

Hallmarket Virtual Art Fair Retiree Website

Hallmarket Virtual Art Fair

This year, in lieu of a live Hallmarket event, we will be celebrating our company's vast creative community and the creative talents of our employees and retirees through a week of virtual events.

Our 2020 Hallmarket virtual art fair will run from Monday, October 19 – Saturday, October 24 and will feature daily live and on-demand content to inspire all levels of makers in the community – including artist stories, interactive creative demos, panels and, of course, the opportunity to shop products from our Hallmark, Crayola, Crown Media, Hallmark Business Connections and DaySpring artists and retirees.

If you're interested in selling your personal artwork at this year's virtual Hallmarket, please register [here](#). In lieu of in-person booths, an online platform will link to each artist's personal website, individual sales platform (i.e. Etsy) or social account (i.e. Instagram or Facebook). If you don't already have one, there will be learning opportunities and peer resources available to help. Participants will be responsible for all transactions and payment processing. Both new and returning artists are required to register by **Friday, September 18, at 5 p.m.**

Upcoming key dates:

- Week of September 7 – Participation Information Session: Ask questions and learn about this year's virtual event
- September 18 – Registration closes at 5 p.m.
- Week of September 28 – Lunch & Learn: Creating your Personal Website (site and/or Etsy) and Lunch & Learn: Creating and Selling on Social Media (Facebook and/or Instagram)
- Week of October 12 – Final Hallmarket Artist Information Session
- October 19-24 – Hallmarket!

Event history

Hallmarket is an art festival featuring one-of-a-kind products created and sold by Hallmark employees and retirees. The festival was created to celebrate Hallmark's 100th anniversary in 2009, and has become a community-favorite event during the past decade.

Additional information

Any further questions? Email events@hallmark.com.