



Application Pack

4th - 7th June 2015

A Major Art Fair for the East of England





ART FAIR EAST is planned as an annual event and aims to be an important new art fair for the East of England. Our mission is to showcase respected galleries, dealers and artists to an Eastern region audience of art collectors and businesses. The first fair takes place in the spectacular setting of Saint Andrews Hall, a well-known events venue at the heart of Norwich city centre. Norwich is a major retail destination and boasts a number of commercial galleries and museums. Through national and regional advertising in luxury life style and visual arts publications, the fair aims to draw an audience from across the East of England. The event will be supported by an ongoing PR campaign and 100,000 flyers distributed during the lead up to the event.

What will you receive as a participant?

*All exhibitors will be supported by our targeted national and regional advertising campaign for the Fair, focused upon arts and luxury lifestyle publications. This will be further supported by targeted mail outs to relevant special interest groups within the region, advertising during the fair, strategic partnerships and a considered PR campaign.

- * Stands made with 2.4 meter high white panels
- * Lighting (minimum 2 spotlights per stand)
- * Stand Signage
- * Catalogue Entry
- * Listing on the Art Fair East website
- * Exhibitor and Staff passes.
- * Preview Tickets to our private view for you and up to 50 guests, subject to capacity
- * 100 tickets to the event for your clients and unlimited email invites/tickets.
- *A storage area for additional artworks.
- * A card payment system at the front of the hall and wrapping area.
- *A bar serving wine and nibbles.

We reserve the right to alter and amend the participation package as we deem necessary.



4th-7th June 2015

Timetable

EXHIBITOR SET UP - Thursday 4th June 9am to 4pm

PRIVATE VIEW - Thursday 4th 6pm - 8.30pm

PUBLIC DAY - Friday 5th June 10.30am to 8.30pm

PUBLIC DAY - Saturday 6th June 10.30am to 6.30pm

PUBLIC DAY - Sunday 7th June 10.30am to 5pm

EXHIBITOR TAKEDOWN Sunday 7th June 5.30pm to 9.30pm

Who are we?

Art Fair East is organised by Will Teather and Brian Korteling. Will Teather is a lecturer at Norwich University of the Arts, a visual arts writer, art collector, artist and a Trustee of the Anteros Arts Foundation. He has been involved in the organisation of exhibitions internationally and written for national and regional publications, including as a main contributor for the award winning guidebook for the region, "Art! East Anglia". Brian Korteling has managed a graphic design company and is a designer, curator and visual artist. He has organised a range of exhibitions in the region over the past 5 years.

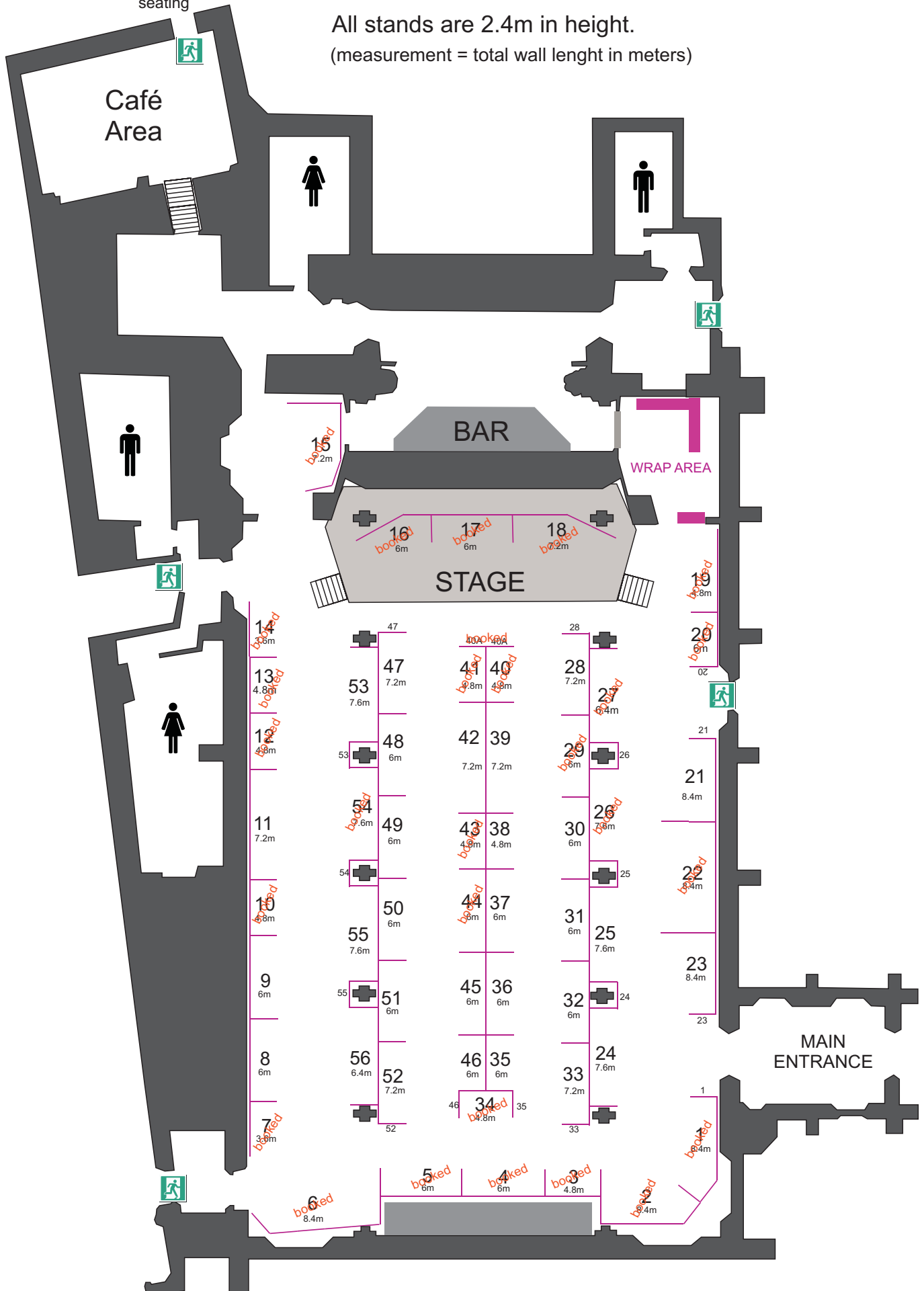
Who can apply?

We invite applications from art dealers, galleries, artists and collectives. Exhibitors are welcome to display contemporary art including painting, sculpture, drawing, photography, video art, installation, performance and limited edition prints. All artworks must be one off or limited edition. As this is an Art fair we regret that we cannot accept craft items or mass-produced items. We reserve the right to veto works deemed to be offensive to visitors. It is the exhibitor's responsibility to arrange insurance cover for artwork, equipment and fittings during the fair and whilst in transit. Exhibitors are also responsible for insuring against any legal liability (public or otherwise) incurred in respect of injury or damage to a third party for a minimum indemnity of £2,000,000.00 (two million pounds). We require proof of up-to-date public liability insurance 4 weeks prior to the event.

Floorplan

Private outdoor seating

All stands are 2.4m in height.
(measurement = total wall length in meters)



PRICE LIST

= STAND BOOKED

STAND NO.	SIZE IN METERS (LENGHT - HEIGHT)	LIGHTS	PRICE IN POUNDS STERLING	STAND NO.	SIZE IN METERS (LENGHT - HEIGHT)	LIGHTS	PRICE IN POUNDS STERLING
1	8.4 X 2.4	4	1500	30	6 X 2.4	2	1080
2	8.4 X 2.4	4	1500	31	6 X 2.4	2	1080
3	4.8 X 2.4	2	875	32	6 X 2.4	2	1080
4	6 X 2.4	2	1080	33	7.2 X 2.4	3	1275
5	6 X 2.4	2	1080	34	4.8 X 2.4	2	875
6	8.4 X 2.4	4	1500	35	6 X 2.4	2	1080
7	3.6 X 2.4	2	675	36	6 X 2.4	2	1080
8	6 X 2.4	2	1080	37	6 X 2.4	2	1080
9	6 X 2.4	2	1080	38	4.8 X 2.4	2	875
10	4.8 X 2.4	2	875	39	7.2 X 2.4	2	1275
11	7.2 X 2.4	3	1275	40	4.8 X 2.4	2	875
12	4.8 X 2.4	2	875	40A	2.4 X 2.4	1	445
13	4.8 X 2.4	2	875	41	4.8 X 2.4	2	875
14	3.6 X 2.4	2	675	42	7.2 X 2.4	2	1275
15	7.2 X 2.4	3	1275	43	4.8 X 2.4	2	875
16	6 X 2.4	2	1080	44	6 X 2.4	2	1080
17	6 X 2.4	2	1080	45	6 X 2.4	2	1080
18	7.2 X 2.4	3	1275	46	6 X 2.4	2	1080
19	4.8 X 2.4	2	875	47	7.2 X 2.4	3	1275
20	6 X 2.4	2	1080	48	6 X 2.4	2	1080
21	8.4 X 2.4	4	1500	49	6 X 2.4	2	1080
22	8.4 X 2.4	4	1500	50	6 X 2.4	2	1080
23	8.4 X 2.4	4	1500	51	6 X 2.4	2	1080
24	7.6 X 2.4	3	1350	52	7.2 X 2.4	3	1275
25	7.6 X 2.4	3	1350	53	7.6 X 2.4	3	1350
26	7.6 X 2.4	3	1350	54	7.6 X 2.4	3	1350
27	6.4 X 2.4	2	1150	55	7.6 X 2.4	3	1350
28	7.2 X 2.4	3	1275	56	6.4 X 2.4	2	1150
29	6 X 2.4	2	1080				

Prices are exclusive of VAT. At the time of writing, Art Fair East is not registered for VAT.

EXTRAS

Extra spotlight - £35

Plug Socket - £50

Tables can be available at no extra charge. (2ftx6ft - supplied without a cloth)

All stands supplied with 1 chair as standard, extra chairs are available on request.

EXHIBITOR APPLICATIONS

Each stand will be named and includes spotlights as listed. Please refer to the layout and individual stand specifications for more information. To complete your application please complete the application form below. Please submit your applications to info@artfaireast.com or post to Will Teather, Art Fair East, Unit 12, Muspole Workshops, Norwich, NR3 4PP.

Applicants will be notified by email with regards to the outcome of their application. Decisions of admission are made exclusively by the Art Fair East selection committee. For full details please refer to the attached Terms and Conditions.

Exhibitor name: Business Owner/Director:

Website Address:

Business Address:

Email: Telephone: Mobile:

List of artists represented and those you intend to show at Art Fair East:

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A short history of the gallery/dealership:

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Please state your preferred choice of stand in order of preference:

FIRST CHOICE SECOND CHOICE THIRD CHOICE

EXTRAS:

Additional Spotlights: Plug Socket:

Please also attach example photos/Jpegs of the kind of artworks you are proposing for the fair.

All applications are subject to acceptance from Art Fair East. The decision of Art Fair East is final and unsuccessful applicants will have no right to make any claims against Art Fair East in respect of the decision.

PAYMENT TERMS

50% of the total fee for the stand within 5 working days of notification and invoice from Art Fair East confirming your acceptance to the fair. Final 50% by April 15th 2015. If you have any questions in relation to your application, please contact:

email: info@artfaireast.com,

Brian Williams Korteling: +44 (0)7818 516734

William Teather: +44 (0)7792 419898

* Once an exhibitor has been accepted, all subsequent payments are non-refundable. If payments are not received by the due dates, your place may be offered to a gallery on the waiting list, and you will forfeit all payments received to date.

Upon notification of our acceptance of the application, a contract will be formed between Art Fair East and the applicant. Payment for the first installment of the fee for the stand will be due within 5 working days from the notification/invoice.

Participation in the Fair is subject to this application form and the attached terms and conditions. Please sign below to acknowledge the acceptance of the terms set out in this application form and the attached terms and conditions.

Name: Signature: Date: / /

Please print and sign and submit your completed application form by email to:

info@artfaireast.com

or by post to: Will Teather, Art Fair East, Unit 12, Muspole Workshops, Norwich, NR3 4PP.



Terms & Conditions

The application pack as a whole is also part of the terms and conditions. This is a list of further terms and conditions relating the fair.

1. You declare your intention to participate by returning the application form completed in full. With your written application you accept this application form in its entirety as binding.
2. Other services can be arranged at an additional cost: lighting, electrical sockets, telephone, catering, additional walls, rental furniture etc.
3. The organiser (Art Fair East) sets the terms and conditions relating to the fair, such as the place, the duration, the dates, the opening hours, and the ticket price (currently £3.50 full £2.50 con) of Art Fair East and if necessary reserves the right to modify them.
4. Should the venue reach maximum capacity, we will operate a 1 in 1 out policy.
5. Art Fair East will select exhibitors for the show, and reserves the right to approve or not approve applicants. Art Fair East also reserves the right to refuse some of the proposed artists and, if these artists are exhibited during the Fair, to remove the non-valid works of art.
6. If any rules in this contract that Art Fair East considers important are broken, we reserve the right to exclude the exhibitor without refund of fees.
7. The stand must be occupied by the exhibitor during the opening hours, from the first day to the last day of the Fair. Unless the organiser has agreed to this before, it is totally prohibited for an exhibitor to let, sublet or share a part or the totality of his booth to another person, should it be for free or not.
8. In case of force majeure or if, for any other unforeseeable reason, Art Fair East 2015 cannot take place, the submissions will be cancelled and the payments, after expenses, refunded to the exhibitors.
9. In case of a dispute regarding the interpretation or execution of the Art Fair East application pack, the organiser and the exhibitor will do their best efforts to solve the dispute amicably and communicate all necessary information. If the dispute cannot be resolved within two weeks, Art Fair East can apply to the courts. English law will apply.
10. The Exhibitor (any business, individual, or its representatives exhibiting at the fair) shall promptly pay for the Stand Fee by installments as shown on the Art Fair East Application Form. The Exhibitor shall in addition to the Stand Fee promptly pay for all amounts of charges in respect to any additional goods and services supplied at the request of the Exhibitor. The Stand Fee is payable without any deduction, withholding or set-off whatsoever, outside of terms detailed in this application form. If the Fee is not paid when due in accordance with the Exhibitor Application Form, then without prejudice to Art Fair East's other rights or remedies, we reserve the right to sell the Exhibitors Stand to a Third Party without refund of any Fees to the Exhibitor. The Exhibitor risks losing the stand and other services offered by the Art Fair.
11. The Exhibitor may, by notice in writing delivered to Art Fair East by recorded delivery ("the Cancellation Notice"), cancel its booking. All fees paid are non-refundable. Upon accepting the Cancellation Notice Art Fair East may resell or reallocate the cancelled stand, without any obligation to refund any cancellation fees or account to the Exhibitor for income from reselling or reallocating the cancelled stand.
12. The Exhibitor's Stand shall be constructed in accordance with the regulations set out in the Art Fair Handbook that is supplied by Art Fair East prior to the commencement of the Fair. The Exhibitor shall comply with all instructions of Art Fair East and/or its agents in respect of the construction of the Stand.
13. The location of the stand shall be provisional and subject to change prior to the Art Fair. Art Fair East shall be entitled to relocate the Exhibitor's stand at any time prior to the Art Fair and, if necessary, reduce the stand allocated provided that a rebate of the Fee is granted to the Exhibitor pro-rata to the reduction of the stand.
14. The Exhibitor shall vacate the stand at the end of the period of the Art Fair or otherwise in accordance with Art Fair East's request. In the event that the Exhibitor fails to vacate the stand, it shall indemnify and keep indemnified Art Fair East against any losses, costs incurred as a result of the Exhibitor's failure to vacate.
15. The Exhibitor shall not supply from the Stand or elsewhere at the Art Fair any food, drink or tobacco.
16. At the Art Fair the Exhibitor shall only conduct its business from the Stand and may not display or distribute its promotional publication or article of any kind other than from the Stand.
17. The Exhibitor shall observe and comply with the Exhibitor Manual supplied by Art Fair East at all times.

18. Exhibitor will comply with all requirements of law, regulation and codes of practice applicable to it and ensure that it does not infringe the rights of any third party in its activities the subject of these Terms.

19. The Exhibitor shall indemnify Art Fair East and hold Art Fair East harmless against all loss, damages claim and costs resulting from the Exhibitor's use of the stand and the acts and omissions committed by the Exhibitor and its employees, agents, contractors and invitees.

20. Art Fair East shall not be responsible for the theft, damage and safety of all goods, decorations and other items brought into St Andrews Hall by the Exhibitor, its agents, employees or sub-contractors.

21. Art Fair East shall not be responsible for the supply to the Exhibitor of any goods or services by any third parties at the Art Fair, including the operator and owner of St Andrews Hall, designated contractors and Art Fair East's contractors.

22. Art Fair East shall not be liable for any loss of income or profits, loss of contracts or for any indirect or consequential loss or damage of any kind howsoever arising.

23. Nothing in these Terms shall exclude or in any way limit the liability of Art Fair East for fraud or for death or personal injury caused by its negligence or for any other liability to the extent that the same may not be excluded or limited as a matter of law.

24. The Exhibitor shall take out and maintain adequate insurance which shall not entitle the insurers to exercise any subrogation rights against Art Fair East and the Exhibitor shall on demand provide sufficient evidence of such insurance to Art Fair East. The exhibitor indemnifies Art Fair East against any loss or injury arising in connection with the exhibition, directly or indirectly, caused by the exhibitor/exhibitor's representatives/exhibitor's exhibition.

25. Art Fair East may terminate this agreement forthwith by notice in writing to the Exhibitor or exclude the Exhibitor from the Art Fair, if the Exhibitor:-

- * commits a material or persistent breach(es) of any these terms and, having received from Art Fair East a notice giving full particulars of the breach(es) and requesting that the same be remedied, has failed to remedy such breach(es);

- * becomes insolvent, enters into liquidation or bankruptcy, passes a resolution for its winding up, has a receiver or administrator appointed over the whole or any part of its assets, makes any composition or arrangement with its creditors or takes or suffers any similar action in consequence of its debt, or

- * ceases, or threatens to cease. to carry on business; and

- * in the course of preparation for the Art Fair or during the Art Fair, acts in violation of law, including but not limited to performing any act or committing any omission which is or is likely to infringe the rights of any third party.

26. Art Fair East shall be entitled to remove any person or thing or exclude the Exhibitor from St Andrews Hall in the event that Art Fair East considers such removal or exclusion to be in the interests of the Art Fair, St Andrews Hall or the other exhibitors or visitors at the Art Fair. In such event, the Fee shall be forfeited to Art Fair East as liquidated damages.

27. The Exhibitor shall comply with all applicable laws, regulations and codes of practice relating to the Art Fair and the Exhibitor's attendance at the Art Fair, including without limitation, all fire and health and safety regulations, the rules and regulations set out in the Art Fair Handbook and any additional rules imposed by the operator or owner of St Andrews Hall or the government from time to time.

28. Any materials used for building, decorating and covering the Stand or forming part of the Stand must be inflammable. No explosives, detonating or fulminating compounds or other dangerous materials shall be brought into the Art Fair by or on behalf of the Exhibitor.

29. These Terms shall be governed in all respects by the Laws of England and Wales and the courts of England and Wales shall have exclusive jurisdiction to deliberate any disputes between the parties.

30. The failure of either party to enforce any terms of or right arising pursuant to these Terms does not constitute a waiver of such form or right and shall in no way affect that party's right later to enforce or exercise the term or right.

31. The invalidity or un-enforceability of any term of or right arising pursuant to those Terms shall not adversely affect the validity or enforceability of the remaining terms and rights.

32. This application pack and its Terms and Conditions constitute the entire agreement and understanding between the parties with respect to its subject matter and supersedes any prior agreement, understanding or arrangement between the parties, whether oral or in writing, with respect to the same.