

SOUTHEASTERN PROFESSIONAL PHOTOGRAPHERS ASSOCIATION



Guidelines for Holding Affiliated Exhibition Within Member States

Affiliate Judging Hosted by Member State

The Regional Affiliated Photographic Exhibition is a companion to the PPA Photographic Exhibition in that entries accepted by a panel of nationally accredited jurors and receiving the Seal of Approval will automatically be exhibited at the national convention. The maker will receive one exhibition merit for this and the entry is eligible for an extra merit if accepted in the Loan Collection.

On the years that Southeastern Professional Photographers Association holds its biennial convention, the exhibition is held at the convention. During years when SEPPA does not convene, PPA allows the regional to hold the competition in connection with a member state. It has been found to be very beneficial to the host states since it brings to their convention nationally-recognized jurors and the exhibition will contain photographs that are the best the Southeast has to offer. It gives many state members the opportunity to observe a truly "national" judging and encourages them to compare their own work with the top photographers in the region. The exhibition becomes an integral part of the state convention; however, it should be financially self-sustaining and is managed by SEPPA.

The host states can contribute greatly to the success of the exhibition. Here are a few guidelines to facilitate cooperation and understanding by both parties in this venture:

1. The SEPPA Salon Chairman will contact prospective judges. He will also inquire their availability as program talent for the state convention. In cases where there is an affirmative answer, the SEPPA Salon Chairman will advise the State Convention Chairman immediately.
2. SEPPA will pay a per diem and airfare for judges who do not serve as program talent. In the case where the state uses a judge as program talent, SEPPA will pay a maximum of two days per diem and half of the airfare. The state will be responsible for half of the airfare, balance of the per diem and talent fee if charged.

A minimum of sixteen reimbursed judges/chairmen are required to accomplish an affiliated judging, therefore, the state would be expected to use a minimum of five of the judges as program talent. In the case where the state does not feel inclined to use judges as talent or assist SEPPA financially, with the salon expenses then SEPPA will have the option to move to the next state in line. Specifics will be documented in a signed agreement in a meeting between SEPPA and state representative approximately a year in advance of the judging convention. The Host State should provide complimentary registration for the jurors and all SEPPA officials.

3. State members are encouraged to participate in the regional competition, where numerous awards are made. Judging must be held early enough in the year to permit return of entries to makers so they can get them to the national exhibition that year.

4. Programs scheduled for the same day(s) as judging must not include talent who is also scheduled as judges. Programs must not be scheduled in the same rooms scheduled for judging during the day(s) of judging.
5. Because of the national caliber of exhibition, SEPPA suggests a print critique be held during the convention. The state program chairman should coordinate this time with SEPPA exhibition chairman who will make arrangements with judges and moderate the critique.
6. When the Host State is negotiating with hotel for convention facilities, arrangements should be made to accommodate space requirements of affiliated exhibition. This MUST be done when hotel is booked for they rarely make concessions after the contract is signed. If there is any doubt about these requirements, contact SEPPA chairman immediately. Obviously, the large amount of work involved requires that proper facilities be provided. In order to get full cooperation of the hotel, the state chairman must acquaint the management with the fact that the exhibition will bring many workers who are not state connected. The exhibition always generates increased attendance at the convention. Generally speaking, facilities required are:
 - a. Workroom at least 20' X 30' beginning noon two days before judging is to be held and to be available until 6 p.m. last day of convention. Room should be accessible to areas to be used for judging. It does not have to be fancy, but dry, heated, or air conditioned and well lighted since it will be used for categorizing and storing prints, for preparation of reports and re-casing entries. Provisions must be made for locking with key in possession of SEPPA Exhibition Chairman.
 - b. Rooms, preferably adjacent (but sound proof so as not to interfere with each other) should be available for judging. One room will be required for two days for portrait and illustrative judging, and one room for one day for commercial and industrial. Size of rooms depends upon state-anticipated attendance. These rooms should be available by 7 PM the night before the judging since it takes considerable time to set-up area and check electronics. SEPPA chairman will advise hotel about seating, tables, sound, etc.
 - c. Hotel should be aware exhibition personnel, SEPPA executives and judges require hotel rooms - some as much as two days prior to judging. State Chairman should inquire if SEPPA board meeting is planned so rooms can be booked if necessary.
 - d. Hotel should be aware that meal functions will be included in the judging schedule. A breakfast is provided for judges and exhibition personnel prior to judging. (Most states elect to host this and invite their key personnel to meet with the judges.) Lunch is provided so judging will be interrupted only a minimum time. A buffet seems to handle the group most efficiently. SEPPA chairman will be able to give hotel a count several weeks before (at least a ballpark figure).
 - e. Host state will provide facilities for displaying accepted entries as PPA requires that the prints receiving Seal of Approval be displayed at that exhibition. Most states

must arrange for standards and drapes to hold the rods. Their trade show decorator can usually handle this. SEPPA will provide judging equipment at no cost to the state association (scoring machines, turntables, judging lights, walker rods).

7. The Host State MUST supply a great deal of volunteer manpower. Students of photographic schools in the area provide a good source, along with hearty association members. Workers are needed throughout the convention, the largest number, of course, during the judging. Workers are needed the entire day before the judging for categorizing, the morning after the judging for putting up the display, three or four for compiling judging data, then a larger crew for taking down and re-casing. SEPPA exhibition chairman arranges for personnel to fill spot where great responsibility lies (some of these may be from Host State) and state print chairman is expected to make others available. SEPPA chairman will provide detailed summary of these requirements well in advance of judging.
8. SEPPA requests time be allotted during banquet program or awards ceremony for announcement of print awards from the affiliated exhibition. Since it is likely only a few winners will be present, awards will be read. First place and Best-of-Show awards are presented if recipients are on hand.
9. Publicity of the exhibition extends over a period of 12 months before the judging. To be most beneficial, states should keep the editor of SOUTHERN EXPOSURE supplied with the information concerning the convention. Also, Host State can generate more participation within its membership by fully publicizing the event in their own publications.
10. The state print chairman has an extra responsibility for this special event, which, theoretically, can come to a state once every 16 years. This person should be carefully selected and far enough in advance to participate in a regional exhibition before his state hosts the judging. This means the name of the state chairman should be forwarded to SEPPA exhibition chairman in January, TWO YEARS before the affiliated exhibition comes to his state. This will enable SEPPA to involve the state chairman in the procedures so he will be experienced when the responsibility is his. It is an excellent training ground for state members who are interested in salon work. If states are not familiar with the rotation schedule, please write the Executive Vice President, Exhibition Chairman, or any SEPPA officer.
11. The dates of the affiliated judging must be early enough in the year to allow return of cases in time for members to send them to the National Exhibit. PPA deadline for applying for degrees on the basis of Seals of Approval is 90 days before their council meeting, so affiliated judging schedule must be set to conform with PPA dates each year.
12. Since the process of selection of entries for an affiliated judging is an educational one, anyone should be permitted to view the judging. Registration should not be required to enter rooms where judging is in progress. The state association policy on admissions would apply in all other aspects of the convention or conference held in conjunction with the affiliated judging.