to PayPal only for entry fee or artwork sales payments to identify the recipient of the payment. Where to find these on the PayPal site is addressed in [Appendix C](#). Failure to properly enter these identifiers will result in the need to manually record each payment using the PayPal emails as your source.
- 10.5 Easy Entry is not aware of any state that imposes sales tax on entry fees; sales taxes do apply to sales of artwork. If you offer online sales, you *must* set your state's sales tax rate in client setup *and* in your PayPal account in order for the tax to be applied when the payer takes delivery in your state. Easy Entry displays the tax amount to the buyer and sets the tax when the artwork is to be picked up. (See [Appendix C](#) for details.)

11 SALES

- 11.1 Between the time the artworks are marked accepted and the exhibit is closed, the images of the accepted artworks can be displayed in an online gallery for sales online under the conditions selected during event setup (Chapter 3) or for viewing only. The images are also displayed in the *on-site catalog* where gallery staff can record on-site sales or phoned sales. The on-site catalog also has a reset button that allows staff to change the status of artwork to Sale Pending, Sold or For Sale.
- 11.2 When artwork is available for sale online, it is critically important that any on-site sale be recorded using the on-site catalog or, at the very least, reset the artwork's status to Sold. Otherwise, the artwork will remain for sale online with the risk that a unique artwork will be sold twice. *Resetting to Sold does not record the transaction details rendering later download of financial data unreliable.*
- 11.3 Artwork sale requires resolution of three particular issues: First, as mentioned above, most artworks are unique; when one is sold, it must be promptly removed from sale to prevent it being sold twice. Second is the need to determine whether and how much sales tax should be applied. Third, if shipping is involved, shipping costs for items of varied size, weight and destination need to be determined and displayed for the online buyer.
- 11.4 Sale Status: In both, the online galleries and the on-site catalog, when the buyer's contact information is recorded, the artwork is marked Sale Pending and is temporarily not available for sale to others. When the payment is completed and recorded, the artwork is marked SOLD and is permanently unavailable for sale. If the buyer abandons the purchase before paying, the artwork is automatically put back on sale after a one hour delay. As noted above, gallery staff can also set or reset an artwork's sale status at any time.
- 11.5 Sales Tax: Only a few states do not collect sales tax. If an item is picked up at the gallery or delivered inside your state, you are likely required to collect sales tax. This requires that you set the tax rate in your PayPal account so that the correct amount of tax can be added by PayPal depending on the shipping address provided by the buyer. The client setup form also allows the tax rate to be entered there so the amount can be displayed to the buyer in advance.
- 11.6 Shipment Insurance: The cost of shipping insurance is typically proportional to the product value but may be applied incrementally. The percent of value entered during event setup is applied to each artwork in an order and totaled for the shipment.
- 11.7 Shipping Cost: You have two options for setting the shipping cost. First, set a flat rate that will apply to each artwork and select one of three geographical areas for which the rate applies. The second option is to use PayPal's method of setting the shipping cost for individual regions, states or territories (See [Appendix C.](#)) For either option, shipping charges are applied to each artwork on the assumption they will be shipped separately.

- 11.8 The following shipping data from 2018 are approximate but provide a sense of the variability in shipping costs. For a package 40” X 40” x 4” weighing 5 pounds, the USPS and UPS costs to ship from a mid-Atlantic coast city were:

To 50 miles away	USPS - \$67	UPS - \$39
To Vancouver WA	USPS - \$175	UPS - \$95
To Anchorage AK	USPS - \$175	UPS - \$200
To San Juan PR	USPS - \$145	UPS - \$200

Larger packages are not accepted by USPS and UPS applies a “volume weight” formula that is based on package dimensions.

- 11.9 Two other options that avoid setting shipping costs in advance are, a) to require sold artwork to be picked up from the exhibit at times and places specified in the Terms of Purchase posted online, or b) to invite online gallery visitors to phone or email your sales representative for sales information. These are options 1 and 6 respectively in event setup.

Online Viewing or Sales Galleries

- 11.10 There are two designs, designated as galleryA ([Fig 8.1](#)) and galleryB ([Fig 9.1](#)), each of which can be set for public viewing only or for sales. Both present the image(s) of the artwork, the artist’s name, and the title, size, media and price of the artwork. For prints and casts, the edition size is included. GalleryB also lists the artist’s city and state and any awards won for the artwork. GalleryA allows one artwork per order. GalleryB allows more than one artwork per order. Both galleries include links for contacting the sales representatives by email or phone.
- 11.11 The sales galleries will display a link to your Terms of Purchase and certain information consistent with your settings for the event, e.g., flat rates for shipping and insurance and the shipping area within which they apply, or a statement that PayPal will set the rates prior to payment or that pickup is required.
- 11.12 You should state clearly in the Terms of Purchase all conditions related to the sales. For example, whether artwork will be delivered during an exhibit or only when the exhibit is taken down, the area to which artwork can be shipped, conditions for refund, if any, and, if artwork will not be shipped, where and when it must be picked up. You can choose to have the Terms of Purchase located on your web site and enter the URL for its location during the event setup, or upload a PDF copy for display on Easy Entry’s site. (See 3.3.9)
- 11.13 Clicking on the Buy Now button opens a form ([Fig 8.2](#)) for the buyer to enter name, email and phone, to select pickup or shipping and to purchase insurance or accept responsibility. When this form is submitted, the artwork is marked Sale Pending and the one hour time limit described in 11.3 applies. In Gallery B, a receipt ([Fig 9.3](#)) is displayed that can be printed by the buyer; it contains details not provided by the emailed PayPal receipt.
- 11.14 The full shipping address is supplied by PayPal in a communication that allows the artwork to be marked SOLD and the transaction details to be recorded in the

database for your retrieval. As mentioned elsewhere but important enough to be mentioned again: Payments through PayPal will only be possible if you enter your three PayPal identifiers in client setup and set your state sales tax rate in your PayPal account. Setting the sales tax rate also in client setup will inform the buyer in advance of the amount of tax PayPal will add for pickup or in-state delivery.

- 11.15 If online sales are provided, Easy Entry recommends setting your PayPal account to require *confirmed addresses*. See [Appendix C](#) for details.

On-site Sales Catalog

- 11.16 **IMPORTANT:** If online sales are offered, it is essential that any on-site sale be recorded through the on-site sales catalog ([Fig 7.1](#)) or that its status be set to Sold by using the Reset Status button. (See 11.2) Using the reset button means that downloaded financial data will be incomplete.
- 11.17 The on-site sales catalog displays the shipping area and the flat rate shipping and insurance costs for that area. It also displays the tax applicable for in-state delivery or pickup. All of these values can be overridden by admin to accommodate different conditions. For pickup, the shipping and insurance values would be set to zero and the tax applied; for in-state shipping, all default values would apply; for out of state delivery, the tax would be set to zero and the shipping charges applied. When the sale is recorded in this way, a receipt can be printed for the buyer. As with the online sales, the amounts paid for the artwork, tax and shipping are recorded in the database for your retrieval.
- 11.18 When the Place Order button is clicked, the on-site sales form ([Fig 7.2](#)) appears for recording buyer information and whether the artwork will be shipped or picked up from the exhibit by the buyer. On submission of this form, the sale id recorded in the database and a receipt ([Fig 7.3](#)) is displayed that can be printed for the buyer.
- 11.19 The Reset Status button allows admin to mark an artwork as SOLD or Sale Pending, or to put back on sale an artwork that has been marked Pending or SOLD. This can be used to recover from an abandoned on-site sale or to correct an incorrect sale status resulting from a recording error for an online or on-site transaction. Using the button to reflect a sale not recorded using the on-site catalog will render the financial information available for download unreliable.
- 11.20 This is a good place to mention that the sale of an artwork for which an edition is posted removes the artwork from sale by marking it SOLD on the assumption that additional copies are unlikely to be readily available. If this is not true, the artwork can be placed on sale again by using the Reset Status button.

11.21

APPENDICES

APPENDIX A

APPLICATION URL LIST

[clientID] is a unique client identifier provided to the client upon sign up along with a complete list of these URLs that include the clientID.

[event#] is the unique event number assigned when an event is set up. It is required in the URLs for entrant and juror logins and for links to galleryA.

CLIENT SETUP – requires manager access for login.

[http://easyentryonline.com/clientssetup/index.php?myid=\[clientID\]](http://easyentryonline.com/clientssetup/index.php?myid=[clientID])

This form records the client’s choices regarding online display, contacts by the public and payment transactions. It also allows designation of additional managers. Changes are expected to be infrequent but certain data are critical and must be kept current.

ADMIN LOGIN –requires admin access for login.

[http://easyentryonline.com/EEO/admin/index.php?myid=\[clientID\]](http://easyentryonline.com/EEO/admin/index.php?myid=[clientID])

This provides access to forms for setting up an event or for routine management of events. (Admin also has access to all of the password-protected pages below.

CREATE ACCOUNT

<http://easyentryonline.com/EEO/accounts/create-an-account.php>

UPDATE ACCOUNT LOGIN – myid will display your logo but is optional.

[http://easyentryonline.com/EEO/accounts/acctstart.php?myid=\[clientID\]](http://easyentryonline.com/EEO/accounts/acctstart.php?myid=[clientID])

ENTRANT LOGIN – requires an event number.

[http://easyentryonline.com/EEO/entry/index.php?myid=\[clientID\]&evtid=\[event#\]](http://easyentryonline.com/EEO/entry/index.php?myid=[clientID]&evtid=[event#])

IMAGE GALLERY LOGIN – requires assigned access for login.

[http://easyentryonline.com/EEO/artistgallery.php?myid=\[clientID\]](http://easyentryonline.com/EEO/artistgallery.php?myid=[clientID])

This gallery displays all *entered* artworks in exhibits not marked Past or Hidden.

JUROR LOGIN – requires event number and assigned access for login.

[http://easyentryonline.com/EEO/juror/index.php?myid=\[clientID\]&evtid=\[event#\]](http://easyentryonline.com/EEO/juror/index.php?myid=[clientID]&evtid=[event#])

Body of Work exhibits *only* display in the jurors’ gallery and for admin.

ARTISTS' GALLERY requires event number

[http://easyentryonline.com/EEO/juror/index.php?myid=\[clientID\]&evtid=\[event#\]](http://easyentryonline.com/EEO/juror/index.php?myid=[clientID]&evtid=[event#])

Allows artists accepted into an individual artworks event to view all artworks accepted for the event and identify which of their artworks must be delivered for the exhibit.

GALLERY A – requires event number

[http://easyentryonline.com/EEO/galleryA/index.php?myid=\[clientID\]&evtid=\[event#\]](http://easyentryonline.com/EEO/galleryA/index.php?myid=[clientID]&evtid=[event#])

This gallery displays the accepted images in current events. It can be set for viewing only or for sales. See Chapter 11 for sales information.

GALLERY B – event number is optional

[http://easyentryonline.com/EEO/galleryB/index.php?myid=\[clientID\]&evtid=\[event#\]](http://easyentryonline.com/EEO/galleryB/index.php?myid=[clientID]&evtid=[event#])

This gallery displays the accepted images in current events. It can be set for viewing only or for sales. If the event number is included, it displays the gallery for that event; otherwise it displays a list of available events. See Chapter 11 for sales information.

ARCHIVE GALLERY

[http://easyentryonline.com/EEO/archive/index.php?myid=\[clientID\]](http://easyentryonline.com/EEO/archive/index.php?myid=[clientID])

This gallery displays the accepted images for each event that has been marked Past.

ON-SITE SALES ADMIN LOGIN – requires assigned access for login.

[http://easyentryonline.com/EEO/salesadmin/index.php?myid=\[clientID\]](http://easyentryonline.com/EEO/salesadmin/index.php?myid=[clientID])

Current events are listed for selection at login. The selected event is displayed as a catalog of accepted artworks and their sale status. Sales made on-site or by phone can be recorded and receipts printed. It allows sales tax and shipping costs to be adjusted as appropriate for the sale conditions. It also includes a button for resetting an artwork's sale status to Sold, Sale Pending or For Sale.

APPENDIX B

CREATING A CATALOG AND WALL TAGS

Introduction

Our intent is to provide the data needed to develop a basic catalog of accepted artwork in a form that does not constrain the catalog format. We decided on a comma separated value (csv) file format for the download because it offers a great degree of flexibility in the way it can be processed. The data can be selectively merged into a catalog formatted in inDesign or in Word. If the data is not to be merged but imported directly into a word processor, Excel offers a variety of powerful tools for manipulating the data into the desired form prior to the import.

Merging the data into inDesign or Word requires familiarity with the tools offered in each application. This appendix will offer some tips and examples but the user is encouraged to use the relevant application's documentation to learn about these tools. The time spent on learning will be returned many times by the time saved in preparing future catalogs.

If you have a need for data that is collected by the Easy Entry Online application but not included in the download, please let us know.

There is one technical issue that can be addressed here because it is relevant for all of the methods discussed below. When the downloaded file is opened, the first column will either be serially numbered, indicating that tag numbers were assigned by admin or it will be all zeros; we will assume zeros for our example. Because we want our sample catalog to be numbered, we'll use Excel's serial numbering tool to assign numbers as part of the Introduction. Type 1 in the A2 cell (under TagID) and put 2 in the A3 cell; select the two cells and drag the lower right corner of A3 down to the last row with data. All rows are now serially numbered as they would have been if admin had assigned tag numbers.

Merging Data in Word

If you create your catalog in Word, you should consider creating it using *mail merge*, which may be Word's most misleading name for a function. In addition to printing customized letters and envelopes, you can create name tags, a directory or, in our case, a catalog. By creating a catalog *main document* using *merge fields* in Word, the time required to produce catalogs can be greatly reduced. A merge field stands in place of a column in the *data source*, which may be any one of several tabulated formats, including an Excel file. Upon merging, each row in the data source replaces corresponding merge fields in the main document. The following description is for Word 2016 for Mac; other versions may have different locations for the menus and commands, but the commands and methods exist in all versions. Use the Help menu to get details for your version.

First open the downloaded *catalog.csv* file in Excel and save it as an Excel workbook. Then open a new document in Word: In the document menu bar select *Mailings*, which displays the merge menu. Select *Start Mail Merge* and select the broadest category—in our case, that is *Directory*. Within the document that appears, establish the relationship with the data source by choosing *Select Recipients* and *Use an Existing List* to open the

Excel file of catalog data. Then select Write & Insert Fields > *Insert Merge Field* from the menu to see a list of the column headings in the Excel file from which to select the appropriate column, say TagID. This will place a merge field called TagID into your document. Now type a period, then a tab after TagID. Return to Insert Merge Field to select Attribution. Follow Attribution with two spaces and an open parentheses, *Insert Merge Field City_State* and follow it with a close parentheses. The *Preview* of the merge will depend on the entrants to your event but will look like this:

1. John Brown (Madison, WI)

Move to a new line and Insert Merge Field for Title, then a new line for Media followed by a tab, then \$ and a merge field for Price. What you see in the preview is:

1. John Brown..(Madison, WI)
Naked Fields in Winter
Oil on fiber board \$200

Notice that we have entered a new line (SHIFT-RETURN) for all except the last line, which is ended with a new paragraph (RETURN). The reason is so that the entire entry can then be formatted as a paragraph for tabs, paragraph spacing, etc.

One issue that is not treated very clearly in Word's Help menu is how to format or style the merge fields. (Any formatting in the data source is ignored.) For example, if you want the artist's name in bold: you must first turn on bold (CMD-B), then insert the merge field followed by a space, then turn off bold (CMD-B). The same applies to using italic or any other character format. Likewise for styling; go to the Home menu to turn on the Styles Pane, which will stay with you when you return to the Mailings menu. then select the style to turn it on, insert the merge field followed by a space, then turn the style off by selecting a different style, e.g., plain or normal. Deleting what we have done so far and repeating the process following these rules to apply bold to the artist name, italic to the title and after resetting tabs, results in:

1. **John Brown..**(Madison, WI)
Naked Fields in Winter
Oil on fiber board \$200

We will now select *Finish and Merge* in the Mailings menu and Edit individual documents. The result is a new, editable Word document with a single column of entries formatted as in the main document with each entry having the values taken from a row in the data source document. You can either use this as the base for starting your catalog, or copy and paste the column(s) into a Word template for your catalog.

If you plan to use the same catalog format consistently, save the main document, and you will need only to establish a connection between it and the next downloaded catalog.csv file to produce your next catalog.

Tip: Applying styles rather than using keyboard commands to apply character format offers greater flexibility in dealing with the final document as modifying the styles will affect the entire document, which is not true for the character formatting. This also applies if the Word text is *placed* in inDesign.

Merging Data in inDesign

Inserting merge fields in inDesign is similar but some of the commands and options are labeled differently and there are more options for layout. In earlier versions, the *data merge* function was found in Window > Automation; it is currently in Window > Utilities. The essential steps are the same as for Word: establish a connection with the data source so that a list of field options (column headers) can be presented for selection; place the merge field into the document; preview the results; create the merged document. However, there are a number of process differences due to the flexible layout options available in inDesign.

A text box must be created into which the merge field(s) can be placed along with any supplemental text. One or more merge fields can be placed in a text box with multiple text boxes then arranged into the desired layout or all of the merge fields can be placed and arranged in a single text box, similar to the arrangement of the merge fields in a single paragraph in Word.

Character styles can be applied to a text box, affecting all text within it, including the merge fields, or styles can be applied to individual merge fields or blocks of text within a text box.

Tabs and indents apply to individual text boxes.

The variability of line length, particularly for titles and media, makes it difficult to anticipate the required size of the text box(es). This would likely make some post-merge editing of the merged document necessary. Depending on your typical catalog data this could make merging and editing in Word and placing the resulting column into inDesign more appealing.

Editing a Text File

If you cannot or choose not to merge, you can modify the data using Excel's tools before saving it as a tab-delimited file to be opened in Word or another word processor. Excel's font styling will not be preserved but Word's vertical block feature can be used to style individual columns, as we will describe below.

NOTE: What follows seems tedious, but once learned the process as described here can be done in about 20 minutes and is far, far less tedious than typing the entire catalog.

You can perform the following operations on the downloaded csv file or an Excel file. The first step is to delete any unnecessary columns from the file. For our example, we have deleted all except the following columns:

TagID	Attribution	City_State	Title	Media	Price
1	Fred Brown	Madison, WI	Naked Fields in Winter	Oil on fiber board	200

Our first step is to add two decimal places to the TagID numbers, the use of which will be explained below. Select the TagID column, then Format > Cells > Number > 2 decimal places.

Now we will use Excel's CONCAT function to format the City_State column. First we need to insert a new column to hold the results of our concatenation. Insert a new column after the City_State column .(In our version of Excel, we select the Title column, then

Insert > columns._ Type a heading for the new column, such as City_State2. We want to put parentheses around the city-state text and two spaces in front of the result. In cell D2 under City_State2, type =CONCAT(“ (“,D2,””). Notice the quotes around the added text but not around the cell reference and the three elements are separated by commas. Pressing return shows the result. Select D2 and drag it down to the last row with data, then press CTRL-D or use Edit > Fill > Down. The format will be applied to all rows.

We no longer need the original City_State but, if we delete it now, we’ll mess up the City_State2 column which is dependent on it. We can cure that by selecting and copying all of the cells in column D and using Edit > Paste Special > Text to replace the formulas in column D with the text. The values are no longer dependent on City_State so that column can now be deleted.

If you want a \$ on your prices, select the price column and use Format > Cells > Number > Currency > zero decimal places and Symbol \$. Now we can SAVE AS a Tab delimited text file and open the saved text file in Word.

Upon opening the file in Word, it is best to SAVE AS a Word document. Then stretch the window to full screen width; select File > Page setup > Page size > Manage Custom Sizes and create a custom size that is 22 inches wide. The other settings are immaterial for now. After applying the new style, set tabs so that each column is isolated, i.e., no column intrudes into another column. Reducing the font size can be helpful because readability is not important at this stage. When the columns are isolated, you may notice that every element with a comma has quotes around it. These were added during the export process to distinguish commas in text from the commas that are used to separate the columns. We’re now using tabs to separate the columns so we can get rid of the quotes by using Word’s Find and Replace function.

Select All then Edit > Find > Replace, then using Word’s symbol for tab (^t), Find ^t” (tab, quote) and replace all with ^t (dropping the open “). Follow this up with Find “^t (quote, tab) and replace all with ^t (dropping the close “). Now we are ready to apply one of the best kept secrets in Word—the *vertical block*.

Place the cursor in front of the first artist’s name, hold down the Option (Alt) key and drag the cursor down to be in front of the last City_State item; do not capture any part of the City_State2 column. When the artist column is selected, you can apply a font style; in our case **bold**. Note: In some cases, the number of rows that can be selected as a vertical block is limited and you may need to select the column incrementally. In our setup, we’ve had success selecting 40 rows at a time. When you’re done with the artists, use a vertical block to select the Title column and style it *italic*.

What happens next depends on how you want to format the catalog. We’ll use the same format we used when merging.

To eliminate the tab between the artist and the city-state, we again use Find & Replace to Find: tab, space, space, open parentheses and Replace it with: space, space, open parentheses, dropping the tab. Next we replace all tabs in the document with a new line, (caret lower case L: ^l). Doing that placed the number on a line above the artist’s name. Now we’ll use the decimals we added earlier to correct that by Find period, 00, new line (.00^l) and Replace with period, tab (.^t). This places the number on the same line as the

artist's name. If the tab is not needed, we could have replaced it with a space during the Find & Replace.

You can see that the two added decimals simply served as a marker to distinguish that new line from the others on the page. This illustrates an important and powerful point. We can creatively use Excel's CONCAT function to add markers in the Excel or csv file to support our formatting the catalog using Word's Find & Replace functions. For example, instead of the two decimals, we could have added .q@# to the number and achieved the same purpose as we did with the decimals. If we wanted to use the last name in bold, followed by a comma space and the first and middle names, we could re-order the name columns in Excel and put distinct markers after the last name and first name using CONCAT. Those markers could be used in Word to insert a comma and space after the last name and a space after the first name during the preparation of the catalog. The aim of this section of the appendix is not to show how to format the catalog; it is to show how you can format it pretty much any way you like by processing the downloaded data creatively using the tools available in spreadsheet, word processing and page layout applications.

APPENDIX C

PAYPAL SETTINGS

The full benefit of Easy Entry Online is available only if the PayPal account has been set up appropriately and the required PayPal information is entered into the client setup form. The details in this guide relate to the PayPal interface in use currently. If your PayPal interface seems inconsistent with this guidance, please let us know by email or phone.

You must set your PayPal account for PDT and IPN to record entry fees. If you will offer artwork for sale online, the additional sections below are either necessary or pertinent.

Setting PayPal for PDT and IPN — *required to auto-record entry fees.*

After logging in to your PayPal account, click on the gear-shaped icon in the upper right and select Account Settings. On the Account Settings page, look in the sidebar for BUSINESS PROFILE and select *Business information* to make a note of your PayPal Merchant ID, one of three things you need to enter in client setup. Then, under PRODUCTS & SERVICES, select *Website Payments* to see a list of choices.

Click the update link for *Website preferences: Bring customers back to my website after they pay with PayPal*. On the Website Payments Preferences page, do the following:

1. Auto Return must be turned **On** and a return URL must be entered. If you use a return URL for some other purpose, you may keep it; the Easy Entry payment process will ignore it for entry fee and purchase payments. If you do not use it for other purposes, please enter: <http://easyentryonline.com/altreturn.php> and click **Save**.
2. Payment Data Transfer (PDT) must be turned **On**. IMPORTANT: Carefully copy and retain the PDT Identity Token (no terminal spaces) to later paste into client setup
3. PayPal Account Optional should be turned **On**. This allows payers without a PayPal account to pay with a credit card. All other settings on this page should be **Off** or **No** unless you have a specific reason for a different setting.

Select “Back to Profile” at the upper left and select the *Update* link opposite *Instant payment notifications*. Depending on whether IPN has already been enabled, you should click on either *Choose IPN Settings* or *Edit settings*, either of which will take you to the IPN settings page.

Here you must enable *Receive IPN Messages*. If you are already using IPN, you can leave your URL in place. If you are not using IPN, please enter <http://easyentryonline.com/altnotify.php> as this has the potential for providing useful information when an entrant has not used the correct process for a fee payment. **Click Save before leaving that page.**

You are now ready to enter your PayPal primary email address, business ID and PDT Token in the client setup page.

NOTE: When IPN is enabled, clicking on the Update link next to *Instant Payment Notifications* displays the current settings and, in the text above, a link to the *IPN History* page. IPN messages are normally not viewed; they are sent to an IPN receiver for automatic updating of a related database. For all Easy Entry payments, the IPN is sent to an Easy Entry IPN listener for updating your payment records. However, the IPN messages are stored for 28 days and can be retrieved from the *IPN History* during that period. If anomalies in the payment process occur, reviewing the related IPN messages can be very helpful in finding out what happened.

Setting State Sales Tax Rate for Sales

After logging in to your PayPal account, click on the gear-shaped icon in the upper right and select Account Settings. Then in the sidebar under Account Settings, look for ACCOUNT & SECURITY and select *Payment Preferences* to see the Sales Tax option. Select your state and enter the sales tax rate as a percentage and Save. (If you have a physical presence in multiple states, you might need multiple PayPal and Easy Entry Online client accounts.)

Setting the sales tax this way only affects artwork sales. Easy Entry is not aware of any state that imposes sales tax on entry fees and our exchanges with PayPal are such that tax is never collected by PayPal on entry fees. However, the tax profile of states can change. If your state requires collection of a tax on entry fees, please notify Easy Entry to see if we can accommodate that requirement. In the meantime, you would need to include the tax in the entry fee.

Ship Only to Confirmed Addresses

Also on the Account Settings page under ACCOUNT & SECURITY, select Payment Preferences to update the Block Payments option where you can choose to block various payments. Easy Entry recommends two in particular: *Block accidental payments* and *For the items not sold on eBay, only allow payments from customers with confirmed addresses*. Easy Entry Online is designed to prevent multiple payments so *Block accidental payments* is simply added insurance. Requiring *confirmed addresses* deserves more explanation: It limits shipping to the address associated with the credit card or PayPal account. This is intended to protect against unauthorized use of a credit card. Although it means that artwork intended as a gift has to be received by the buyer before sending it to a third party, this negative does not, in Easy Entry's opinion, outweigh the additional security provided by confirmed addresses. Additional information regarding PayPal's seller protection can be seen at:

<https://www.paypal.com/us/webapps/mpp/security/seller-protection>

Setting Shipping Charges for Individual States or Regions

The PayPal options for shipping calculations provide more flexibility than Easy Entry Online can accommodate within its system. Setting up different regions with non-overlapping sets of states and territories seems straightforward, but any broader use

requires some creativity and more details than Easy Entry can provide. We can help you to find the options but must leave it to you to decide how to use them.

Still on the Account settings page, in the sidebar under PRODUCTS & SERVICES, select Shipping, then Shipping Calculations to see the default Domestic Shipping Methods, which is likely to be marked Free Shipping in the second column and Active in the last column. If you are going to set shipping charges for individual or groups of states, you could delete this method but the better choice might be to make it inactive by checking the box in column 1 and selecting Edit.

By selecting Add Another Shipping Method, you can select individual or groups of states and set the charges applicable to each artwork shipped to those destinations. Easy Entry will send the number of artworks; the confirmed address determines the destination.

If you need additional help setting up your PayPal account, please contact:

support@easyentryonline.com

Include your phone number and the nature of your problem.

FIGURES

Client Setup Form Parts 1 – 3	<u>33</u>
Event Setup Forms Parts 1 – 3	<u>36</u>
Event Manage Forms Parts 1 – 5	<u>39</u>
Artwork Entry	<u>45</u>
Juror Display — Individual Artwork	<u>46</u>
Admin Accept Individual Artwork	<u>47</u>
Admin Accept Groups	<u>48</u>
Juror Display — Body of Work	<u>49</u>
Admin Accept — Body of Work	<u>50</u>
On-Site Sales Catalog	<u>51</u>
On-Site Sales Form	<u>52</u>
On-Site Sales Receipt	<u>53</u>
Gallery A — Viewing or Sales	<u>54</u>
Gallery A — Online Sales Form	<u>55</u>
Gallery B — Viewing or Sales	<u>56</u>
Gallery B — Online Sales Form	<u>57</u>
Gallery B — Online Sales Receipt	<u>58</u>

CLIENT SETUP FORM Pt 1

View or Print a list of your Easy Entry Online URLs.

These URLs may be posted on your website as links or delivered to users by other means, e.g., in the prospectus for entrants. They will bring users to the corresponding entry, login or public gallery pages. Admin access is assigned by admin in the Admin Setup page.

Your URLs

Your current deposit amount is \$102.

The amount will be reduced by \$2 for each paid entrant to an event. You can add to the deposit at any time. (Whole numbers only please, no decimal or \$.)

amount to add Go to PayPal

Your PayPal Account

Payments will not be processed and recorded if your PayPal primary email address, PayPal Business ID and PDT Token entered below are not correct and current.

Please consult Chapter 10 of the [Guide](#) for critical information on the settings to be made in your PayPal account to ensure payments are credited in the database.

Your Primary PayPal Email: Guide 2.4.4.1

fred@recast.com

Your PayPal Business ID: Guide 2.4.4.2

28SXZPBKN74LE

Your PDT Return Token: Guide 2.4.4.3

0asjzr7xPeLcG-QBX2bJ453KUZPQJkWrUt1vt2QnHkuVIVrJdLoAjpgVZSLy

Submit

Figure 1.1

CLIENT SETUP FORM Pt 2

Record basic business data:

Enter the business name as you want it to appear in page headings (up to 50 characters).

The Public Contact Email and up to two additional CC email addresses will receive email reports of significant errors. Entrant initiated emails go only to the Public Contact Email.

Enter complete URLs. (http://...) URLs should not end with a slash.

Current settings are shown. You may add, delete or correct information at any time. You may need to refresh (reload) the page to see updated logos.

Business Name:

You can limit juried entries or shipping for online sales to your home state or broader areas. The sales tax rate you enter here will be used to prepare receipts for online sales using galleryB and for on-site sales using salesadmin. You must also set your state's sales tax rate in your PayPal account for the tax to be collected from buyers in your state. Enter the tax rate as a percentage.

Business Location:

State Sales Tax (%):

The "Public Contact" entries here will be available on certain pages for entrants to request information or assistance. In some cases, messages concerning entrant errors are emailed to the Public Contact with copies to the ccEmails.

Public Contact Title:

Public Contact Phone: (555-555-5555[-Ext])

Public Contact Email:

CC Email 1:

CC Email 2:

Figure 1.2

CLIENT SETUP FORM Pt 3

Gallery Contact:

Separate from the contacts above, although they may be the same, the phone and email address entered here will be displayed in the public sales/viewing galleries and satisfy the requirement in the PayPal Account User Agreement for customer service contacts.

Gallery Phone:

Gallery Email:

Alternative Payment:

In addition to payment of entry fees through PayPal, you can elect to allow direct payment by check or credit card. (Be sure to include the address and phone number in the Terms of Entry and/or Prospectus.) Direct payments need to be recorded by admin using the event management option for that. See Guide 2.4.5

Allow direct: check card both none

Home URL: Your business website.

URL for Terms of Entry: Optional: See Guide 2.4.7

URL for Terms of Purchase: Optional: See Guide 2.4.8

Add or Replace Logo: Guide 2.4.9

 No file chosen

Your logo (png or gif) should have a transparent background. If the width of your logo is significantly less than the height or more than four times the height, it will not display well in the spaces provided for it. No dimension should be less than 200 pixels.



Figure 1.3

[RETURN](#)

EVENT SETUP FORMS Pt 1

Review names and characteristics of your events.

Forest Life <input type="button" value="v"/>	Event Names	After review you can edit the settings.
<input type="button" value="Review Settings of Event"/>		

Set up a new event.

Please review your settings. You can make corrections, if needed, and re-submit the form. You must **clear the form** if you want to set up an additional new event.

Event Name: <input type="text" value="My Event"/>
TYPE OF EVENT: <input checked="" type="radio"/> Jurying of individual artworks. <input type="radio"/> Artists selected based on body of work.
INFORMATION REQUIREMENTS: More Information <input checked="" type="radio"/> Require full contact information. <input type="radio"/> Require name, city, country and email only.
IMPORTANT DATES - <i>optional - for individual artwork events only</i> : More Information The <i>Open to Entry</i> and <i>Closed to Entry</i> dates will be used to open and close the event to artwork entry. The close date will also be used to send automatic reminders to artists who have entered an event but not yet paid the fee three days before the event will be closed to entry. Open to Entry: <input type="text" value="0000-00-00"/> Close to Entry: <input type="text" value="0000-00-00"/>
GEOGRAPHICAL AREA FOR ENTRY: More Information <input type="radio"/> Client's state only. <input type="radio"/> Contiguous 48 states & District of Columbia: Excludes Alaska and Hawaii. <input checked="" type="radio"/> Domestic US: 50 states + D.C. + Puerto Rico. <input type="radio"/> NAFTA: Domestic US plus Canada and Mexico. <input type="radio"/> Any unembargoed country. (247 countries) <input type="radio"/> Regional: Select States Below

[Click to Select Region States](#)

NUMBER OF ENTRIES AND FEE: You must set both the total number of entries allowed for the event and the number covered under the base fee; they may be the same. (Numbers only; do not enter \$, commas or decimals).	
Maximum Total Number of Entries Allowed: <input type="text" value="5"/>	Base Fee: <input type="text" value="25"/>
Number of Entries Covered by the Base Fee: <input type="text" value="5"/>	Each Extra Entry Fee: <input type="text" value="0"/>

Figure 2.1

EVENT SETUP FORMS Pt 2

TERMS OF ENTRY: [More Information](#)
Default Terms will apply to all events except those for which event-specific Terms (e.g., a PDF copy of the prospectus) have been uploaded.

- Use Terms posted on client site if URL entered in client setup.
- Use default Terms uploaded previously or with this submission.
- Use Terms specific to this event uploaded with this submission.

No file chosen

PRICING REQUIREMENTS:
This controls the pricing information the artist is allowed to enter.

- Sale is required; Price on Request is not allowed.
- Sale is required; Price on Request is allowed.
- Sale is optional; Price on Request is not allowed.
- Sale is optional; Price on Request is allowed.
- No price entry; no price display: Shipping Area must be 0.

TERMS OF PURCHASE: [More Information](#)
The Terms of Purchase can be posted on your site or they can be uploaded here as a PDF file. A link to the Terms will appear in the online sales galleries.

- There are no Terms of Purchase. (Not allowed for Areas 2 - 5 below.)
- Use Terms posted on client site with link URL in client setup.
- Use default Terms uploaded previously or with this submission.
- Use Terms specific to this event uploaded previously or with this submission.

No file chosen

GEOGRAPHICAL AREA FOR SHIPPING PURCHASES: [More Information](#)
The selection will be effective only if the online galleries are set for sales.

- 0. Artwork will not be sold.
- 1. To be agreed: Displays only the client's sales contacts.
- 2. Client's state only.
- 3. Contiguous 48 United States and District of Columbia.
- 4. Domestic US: 50 states+ District of Columbia + Puerto Rico.
- 5. PayPal Calculation: Terms of Purchase provides areas and costs.
- 6. Pickup Required. (No Shipping)

SHIPPING AND INSURANCE CHARGES: [More Information](#)
For Areas 0 and 1, should be zero or blank; entries will not be used.
For Areas 2 - 4, both are required.
For Area 5, insurance rate is required; shipping rate must be zero or blank.
For Area 6, both must be zero or blank.

\$ Shipping flat rate in whole dollars.

% Insurance rate as a percentage of artwork price. (1% - 2% is common)

Figure 2.2

EVENT SETUP FORMS Pt 3

Change Event Date(s) and Get List of Event Number are not displayed.

Restore a Past or Hidden Event to Closed Status

This restores admin access to an event if needed and lists the event for display in the imagegallery. (Hidden events may have no images.)

Select Event: <input type="text" value="↓"/>
<input type="button" value="Change Status"/>

Display Current Administrators

<input type="button" value="Submit"/>

Assign, Change or Remove Administrator Access

Admin: <input type="radio"/>	Sales: <input type="radio"/>	Image Gallery: <input type="radio"/>	Remove Access: <input type="radio"/>
Select by contactNbr:	<input type="text"/>		
OR			
Select by name:			
First Name:	<input type="text"/>		
Last Name:	<input type="text"/>		
<input type="button" value="Submit"/>			

Download CSV (MS Excel) Lists.

<input type="radio"/> All Entrants (# entered/accepted)	<input type="radio"/> All Buyers (# of artworks purchased)
<input type="radio"/> *All events with entrants/accepted	<input type="radio"/> All sales with event, title and buyer
<input type="radio"/> All Jurors with # of events juried	<input type="radio"/> All jurors and the events they juried
*Can be a large file if many events hosted.	<input type="radio"/> Tourists (if <i>never</i> entered, # events)
<input type="button" value="Download"/>	

Figure 3.3

[RETURN](#)

EVENT MANAGE FORMS Pt 1

Change an event's status.

Open allows entrants to enter entry. *Closed* allows the juror to view the entry. *Past* and *Hide* do not display in entrant, juror and other admin selection lists. *Past* events display in the online archive gallery.

Select Event:	<input type="text" value="Freak Fotos is Closed"/>
Select Status:	Open: <input type="radio"/> Closed: <input checked="" type="radio"/> Past: <input type="radio"/> Hide: <input type="radio"/>
<input type="button" value="Change Status"/>	

Review or Change an entrant's fees and 'Fee Paid' status.

This will display an entrant's entry count and fees due, allowing you to compare the data with the amounts received before adjusting the entrant's records.

Select Event:	<input type="text" value="Freak Fotos is Closed"/>
Select entrant by contactNbr:	<input type="text"/>
OR Select artist by name:	
First Name:	<input type="text"/>
Last Name:	<input type="text"/>
<input type="button" value="Review entrant Status"/>	

Change an entry's 'Show to Juror' status.

Select Event:	<input type="text" value="Freak Fotos is Closed"/>
Select entrant by contactNbr:	<input type="text"/>
OR Select artist by name:	
First Name:	<input type="text"/>
Last Name:	<input type="text"/>
<input type="button" value="Continue"/>	

Figure 3.1

EVENT MANAGE FORMS Pt 2

Assume the identity of an entrant.

Perform all online entry activities for an entrant. (This will log you out as admin.)

Select Event:	<input type="text" value="My Event is Open"/>
Select entrant by contactNbr:	<input type="text"/>
OR Select artist by name:	
First Name:	<input type="text"/>
Last Name:	<input type="text"/>
<input type="button" value="Become the entrant"/>	

Display Current Jurors.

<input type="button" value="Submit"/>

Assign or Remove a juror for an event.

A juror must have an account and password before assignment.

Select Event:	<input type="text" value="My Event is Open"/>		
Assign juror numbers 1 to 5 for individual artwork jurors; 1 to 10 for body of work jurors. (Ignore juror number for removal.)			
Assign juror number:	<input type="text" value="1"/>	by contactNbr:	<input type="text"/>
OR by name:	First Name: <input type="text"/>	Last Name: <input type="text"/>	
Assign:	<input checked="" type="radio"/>	Remove:	<input type="radio"/>
<input type="button" value="Submit"/>			

Assume the identity of a juror.

Select Event:	<input type="text" value="My Event is Open"/>		
Enter jurorNbr (1 to 5):	<input type="text"/>	OR contactNbr	<input type="text"/>
OR by name:	First Name: <input type="text"/>	Last Name: <input type="text"/>	
<input type="button" value="Be This Juror"/>			

Figure 3.2

EVENT MANAGE FORMS Pt 3

Display statistics for individual artwork exhibits.

The data will be displayed on your browser where you can copy it for sharing.

Select Event:

Get List of Your Event Numbers.

The data will be displayed on your browser where you can print or copy-paste it.

Mark Juried Entries or Artists Accepted.

This takes you to a page that allows you to designate which individual entries or body of work artists are accepted for exhibit—based on the juror's total scores.

Select Event:

Set Catalog & Tag No. for Accepted Entries.

This number will be included in the CSV Catalog and Tag export below and helps to ensure the wall tags and catalog are coordinated..

Select Event:

Assign Tag Numbers Remove Tag Numbers

Figure 3.3

EVENT MANAGE FORMS Pt 4

Add Tag No(s) for Entries Accepted Late.

This should be used when additional entries are marked accepted after the event's catalog preparation has started. It appends the new entries to the end of the already assigned tag numbers. If catalog preparation has not started, remove the tag numbers (above) and re-set.

Select Event:

Display an online public gallery of accepted entries in a current event.

Select Event to Display:

Display gallery for on-site sales but online viewing only.

Display gallery for both on-site and online sales.

Stop displaying selected gallery.

Display data for individual artwork exhibits.

The "Entries" choices display entry and entrant information. The "entrants" choices display contact information with entry data and any amount of Fee Due.

Each list is displayed in a browser page where it can be saved as text if your browser permits, or it can be copied and pasted into a text processor and saved as a comma separated (.csv) file which then could also be opened in a spreadsheet like Excel.

Select Event:

Paid Entries Entered Accepted Not Accepted

Paid entrants Entered Accepted Not Accepted

Not Paid Entrants Tourists (Logged in but no entry)

Figure 3.4

EVENT MANAGE FORMS Pt 5

Download CSV (MS Excel) Files for individual artwork exhibits.

Select an Event

<input type="radio"/> Accepted Entrants with Accepted Entries	<input type="radio"/> Paid Entrants Not Accepted
<input type="radio"/> Unpaid Entrants	<input type="radio"/> Paid Entrants
<input type="radio"/> Buyer's Purchases	<input type="radio"/> Artist's Sales
	<input type="radio"/> All Referral Sources
	<input type="radio"/> All Entrants (All Events)

Download Accepted Images & Related Data.

Downloaded images are the original images uploaded by the artist; the image file name correlates with the filename column in the corresponding data file. The data file also includes the artist's name, city and state and the artwork's title, media, size and price. Price = 1 means Price on Request; Price = 0 means Not for Sale.

Select Event:

Select Event:

Download Catalog & Wall Tag Data.

Downloads a partially formatted file. See Guide Appendix B.

Select Event:

View & Print Shipping List.

Supports the receiving and shipping of exhibited artworks.

Select Event:

Figure 3.5

EVENT MANAGE FORMS Pt 6

Display or Download data for body of work exhibits.

Displayed data can be copied from the browser as a text file.
Downloaded data will be a csv (Excel) file.

Select Event:

Display Download

Remove artist's artwork from body of work exhibit.

This will delete the artist's statement, juror scores, image data and images for the selected artist and exhibit. The artist's account and participation in the exhibit will be retained in the database and included in event statistics.

Select Event:

Select artist by contactNbr:

OR Select artist by name:

First Name:

Last Name:

Display or Download Artwork Sales Data.

Displayed data can be copied from the browser as a text file.
Downloaded data will be a csv (Excel) file.
Use only one option at a time. Dates must be in the form: **yyyy-mm-dd**. (2020-02-02)

Order No:

Order Range:

Order Date:

Date Range:

Display Download

Figure 3.6

[RETURN](#)

ARTWORK ENTRY

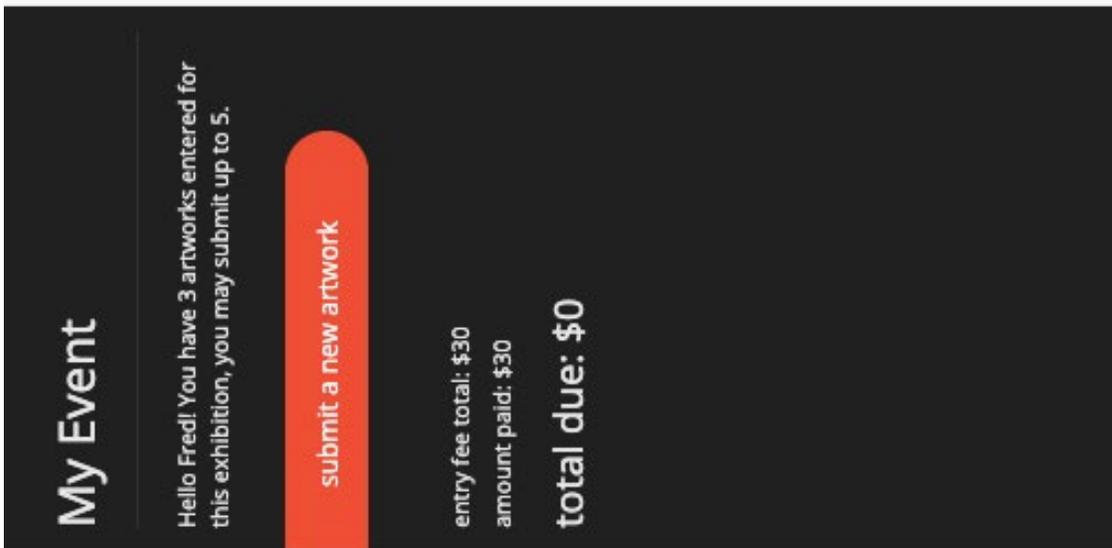
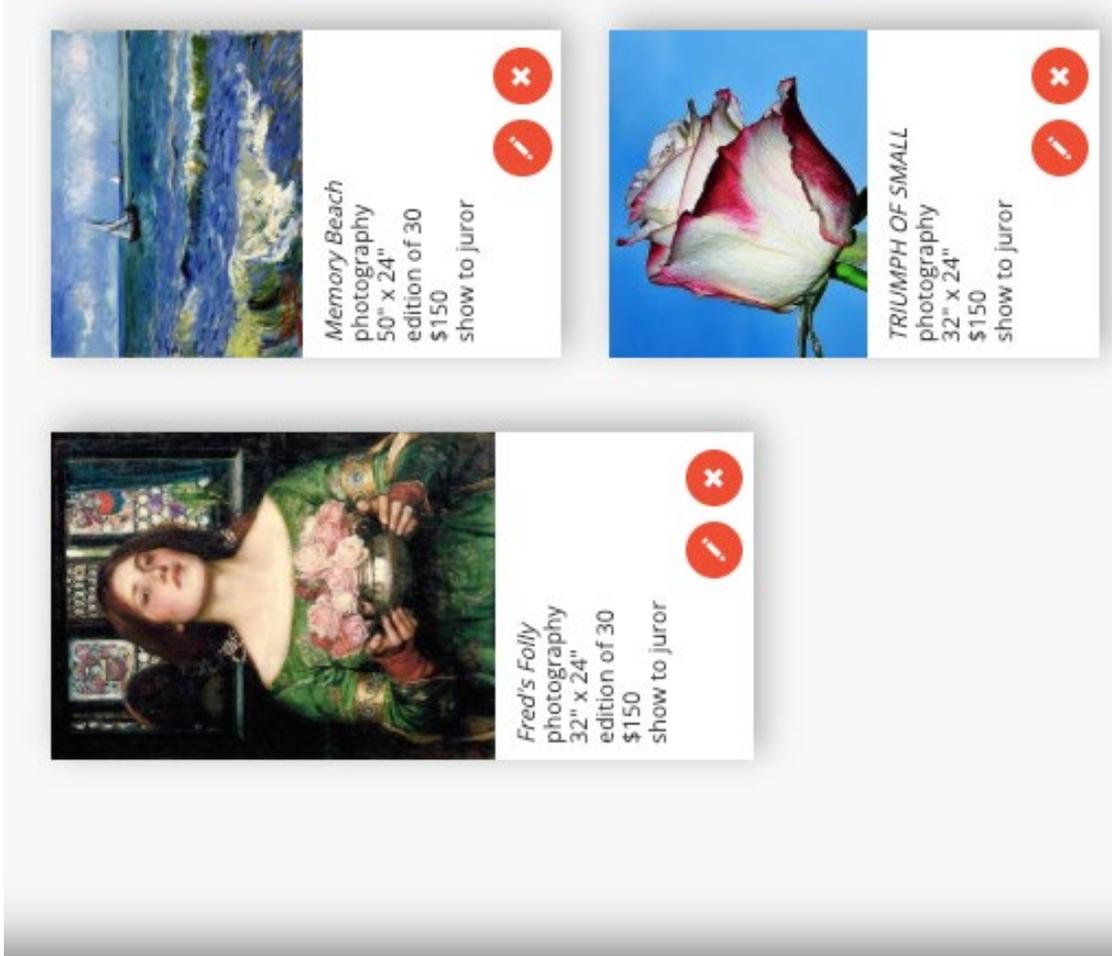


Figure 4

[RETURN](#)

JUROR DISPLAY — INDIVIDUAL ARTWORK

[LOG OUT](#)

Sort By:

- Image ID
- Current Score

For an exhibit with several hundred entries, you can choose to display pages of 100 entries each. This can speed the page reloading after scoring an artwork.

[Display Pages](#)

[Juror Guide](#)

No. 1 of 5 ID: 1_23_5
Title: *Fred's Folly*
Media: photography
Size: 32" x 24"
Score: 0

Score Artwork:
 0 1 2 3 4 5



No. 2 of 5 ID: 1_23_6
Title: *Memory Beach*
Media: photography
Size: 50" x 24"
Score: 0

Score Artwork:
 0 1 2 3 4 5



No. 3 of 5 ID: 1_23_7
Title: *TRIUMPH OF SMALL*
Media: photography
Size: 32" x 24"
Score: 0

Score Artwork:
 0 1 2 3 4 5



No. 4 of 5 ID: 1_26_1
Title: *Fool's Gold*
Media: photography
Size: 32" x 24"
Score: 0



Figure 5.1

[RETURN](#)

ADMIN ACCEPT INDIVIDUAL ARTWORK

RETURN

Select a list to display:

- All
- Accepted
- Short List
- Accepted + Short List

Mark Groups

Marking Guide

No. 1 of 5 1-23-5
Title: Fred's Folly
Media: photography
Size: 32" x 24"
Total Score: 5

Award: (Use
 betwn two)

Mark Status as:

- Accepted
- Short List
- Unmarked



No. 2 of 5 1-23-7
Title: TRIUMPH OF SMALL
Media: photography
Size: 32" x 24"
Total Score: 4

Award: (Use
 betwn two)

Mark Status as:

- Accepted
- Short List
- Unmarked



No. 3 of 5 1-23-6
Title: Memory Beach
Media: photography
Size: 50" x 24"
Total Score: 3

Award: (Use
 betwn two)

Mark Status as:

- Accepted
- Short List
- Unmarked



No. 4 of 5 1-26-1
Title: Fred's Gold

Figure 5.2

ADMIN ACCEPT GROUP

RETURN to individual entry display.

To MARK, always work from the top down.
To UNMARK, always work from the bottom up.

5 are currently accepted.

0 are currently on the short list.

Mark 1 with total scores of 5:

- Short List Accepted Unmark

Mark Group

Mark 1 with total scores from 4 but less than 5:

- Short List Accepted Unmark

Mark Group

Mark 1 with total scores from 3 but less than 4:

- Short List Accepted Unmark

Mark Group

Mark 0 with total scores from 2 but less than 3:

- Short List Accepted Unmark

Mark Group

Mark 0 with total scores from 1 but less than 2:

- Short List Accepted Unmark

Mark Group

Mark 2 with total scores less than 1:

- Short List Accepted Unmark

Mark Group

RETURN to individual entry display.

Figure 5.3

[RETURN](#)

JUROR DISPLAY — BODY OF WORK

The Order of Things

[LOG OUT](#)
For Security

You can log out of this page at any time and return later to continue scoring.

Sort Artists By:

- Artist
- Current Score

[Sort](#)

Artists Statement

I suppose like most artists, I'm trying to convey my feelings about the subject of my paintings, which is not always the object in my paintings. I don't want to show others what is in my painting. I want them to experience a certain feeling that I have felt. That may only be possible for a very few of those who see my painting but even if it's only one I'll feel my effort has been rewarded.

This artist has an unpaid \$10 fee.
Your score for this artist is:

0 1 2 3 4 5

ID: 5_26_2
Title: *You are mine!*
Media: Oil
Size: 48" x 32"



ID: 5_26_4
Title: *Fire In the Sky*
Media: acrylic
Size: 32" x 24"



ID: 5_26_3
Title: *Roses are red?*
Media: acrylic
Size: 24" x 18"



Figure 6.1

[RETURN](#)

ADMIN ACCEPT — BODY OF WORK

The Order of Things

Please **LOG OUT** For Security

Marking the artist accepted does not mark the images as accepted. This allows them to be deleted when they are no longer needed.

Artists Statement

I suppose like most artists, I'm trying to convey my feelings about the subject of my paintings, which is not always the object in my paintings. I don't want to show others what is in my painting. I want them to experience a certain feeling that I have felt. That may only be possible for a very few of those who see my painting but even if it's only one I'll feel my effort has been rewarded.

**This artist has an unpaid \$10 fee.
The status of artist 26 is *not accepted*.
Based on 1 jurors scoring,
the total score for this artist is: 5.**

[Change Status](#)

ID: 5_26_2
Title: *You are mine!*
Media: Oil
Size: 48" x 32"



ID: 5_26_3
Title: *Roses are red?*
Media: acrylic
Size: 24" x 18"



ID: 5_26_4
Title: *Fire in the Sky*
Media: acrylic



Figure 6.2

[RETURN](#)

ON-SITE SALES CATALOG

My Event

[LOG OUT](#)

Sort On:

- Title
- Artist

[Sort](#)

Use the Reset button to change an artwork's sales status.

Pickup required.

[Top of catalog](#)

[Bottom of catalog](#)

[LOG OUT](#)

No. 1 of 5 [Reset Status](#)

Title: *Fred's Folly*
Artist: Fred Brown
Size: 32"W x 24"H
Price: \$150
Ship 30 **Ins** 2.25 **Tax** 9.00

[Place Order](#)



No. 2 of 5 [Reset Status](#)

Title: *Memory Beach*
Artist: Fred Brown
Size: 50"W x 24"H
Price: \$150
Ship 30 **Ins** 2.25 **Tax** 9.00

[Place Order](#)



No. 3 of 5 [Reset Status](#)

Title: *TRIUMPH OF SMALL*
Artist: Fred Brown
Size: 32"W x 24"H
Price: \$150
Ship 30 **Ins** 2.25 **Tax** 9.00

[Place Order](#)



No. 4 of 5 [Reset Status](#)

Title: *Fool's Gold*
Artist: Rosie O'Grady
Size: 32"W x 24"H
Price: \$150
Ship 30 **Ins** 2.25 **Tax** 9.00

[Place Order](#)



Figure 7.1

[RETURN](#)

ON-SITE SALE FORM

*First Name:	Middle Name:	*Last Name:
<input type="text" value="Rosie"/>	<input type="text"/>	<input type="text" value="O'Grady"/>
Address 1:	Address 2:	
<input type="text" value="24 Maple St."/>	<input type="text"/>	
City:	*State:	Postal Code:
<input type="text" value="Phoenix"/>	<input type="text" value="Arizona"/>	<input type="text" value="65456"/>
	*Country:	
	<input type="text" value="United States"/>	
<p>*At least one of these is required; email is preferred.</p>		
Main Phone:	Alternate Phone:	Email:
<input type="text" value="555-555-5555"/>	<input type="text"/>	<input type="text" value="rosie@recast.com"/>
Title: Fred's Folly		Price: \$150
Sales Tax: \$9.00 (Applies if delivered in Maryland)		
Shipping: \$30		Optional Insurance: \$2.25
<p>Buyer can arrange pick up at the specified times and locations. (You can display or print a copy of the Terms of Purchase for the buyer.)</p>		
<p>Shipping limited to contiguous 48 States & District of Columbia</p>		
<p>If artwork is to be shipped, declining the optional insurance means that buyer accepts all responsibility for damage or loss during shipment.</p>		
<p><input checked="" type="radio"/> Buyer wants to buy insurance.</p>		
<p><input type="radio"/> Buyer declines insurance and accepts responsibility.</p>		
<p><input type="radio"/> Buyer will arrange for pickup as agreed.</p>		
<input type="button" value="Submit"/>	<input type="button" value="Cancel Order"/>	

Figure 7.2

ON-SITE SALE RECEIPT



Fred's Photos

555-555-5555
fredsphotos@recast.com

Artwork Title: Fred's Folly
Artwork Price: \$150.00 S&H: \$30.00 Insurance: \$2.25

[Remove](#)

Order No: 89
Shipping Total: \$30.00
Insurance Total: \$2.25
Tax Total: \$9.00
Order Total: \$191.25

Buyer:
Rosie O'Grady
24 Maple St.
Phoenix AZ 65456
Contact: 555-555-5555
Alternate: 444-444-4444
or rosie@recast.com

Received: \$191.25

[Print this page](#)

[Close Order and Return to Catalog](#)

Figure 7.3

GALLERY A — VIEWING OR SALES



Fire in the Sky
Rosie O'Grady
photography
24" x 18"
Open Edition
\$75

[purchase](#)



Fred's Folly
Fred Brown
photography
32" x 24"
Limited Edition of 30
\$150

[purchase](#)



Figure 8.1

Differs for viewing only.

GALLERY A — ONLINE SALES FORM

Purchase Artwork

To purchase artwork, please complete the form below. After submitting the form, you will be redirected to PayPal to complete payment.

first name

last name

email

phone number

You agree to pick up purchased artwork at times and places stated in the [Terms of Purchase](#).



Price: \$150

Figure 8.2

[RETURN](#)

GALLERY B — VIEWING OR SALES

My Event

Fred's Photos

Click on an image to see a larger size in a new window.

Pickup artwork at our gallery or we will ship to the contiguous 48 states.

Shipping: \$30
Insurance: 1.50% of artwork price.

Terms of Purchase

Email or Phone Us
410-266-6855
about sales.

Go To: Bottom
of gallery.

HOME

No. 1 of 5
Title: *Fire in the Sky*
Media: photography
Size: 24"W x 18"H
Open Edition
Price: \$75
Artist: Rosie O'Grady
Phoenix AZ

Buy Now



No. 2 of 5
Title: *Fool's Gold*
Media: photography
Size: 32"W x 24"H
Edition of 30
Price: \$150
Artist: Rosie O'Grady
Phoenix AZ

Buy Now



No. 3 of 5
Title: *Fred's Folly*
Media: photography
Size: 32"W x 24"H
Edition of 30
Price: \$150
Artist: Fred Brown
Annapolis MD

SOLD



Figure 9.1

Differs for viewing only.

GALLERY B — ONLINE SALES FORM

Fred's Photos

Items marked * are required

*First Name:

*Last Name:

*Email:

*Confirm Email:

Phone:

Format: ###-###-####[-EXT]

Title: Fire in the Sky

Price: \$75

For pickup or delivery in Maryland, a sales tax of \$4.50 will be added.

You can arrange pick up at times and places stated in the [Terms of Purchase](#).

Each artwork is packaged and shipped separately. We ship to the 48 contiguous states for a flat rate of \$30.00.

You may purchase insurance at the rate of 1.50% of the artwork price or accept responsibility for damage or loss during shipment.

- I want to buy insurance.
- I decline insurance and accept responsibility.
- I will arrange pickup in accord with the Terms.

You will have an opportunity to review the details of your order and remove or add artworks before paying.

Submit

Cancel

Figure 9.2

GALLERY B — ONLINE SALE RECEIPT



Fred's Photos

You have one hour after making your final selection to pay at PayPal. After that time, the artworks will be removed from Sale Pending status and put on sale.

Artwork Title: Fire in the Sky

Artwork Price: \$75.00 Shipping: \$30.00 Insurance: \$1.12

[Remove This Artwork](#)

PayPal will send us your confirmed address. For pickup or delivery in the state of Maryland, a 6% sales tax of \$4.50 on the total artwork value of \$75.00 will be collected.

Order No: 91

Artwork Total: 75.00
Insurance Total: \$1.12
Shipping total: \$30.00
Order without tax: 106.12

Buyer: Rosie O'Grady rosie@recast.com 555-555-5555

Seller: info@easyentryonline.com 410-266-6855

You may [Add Another Artwork](#) **to this order before paying.**

Please review and [Print](#) **this order for your records.**

PayPal will not provide an itemized receipt.

The PayNow button will take you to PayPal for payment.



[Cancel Entire Order](#)

Figure 9.3