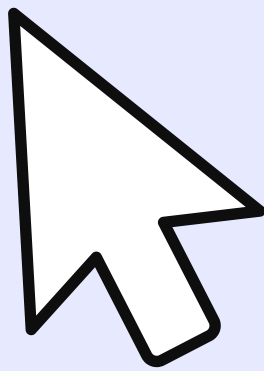


LINK RESOURCE



HOW TO GENERATE
THE CORRECT LINK



SALA

WHAT IS THE LINK FOR?

Premium Registration

If you are submitting a Premium Registration this year (and are therefore guaranteed to have an image accompanying your listing in the printed SALA Program), we ask that you provide us with **a link to the highest possible resolution version of your event image**. (Which you may not be able to upload directly into the form due to the 10MB file size limit).

General Publicity Material

If you would like to make high-resolution photographs (ideally 300 dpi) and/or collateral relating to your event available to SALA and our publicist, this is the best way to do so. Whilst this is not compulsory, providing images in this way makes it easier for our publicist to look for suitable media opportunities to promote your event.

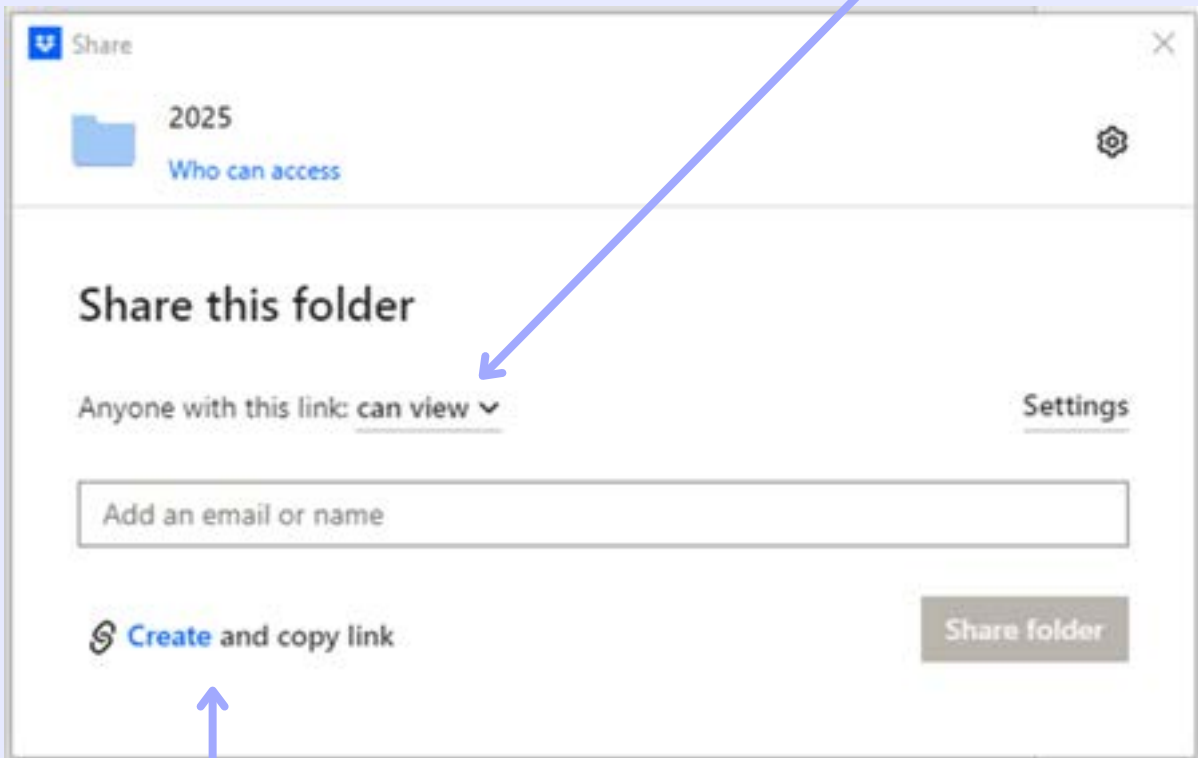
Things you could include:

- Hi-res images of artworks to be exhibited
- Hi-res photographs of the artist/s at work, in their studio, etc.
- Photographs of the exhibition being installed.
- Atmospheric/relevant photographs from same event in a previous year
- Media release
- Event Poster
- Drone footage of the venue

DROPOBOX

You may be used to sharing your Dropbox folders by entering an email address, but this won't work for sharing files with SALA.

Step 1. Change this from 'can edit' to 'can view'

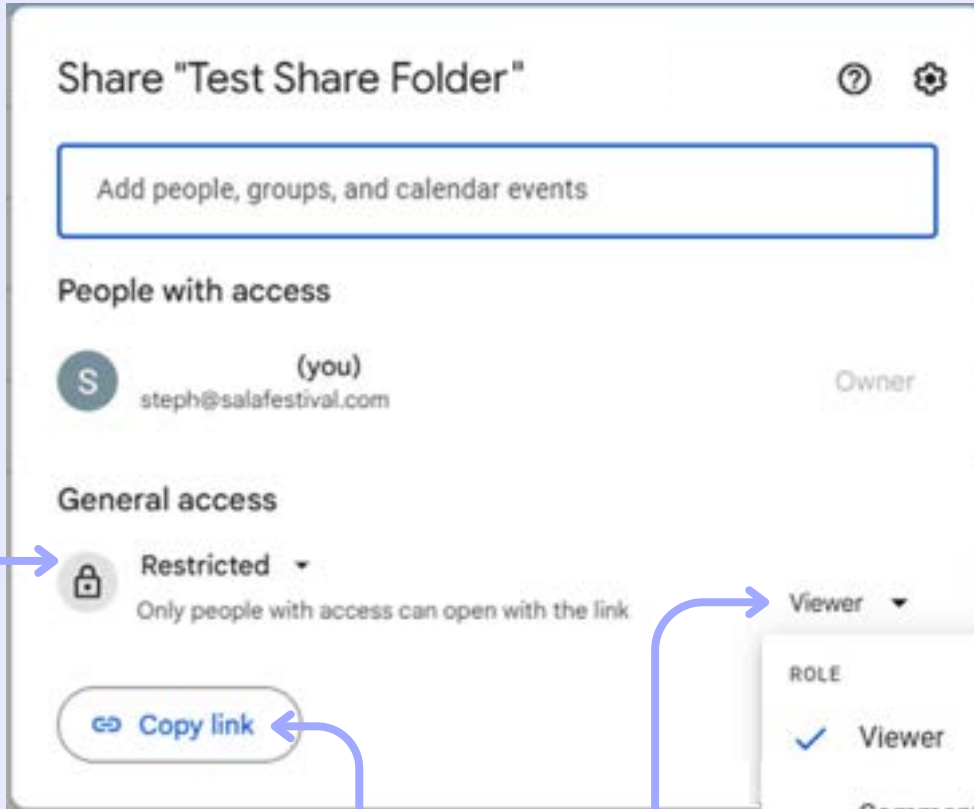


Step 2. Click 'Create and copy link'

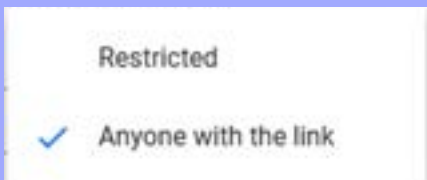
Step 3. Test the link by pasting it into a browser.

Step 4. Provide this link to SALA.

GOOGLE DRIVE



Step 1. Change this from "Restricted" to 'Anyone with the link'



Step 2. Select 'Viewer' or the most appropriate Role

Step 3. Click 'Copy link'

HOW DO I GIVE SALA THE LINK?

Whether you're supplying a hi-res image file for a Premium Registration, general publicity collateral, or both: please paste your link within the '**Publicity**' **textbox** in the **SALA Festival Registration Form**.

PUBLICITY

List any interesting facts about your exhibition. This will be forwarded to SALA's publicist for review.
Eg.

- Debut solo exhibition
- Sculpture made from tyres
- Rural community project
- 3 generations of artists exhibiting together.

Publicity angles (optional) 100 words left

- If this link is password protected, please also include the password.
- It is ok if there is nothing at the link at the time of submission, and that you plan on adding files later. *Please note, this does not apply to URLs for online exhibitions themselves.

HOW LONG DOES SALA NEED THIS?

Please keep links to premium hi-res images active for at least 3 weeks after the Registration deadline (or mid June). Links to general publicity collateral can be added to any time, but ideally will remain accessible until September.



AWARD & OPPORTUNITY SUPPORT MATERIAL

If you are supplying a link to a video or support material as part of a SALA Award or Opportunity, please keep this link active & accessible at least until finalists have been announced -or if you are named a finalist, until after winners have been publicly announced (or mid-September) if possible.


VIDEO LINKS


If you are applying for an award of opportunity & providing a link to a video (eg via Youtube or Vimeo), please ensure that the video can be viewed by **anyone with the link**, without the need to log in or create an account.


Visibility


Choose when to publish and who can see your video

Save or publish
Make your video **public, unlisted, or private**

Private 
Only you and people you choose can watch your video

Unlisted 
Anyone with the video link can watch your video

Public 
Everyone can watch your video

Set as instant Premiere 

YOUTUBE

Our judging panels will not be able to view this.

Please select one of these options.

Please keep your video links accessible until after finalists have been announced, or if you are selected as a finalist, please keep the link open until after the winner has been announced (or a bit longer, if you like!)



USAGE & PERMISSIONS

Whilst copyright of images remains with the artist/photographer, any images/collateral shared with SALA Festival may be used/published by SALA Festival and relevant third parties (such as media outlets, tourism organisations, partner organisations). Don't let this alarm you - it just means that we can more seamlessly promote your SALA event and act on fleeting media opportunities!

FILE NAMING & INFO

We recommend a consistent file-naming system, starting either with a name, or the registration ID number. It is best practice to follow this with the most important information (eg, artwork title/subject, photographer credit).



Salvador Dali_untitled_year_oil on linen_30x40cm.jpg



Salvador Dali_Dali in his studio_photo by John Doe.jpg



R12345_MEDIA RELEASE.pdf

If you need to cram more information into the file, we recommend doing this: on a computer, right click on a file and go to **Properties** (or 'More info', 'Get info', or equivalent) and add information to the section called 'comments'. You could provide a full caption, photographer credit, etc.

OTHER PLATFORMS

If you follow the general guidelines in this resource, you can use another service to share your files with SALA. As long as it does not require the viewer to create an account, and you are mindful of how long we'd like access to said files.