Phippen Western Art Show & Sale Event Details

Celebrate the Art of the American West at the 53rd Annual Western Art Show & Sale, Memorial Day Weekend in historic downtown Prescott, Arizona. Since 1974, this three-day juried outdoor event has brought together artists, collectors, and enthusiasts on the iconic Yavapai County Courthouse Plaza. In 2026, nearly 26,000 visitors attended, and the show welcomed 20+ new artists among 105 total participants—the highest numbers in recent years—highlighting its reputation as one of the Southwest's most vibrant Western art gatherings.

The show offers both established and emerging artists a highly publicized platform to exhibit exceptional work, connect with fellow creatives, and share their passion with an enthusiastic audience. Many acclaimed Western artists—including Cowboy Artists of America members John Coleman, Bill Nebeker, Tim Cox, and Martin Grelle—launched their careers here, and the event continues to support the next generation of talent.

Artists enjoy a weekend full of special events, including a Friday Welcome Reception, the lively Hometown Hoedown, and the high-energy Quick Draw & Live Auction, where artists create original works in real time.

With its rich history, strong community support, and unparalleled atmosphere, the Western Art Show & Sale is a must for artists seeking exposure, recognition, and participation in a celebrated tradition of Western art and culture.

General Information

The Western Art Show & Sale is open to artists working in the **Art of the American West** in the following media categories: Acrylic, Drawing, Mixed Media, Oil, Pastel, Sculptrue, Watercolor, and Photography *(single, unaltered images only; limited editions of 50 or fewer)*. Artists may apply in multiple categories; however, a separate application, jury fee, and images are required for each. Exhibiting is limited to media in which the artist is juried and accepted.

In **2026, the show featured 105 participating artists, including 20+ newcomers**—the highest numbers in recent years—reflecting the event's popularity and growing reputation. Awards include **1st, 2nd, and 3rd Place** in each category (minimum six participants required), the prestigious **Best in Show**, and special honors such as the Phippen Foundation Award, Phippen Family Award, *Southwest Art* Award, *Art of the West* Award,

Western Art Collector Award, and Montgomery Frames Award.
Artists enjoy a **weekend full of special events and community celebration**:

- **Welcome Reception (Friday):** Complimentary food and drinks while waiting to access booth spaces on the historic courthouse plaza.
- **Hometown Hoedown:** We're thrilled to celebrate with our artists! Each artist may attend at cost (covering the per-plate expense) with an additional guest ticket available at a discounted rate. It's our way of saying thank you for being part of this wonderful community.
- **Quick Draw & Live Auction:** A high-energy, crowd-favorite event where artists create original works in real time. Limited to 20 participants per day—sign up early to secure your spot in this exciting spotlight.

With **robust marketing, extensive press coverage, and nearly 24,000 attendees in 2025**, the Western Art Show & Sale provides an unparalleled platform for exposure, recognition, and career growth in the heart of Arizona's cowboy country.

Rules/Regulations
To ensure a smooth and enjoyable experience for all participants, Yavapai County provides a current booth map along with detailed rules for setup, takedown, and participation. These materials will be shared with all artists upon acceptance into the Show, and staff will be available to offer guidance during setup. **Volunteer assistance is also available upon request**—please notify event coordinator of any volunteer needs in advance.

Additionally, a signed **Artist Agreement** is required, confirming participation and adherence to Show guidelines. (supplied upon acceptance into the Show.)

Booth Information:
The Western Art Show & Sale offers approximately **115 booth spaces** on the historic Courthouse Plaza. Each artist receives a minimum of **10' x 15'** per booth. **Electrical power** is available for a limited number of booths. Artists are responsible for providing their own display equipment, lighting, extension cords, and other necessities. **Canopies are recommended but not required.** Additional site-specific details and setup instructions will be provided upon acceptance into the Show.
All fees are due by **March 15, 2027**, for artists who are juried into the Show. Booth spaces are assigned on a **first-paid basis**, and all revenue from the sale of artwork is retained by

the artist. Artists are responsible for any applicable sales taxes and **must provide an Arizona Transaction Privilege Tax (TPT) number to participate**. Please note that the Show is **not qualified to provide guidance on TPT requirements**; information can be obtained directly from the Arizona Department of Revenue at https://azdor.gov/business/transaction-privilege-tax.

Booth Assignments:

Artists who participated in the **2026 Show** were able to reserve booths for the **2027 Show**. These spaces will be assigned on a **first-come, first-served basis** and in accordance with availability determined by Yavapai County. **New artists** should contact **event coordinator** with any questions about booth placement. If preferences are not provided, booths will be assigned based on availability. We make every effort to have a **comprehensive conversation with all new artists** about placement options as part of the welcome process, helping ensure the best possible setup for everyone.

Pricing:

- Single Booth Fee: $500
- Double Booth Fee: $825
- Electrical Power Add-on (LIMITED): $45

Tips for a Successful Booth:

Maximize visibility and appeal with strong lighting, clear signage, and well-organized displays. Canopies help create a professional look and protect artwork from the elements. Engaging visitors and presenting your work attractively will help you make the most of the weekend's enthusiastic audience.

Refund Policy

All booth fees and other payments for the Western Art Show & Sale are due by **March 15, 2027**. We understand that plans can change, so refunds for cancellations will be handled as follows:

- **Before March 15:** Full refund, minus a **15% administration fee**
- **March 16 – April 15:** 70% refund
- **April 16 – May 15:** 50% refund
- **May 16 – Show & Sale: No refund**

We encourage artists to notify us as early as possible if plans change so we can assist with any questions regarding refunds or booth options.

Jury Details

Average number of applications submitted each year:
150
Average number of artists selected from the jury to participate in the event:
80
Average number of exempt from jury artists who are invited to participate in the event:
30
How returning artists are selected:
Received an award
Selected by on-site jury
Selected by show director or board
History of participation
Vendors that are excluded/ineligible:
The Western Art Show & Sale does not accept: - Food vendors - Functional art vendors (items intended for practical use rather than purely artistic expression)
How images are viewed by jurors:
High-definition TV
Within a medium category, applications are sorted and viewed by:
Application ID (number generated when application is started by artist)
Jurors score applications using the following scale:
Yes, No, or Maybe
Number of jurors scoring applications:
4
The show organizes the jurors for a:
Single jury panel that scores applications for all medium categories
Jurors score
Convened as a group in one room
Am I allowed to observe the jury process?
Jury process is closed