



**For Immediate Release:**

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**Sinatra Realty and Boston Valley Terra Cotta  
Sponsor echo Art Fair Booth Fee Subsidy**

January 4, 2016 *Buffalo, NY* — Sinatra Realty and Boston Valley Terra Cotta have stepped forward to subsidize the artists' and dealers' booth fees for echo Art Fair 2016, [www.echoartfair.com](http://www.echoartfair.com).

The fair organizers presented the companies with the concept after receiving some concerns about the booth fees for this year's fair.

"It is critical that echo Art Fair remains accessible to WNY artists and galleries. While we are excited about the growth of the fair, which is, in part, manifested by the increase in submissions from outside the Western New York region, it is important to provide a solution that meets the needs of the local constituency. echo is an important career development vehicle for artists and dealers in the area, and this sponsorship by Sinatra and Boston Valley helps them take advantage of that. So, it is a win-win." says Kristine Hornung Pottle, Chief Operating Officer.

The two companies' sponsorship enables the reduction of booth fees to \$850 for an 8' x 16' booth (from \$1,000) and \$650 for an 8' x 10' booth (from \$800). The submission deadline has been extended until Friday, January 15<sup>th</sup>, 2016 (midnight EST), to enable artists and dealers ample time to respond to this announcement. There will be no late submission period extension.

Complete information on the updated submission guidelines and information can be found on the echo Art Fair website: [www.echoartfair.com/site-specific-installations/](http://www.echoartfair.com/site-specific-installations/)

About echo Art Fair:

echo Art Fair, a juried fine art exposition, provides a platform for independent artists and galleries to present their work to a jury of contemporary art experts, and to showcase and sell their work. echo Art Fair 2014 featured more than 130 artists and galleries from WNY, the United States, and Canada. echo Art Fair connects experienced collectors and first-time buyers with established and emerging local, regional, and international artists in a centralized, creative environment, showcasing a broad array of fine art disciplines, including painting, photography, sculpture, prints, works on paper, video and mixed media.