



## 2025 ASSOCIATE MEMBERS ONLINE EXHIBITION PROSPECTUS

Entry Dates March 5 – May 8, 2025

Notification Date: After May 28, 2025

Online Exhibition Dates June 12th – August 30th, 2025

### AWARDS

1<sup>st</sup> Place - \$1,500 2<sup>nd</sup> Place - \$1,000 3<sup>rd</sup> Place - \$500  
3 Awards of Merit

Juror of Selection – Susan Weintraub, AWS, D.F.

Juror of Awards – Paul C. Jackson, AWS, D. F.

Acceptance into this exhibition does not offer credit toward becoming an AWS Signature Member. That can only be earned through the Annual International Exhibition.

### ELIGIBILITY

This exhibition is open to all **current** AWS **Associate** Members. Signature Members may not apply. To become an Associate Member, see instructions on the next page.

- Eligible media: watercolor, acrylic, casein, gouache, egg tempera
- Work must be water media on paper (Yupo is accepted) No other surfaces accepted.
- No collage, pastels, digital images, any form of print or reproductions.
- **No work generated with or assisted by AI (artificial intelligence) may be submitted to the exhibition.**
- Artist's original work only.
  - No class work or work done under teacher supervision.
  - No copies or likenesses of another artist's work (with or without permission).
  - **If the submission is done from photographs, only source material taken by the submitting artist can be used as reference.** No exceptions.
- **One entry** per artist.
- No work previously exhibited with the American Watercolor Society may be submitted
- Artists may not substitute another work for an accepted work.

**Artists *have* been removed for not complying with the above guidelines.**

### ENTRY PROCEDURE

Entries are submitted online only, through your AWS member account. Entries that do not align with the stated guidelines will not be juried. It is the responsibility of the artist to submit an image that is correctly formatted.

The submission link is in your AWS account, on the upper right hand side. You must **LOG IN TO YOUR ACCOUNT** (via the LOGIN tab at [www.americanwatercolorociety.org](http://www.americanwatercolorociety.org)) to access the submission link. If you don't yet have an account, see below.

## **TO SUBMIT YOUR ENTRY ONLINE:**

- If you are not yet an Associate Member, join FIRST. To become an Associate Member, see the “Join” link on the website at [www.americanwatercolorssociety.org](http://www.americanwatercolorssociety.org)

- Once you have joined, or if you are a current member, go to the AWS web site ([www.americanwatercolorssociety.org](http://www.americanwatercolorssociety.org)) and click on the Login tab. You will submit via your AWS online account, so you **must log in to your account first**. When you have logged in, you will see the submission portal at the upper right-hand side in your account. Again, you must **LOG IN TO YOUR ACCOUNT** to be able to enter the submission portal.

**If you already have an account DO NOT create a new one.** If you don't remember whether you have an account or need help logging in, contact the AWS New York office (212-206-8986) or email [info@americanwatercolorssociety.org](mailto:info@americanwatercolorssociety.org). If you submitted an entry to the AWS International Exhibition in the last ten years, online or not, you already have an AWS online account.

- Be sure to **read and follow the instructions** in the section, *“About Your Digital Image”* below.
- Acceptance into this exhibition does not offer credit toward becoming an AWS Signature Member. That can only be earned through acceptance into the Annual International Exhibition.

## **ABOUT YOUR DIGITAL IMAGE:**

- Digital file must be in JPG format, file size up to 3.5MB.
- For best presentation, resolution should be 300 DPI.
- **MINIMUM** of 2000 pixels on the longer side.
- Image must be correctly oriented (vertical or horizontal).
- Show only the image, no frame or mat.
- No digital enhancement is allowed.
- Please do not place an obvious watermark over your image.

## **SALES**

- All paintings will be considered for sale at the price set forth by the artist unless marked NFS (Not for Sale) or 0 (zero). Prices may not be changed or withdrawn once submitted.
- Any painting sold in the Exhibition is subject to a 35% donation to AWS.

## **ENTRY FEE: \$30**

**ENTRIES MUST BE SUBMITTED NO LATER THAN May 8th, 2025 at NOON EDT.**

**NOTE submission time is NOON EDT, NOT MIDNIGHT**

**There will be no extension of the deadline. NO CHANGES MAY BE MADE AFTER ACCEPTANCE.**