

DECOART HELPING ARTIST PROGRAM

United Kingdom

Company Philosophy

DecoArt is a manufacturer of quality acrylics and specialty paints for decorative painting, crafts and home decor. Our company was founded on the basic principles of producing a very high quality product at a very good price. We listen very closely to the teachers and artists and appreciate the fact that the Painting and Craft Industry is heavily influenced by the many authors, teachers and designers who "create" the ideas and instruct consumers in the use of products.

In that regard, DecoArt feels that the artist, author, teacher and designers are the most important ingredient in the future success of our Industry and our Company.

This realization is why DecoArt developed the Helping Artist Program in 1988. We, as a company want to have a "special relationship" with the people who play such an important role in our industry.

Helping Artist Program Definition

The DecoArt Helping Artist Program, founded in 1988, was designed to create an open working relationship between DecoArt and the authors, teachers and designers of our industry. To fulfill this objective, DecoArt provides the Helping Artist with a number of products and services. DecoArt hopes to earn the respect of the artists for our products and our company in the hopes that artists will use and help promote DecoArt products in the industry.

How To Apply / Qualify

To apply for acceptance in the program, please fill out the attached application completely. You may qualify for the program by meeting at least one or all of the following qualifications:

- Actively publish books, magazine articles, pattern packets, videos or appear on T.V.
- Actively teach a certain number of students on a weekly basis

Revised 06/09

Specifics of the Program

In 1988 DecoArt became the first company to develop a program for artists and designers. Since 1988 we have made a number of changes to the program to make it the best program in the industry. We are always interested in your ideas and thoughts and perhaps that is the most important thing...we listen!

E-Mailing of New Product Information - Techniques

- Each Helping Artist will be put on our mailing list and will receive a quarterly newsletter along with all new product literature and updates.

Pay for Publication

- Helping Artists will be paid under our Pay for Publication Plan (P.P.P.) for all articles, books, pattern packets or videos published using DecoArt products. A copy of the plan is attached.

Paint Supplied for Classes at Conventions

- For Trade Shows and Major Conventions where you are teaching a seminar or class with DecoArt products, we will supply paint for the class free of charge.

Survey Participation - Communication

- Phone and written surveys are conducted from time to time to discuss how our products are performing for you in your area.
- We want to hear from you and we will listen to what you say about our products. Therefore, we encourage your input and evaluation of our programs.
- We want you also to come say hello to us at shows and let us know what you're doing with our products and be part of the DecoArt team.

Demonstrating

- Helping Artists are asked, from time to time, to conduct distributor open houses or local demonstrations at Distributors Warehouse's or Retailers Shops.

Projects on our Web Site

- We will help promote your design and teaching business by having a link from our Project Library to your web site, when you submit projects for our Project Library.
- An electronic (jpg format) photo of the project or a good 35 mm photo of the project
- Written instructions on how to complete the project
- Your DecoArt products list along with any misc. items needed to complete the project
- Pattern of Project
- Photo of yourself (optional)
- Your contact information – web-site link and or business info (optional)
- Your publishers contact information – web-site link (optional)
- Your Travel Teaching Schedule (will be posted on or linked to the DecoArt “Travel Teachers Schedules” on your web-site (optional))
- A short Bio in 35 words or less

Teacher Connection – Promoting Your Teaching Business

- All teachers on our program will be listed on our web-site Teacher Connection.
- All Teachers teaching the Decorative Painting for Everyone program will be listed on our web site

Helping Artist Coordinator

- We have a person on staff, Rosemary Reynolds, who is our Helping Artist Coordinator. Rosemary is available to discuss our program with you and handle any requests you have. You can reach her by calling 1-800-477-8478 or 1-800-367-3047 ext. 3030. You may also e-mail her at reynolds@decoart.com.

DECOART HELPING ARTIST PROFILE/ APPLICATION

H.A. # - To Be Assigned _____
NAME : _____
E-MAIL ADDRESS: _____
MAILING ADDRESS : _____

SHIPPING ADDRESS - IF DIFFERENT: _____

CITY: _____
PROVINCE/STATE: _____
COUNTRY: _____
ZIP + 4 /POSTAL CODE: _____
PHONE NUMBER: _____
CELL NUMBER: _____
FAX NUMBER: _____

BASIC INFORMATION

Check all mediums you Paint with/ Teach with -

	Paint With	Teach With
Primary Paint Medium		
a. Acrylic	_____	_____
b. Oils	_____	_____
c. Watercolor	_____	_____
d. Alkyds	_____	_____
e. Other	_____	_____

Society of Decorative Painters Chapters I belong to:

Languages you are fluent in _____, _____,
_____, _____, _____

Internet Web Site

Do you have your own web site? Yes _____ No _____

If so, what is the Domain Name? _____

Would you like to link to Decoart.com? Yes _____ No _____

PUBLISHING / FILMING

Do you publish Books? Yes _____ No _____

Last book published - date? _____

Do you currently publish yourself? Yes _____ No _____

If No - Who publishes your books? _____

Do you publish in Magazines? Yes _____ No _____

Last magazine article published date? _____

Do you publish Pattern Packets? Yes ____ No ____

Do you film DVD/Video's now? Yes ____ No ____

Are you considering it for the future? Yes ____ No ____

What are the primary brands of paint you use in your publishing/filming?

DecoArt Americana Delta Ceramcoat Plaid FolkArt JoSonja
Other _____

What are the secondary brands of paint you use in your publishing/filming?

DecoArt Americana Delta Ceramcoat Plaid FolkArt JoSonja
Other _____

TEACHING / DEMONSTRATING

Do you teach painting class on a regular basis? Yes ____ No ____

What is the primary brand of paint you teach with in classes?

What is the secondary brand of paint you use to teach with in classes?

Average # of classes per month? _____

Average # of Students per class? _____

Where do you teach?

Check all that apply:

Locally Within State or Province All over your country
At National or Regional Conventions Outside your country

Please describe the type of painting classes you teach in the space provided.

May we list you on our Teacher Connection section of our web site as a "Painting Teacher"? Yes ____ No ____

Demonstrating

Are you a CHA Certified Demonstrator? Yes _____ No _____

Where have you demonstrated?

Check all that apply:

At: Local Craft Store CHA Summer CHA Winter Show

At these Toile Conventions:

SDP Las Vegas Creative Painting Hoot NET Passion Colours

Artist Expo Toile Country N.W. Toileliners BADFA

Others - Please List

DESIGNING

Do you work as a free-lance Designer? Yes _____ No _____

If you are a designer, please describe what type of design work you do.

Please put me on your Inactive list, as I'm no longer publishing or teaching.

Yes _____ No _____

Inactive, but please keep sending me product information. Yes _____ No _____

United Kingdom

DecoArt Teacher Education Support Policy

DecoArt, in its effort to support paint education, will supply Teachers with paint for classes in the following situations.

1. **Painting conventions in a public forum.**
2. **Distributor demonstrations and for designs preparing to be published.**

Please submit your requests in the following manner:

- Teachers must submit a written request either by fax, e-mail or U.S. post office.
- You must submit your requests 4 weeks prior to the date that you want the paints to be delivered.
- You must provide your contact information as follows - name, address and phone number, for delivery purposes.
- You must list all paints requested with their color name and color number.
- You must supply a total student count for public forum classes.
- You must supply the date you want the paints to be delivered by.
- Class instructions must call out the specific DecoArt product color names and numbers

There will not be any RUSH orders taken for these type classes.

3. Please fill out the attached Helping Artist Order Form completely for processing. You must first save the order form for later use, then copy and past the first page and only the pages with products you are ordering, into e-mail. (Do not send the entire order form back)

If you have any questions regarding these policies, you may contact Rosemary Reynolds at: rreynolds@decoart.com or 1-606-365-3193 ext: 3030.

DecoArt Pay for Publication Plan – UK

Authors, teachers and designers are the most important ingredient in the future success of our industry and our company. This plan is designed to reward the publishing designers and artists who support our products.

Category 1: Decorative Painting Projects – This category requires the use of DecoArt Products in Tole and Decorative Painting projects, to include basecoating, shading, highlighting and stroke work

% DECOART PRODUCTS	BOOKS 25 pages or more	MAGAZINE Articles	PATTERN PACKETS
100%	150.00 Pounds	75.00 Pounds	5/25.00 Pounds
75 – 99%	75.00 Pounds	50.00 Pounds	5/15.00 Pounds
50 – 74%	50.00 Pounds	35.00 Pounds	5/10.00 Pounds

Projects must be of a, “Decorative Painting” nature, to qualify for this category
 Note: a) Combined artist books will be considered for an incentive fee based on the number of projects in the book, b) Maximum payment will be 150.00 pounds when multiple articles appear in the same magazine

Category 2: Crafting/ Home Décor Projects – This category requires 100% use of DecoArt Products with projects designed for crafts and/or home décor.

% DECOART PRODUCTS	BOOKS 25 pages or more	MAGAZINE Articles	PATTERN PACKETS
100%	50.00 Pounds	1-3 DecoArt colors 25.00 Pounds 4 or more DecoArt colors 50.00 Pounds	5/15.00 Pounds

Payment Procedure

1. Send an original copy of your Book or Pattern Packets, with the PPP Submission Form completely filled out, to : UK PPP, c/o DecoArt, Inc., P.O. Box 386, Stanford, KY 40484 U.S.A.
2. Magazine Articles will be automatically processed on a, monthly or by-monthly bases, by the office in Kentucky.
3. There is no limit to the number of books, articles or pattern packets submitted

If you have never had the opportunity to use our paints or have trouble finding the colors you want, let us know. DecoArt will be happy to provide you with whatever samples you need, free of charge. Simply e-mail or fax your order to Rosemary Reynolds at: e-mail: rreynolds@decoart.com or fax: 1-606-365-9739. DecoArt will in turn contact one of our UK distributors to ship the paints to you. We look forward to working with you.

DecoArt

Pay For Publication Submission Form

NAME _____
E-MAIL _____
HELPING ARTIST NUMBER _____

<u>Book/Article Name</u>	<u>Publisher</u>	<u>Published Date</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

OFFICE USE ONLY
GL # _____ TOTAL PAYMENT _____
DATE SUBMITTED TO ACCOUNTING _____
