

Hotel Gallery | West Coast Photography



Gallery Sales Base Agreement

West Coast Photography to set up a gallery of a predetermined stock within a hotel. The stock will be provided free of charge at stock levels of £250.00, £500.00, £1000.00, £1500.00. (at sales price).

West Coast Photography will set up the gallery in collaboration with the hotel. A smooth well-maintained wall is essential along with effective lighting. Canvases should not be located within a location that is subject to direct sunlight for more than 2 hours a day.

Each canvas will be labelled with a number and title along with a QR code. Your guests can use this QR code to access an ordering portal branded with your logo and colours.

The canvas prints should be located where visitors or guests can access the QR code on the mobile device.

For transparency, all orders will be distributed to West Coast Photography as well as an email address of the hotel hosting the gallery.

For every canvas sold a commission of 10% will be paid back to the hotel on a bi-monthly basis. The hotel to provide BACS information.

To protect the gallery stock, a 25% refundable deposit is payable in advance. This deposit protects the canvases against theft or damage. All canvases will be secured to the wall with brass brackets. The 25% deposit will be refunded at the end of the gallery fixed term. In the event of loss to gallery due to fire, flood or any other reason, the full sale price of the gallery will be charged.

The fitting of the gallery is covered by West Coast Photography business insurance.

Initial gallery stock to be selected from www.westcoastphotography.co.uk

Any queries, returns or canvases potentially damaged in transit to be managed by West Coast Photography.

All personal data relating to the purchase of the canvases will be shared with the hotel, subject to an inclusive GDPR opt-in check box at the time of purchase.

From agreeing base terms, it will take up to 3 weeks to secure gallery stock, depending on size of gallery requested.

The canvasses require only a light dusting whilst in situ. Do not use any soaps, detergents, or liquids to clean. Damage through cleaning will impact the repayment of the gallery deposit.

In terms of exclusivity, we would respect the market position of a partner hotel and would not setup a competing gallery within 75 miles.

Maintaining the gallery is dependent on minimal monthly sales, with targets listed below. Minimum targets will be averaged across the duration of the gallery, taking into account out-of-season trade.

The agreed timescales for the West Coast Photography gallery are not negotiable and can only be ended early or extended with the consent of both parties.

Gallery Size & Content

Gallery Size	Monthly Min Sales	Minimum Term
£250.00	8 Canvasses	6 months
£500 of Stock	10 Canvases	6 months
£1000 of Stock	20 Canvases	12 months
£1500 of Stock	30 Canvasses	18 months

Purchasing Canvas Stock for Bedrooms, Bathrooms and Public Areas.

For hotels seeking to purchase canvasses to personalise the presentation of their property, all canvasses are sold at a discount 15%.

Depending on the size of the order, please allow up to 3 weeks for delivery.

All canvasses bought by hotels will be fitted in-house by maintenance team or similar. We do not provide fixing brackets for canvasses sold ad-hoc.