

Affordable Art Fair

BRUSSELS APPLICATION FORM

14 - 17 MARCH 2019
TOUR & TAXIS
BRUSSELS

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AFFORDABLEARTFAIR.COM

We are pleased to announce the 11th edition of Affordable Art Fair Brussels will take place from 14 – 17 March 2019, at the wonderful Tour & Taxis site.

The Affordable Art Fair continues to make art accessible to both seasoned collectors and first-time buyers, in a relaxed and fun environment. Every gallery, approved by a selection committee, will present original artworks from living, contemporary artists. Our committee ensures the quality of all exhibited artworks, offering fair visitors the opportunity to discover new emerging talents alongside established artists. For the 11th edition, the committee will select 90 Belgian and international art galleries. The preview will be held on Thursday 14 March, and the fair will close on Sunday 17 March.

We invest extensively in our locally-created marketing and advertising campaigns, to target both new and experienced collectors, which year on year creates a dynamic and unforgettable fair for both exhibitors and visitors alike.

Last year our very successful 2018 Brussels edition welcomed nearly 15,000 art lovers through the fair doors, and our 94 participating galleries sold more than 2,000 artworks with a combined total worth of €2.4 million. Our visitors and galleries loved our improvements to the quality and presentation of the fair, and so we hope you will join us in 2019 as we continue to revolutionise the way everyone buys art.

APPLICATION FORMS SHOULD MEET THE FOLLOWING CRITERIA:

- Application forms should be clear, legible, correct and all images provided should be high resolution (300 dpi)
- Application forms should include a variety of high-quality artists – with artist biographies, mediums, artwork dimensions and prices
- Galleries should introduce collectors to the Affordable Art Fair concept, as well as encouraging art novices to make their first purchase of contemporary art
- We ask returning galleries to bring at least two new artists or a new series from returning artists to keep the fair fresh and interesting, as many of our visitors return each year

The completed and signed application form should be accompanied by a document showing that the €1,000 deposit has been made, and sent to the following email address: brussels@affordableartfair.com

Please see Article 5 of the general conditions (see page 7) concerning payment of your deposit.

IMPORTANT

We will not consider incomplete applications, nor those sent without proof of payment of the €1,000 deposit.

The application deadline is **10 November 2018**. We advise you to apply early. Please return your application as soon as possible. We encourage you to send all paperwork via email.

Please visit affordableartfair.com/brussels for more information, and if you have any questions, please do not hesitate to contact:

Géraldine Hubot
geraldine@affordableartfair.com or
Louise Malfait
louise@affordableartfair.com or
call +32 (0)499 619 619

Yours sincerely,

Géraldine Hubot, **Fair Director**
Louise Malfait, **Fair Manager**

KEY DATES

Application submission deadline
10 November 2018

Set-up / installation date
13 March 2019, 9am – 10pm

Preview
14 March 2019
2pm – 10.30pm

Public opening dates
14 – 17 March 2019

Breakdown
17 March 2019, 6pm – 10pm



AFFORDABLE ART FAIR EXHIBITING CRITERIA

- All art exhibited must be by living artists.
- All work must be priced between €60 and €6,000 (VAT included).
- The full price must be clearly marked next to the artwork.
- Art must be original: reproductions are not allowed. Sculpture, original prints and photography must be strictly editioned (details in the general contract conditions)
- An artist cannot be presented by more than two exhibitors. Exhibitors wishing to exhibit the same artist should discuss and resolve this matter together.
- All artists submitted must be approved by the selection committee before the fair.
- If you are planning to bring any additional artist(s) you must submit them for approval prior to the fair so they can be reviewed against our ongoing artist database to ensure that every fair has a fresh and diverse group of artists. Affordable Art Fair reserves the right to have any unapproved works removed during the fair
- Overhanging is not permitted and regulations require that at least 1/3 of the booth's walls are visible / empty after artwork has been installed. Please note that this policy will be strictly enforced by fair management.
- If you have exhibited with us previously, we highly recommend bringing some new artists to keep the fair fresh and interesting for our returning visitors.

We also recommend a good price mix in the selection you bring to the fair, ranging from low-budget teasers to high-end pieces to appeal to both our new visitors, budding collectors and more established collectors.

You will be notified of the success of your application once the selection committee has reviewed it. Once approved, we will send out a stand plan with your placement. If the committee does not approve your application, the deposit will be refunded.



APPLICATION FORM

EXHIBITOR INFORMATION

Depending on the system you work with, you may be asked to unblock the document. Please click unblock to fill in the form below.

Name of gallery / exhibitor

Gallery owner / Director

Contact name for AAF 2019

Gallery creation date

GALLERY ADDRESS

Address

ZIP code

City

Country

Phone number (+ country code)

Cellphone number (+ country code)

Email address

Website

INVOICE DETAILS

Bill to

Invoice address

ZIP code

City / Country

VAT number

Chamber of Commerce no.

City of registration

ARTISTS

Please list the artists you wish to present on your stand.

All the artists presented must be living and all artworks must be priced between €60 and €6,000 inc. VAT.

We ask that 75% of the exhibited artworks are priced under €5,000 inc. VAT.

Don't forget to send us three images per artist (at least) for the selection committee. Your images may also be used for marketing and PR purposes.

ARTIST'S NAME	MEDIUM	COUNTRY
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

Will you present artworks under €500? No If yes, artist's name:

and €1,000? No If yes, artist's name:

- Please send us a short biography, together with at least three high resolution images (at least 300 dpi) of artworks for each artist.
- So we can improve our communication about your gallery, please send us any additional important information about your artists and their artworks.

To help us during the selection process, and also in our marketing and communication with journalists, please name your images as: **Exhibitor-Name_Artist-Name_Title_Year_ Medium_ Dimensions_Price**

STAND

The booth rate is €242 / m² (excl. VAT). This 'all inclusive' price includes:

- U-shape booth (three white walls) including basic lighting.
The wall panels are 2.7 metres high
- Signage bearing your gallery name and city
- Presence of your gallery in the Fair Guide
- Gallery name, visual and link to your website on affordableartfair.com
- 100 double invitations for the Private View (valid during the entire fair)
- Six entry passes (badges) for the exhibitors
- Small storage outside the booth (w1 m x h2.7 m)

It will be possible to order extras for your booth, e.g. carpet, additional lighting, power sockets, walls, furniture and more. You will be able to do this through the Exhibitor manual and forms, which you will receive once your application has been approved by our Selection Committee.

We have eight different booth sizes: 18, 21, 24, 27, 30, 36, 42 and 51 m².

Please indicate your booth size preference below:

YOUR CHOICE	m ² x €242	TOTAL PRICE	
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Please note: All fees in this document exclude VAT. In order to know if VAT is due for your gallery, please read the VAT note** at the bottom of this page.

SIZE	PRICE (VAT** excl.)	DEPOSIT* To be paid with application	UPON ACCEPTANCE PAYMENT 1 (VAT** excl.) To be paid before 10 November 2018	PAYMENT 2 (VAT** excl.) To be paid before 15 December 2018
18 m ²	€4,356	€1,000	€1,178	€2,178
21 m ²	€5,082	€1,000	€1,541	€2,541
24 m ²	€5,808	€1,000	€1,904	€2,904
27 m ²	€6,534	€1,000	€2,267	€3,267
30 m ²	€7,260	€1,000	€2,630	€3,630
36 m ²	€8,712	€1,000	€3,356	€4,356
42 m ²	€10,164	€1,000	€4,082	€5,082
51 m ²	€12,342	€1,000	€5,171	€6,171

Included in the booth price is a number of spotlights corresponding to the size of your booth. Please refer to the table below.

BOOTH	18 m ²	21 m ²	24 m ²	27 m ²	30 m ²	36 m ²	42 m ²	51 m ²
NUMBER OF SPOTS	6	7	7	8	8	9	10	12

You must pay your deposit when you submit your application. Please send your proof of payment to brussels@affordableartfair.com at the same time as your application, otherwise your application will not be considered.

*If your application is declined your deposit will be refunded.

** VAT of 21% is due, and will be added on the above amounts for all Belgian galleries (even those without a registered VAT number) and for European galleries if they do not have a registered VAT number. European galleries (except Belgian galleries) in possession of a valid European VAT number will be subject to the EU reverse charge mechanism (zero VAT charge will be applied on Affordable Art Fair invoices). Galleries outside the EU are not subject to VAT charges.

PAYMENT

DEPOSIT DUE WITH SUBMISSION	€1,000
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This deposit will be refunded if the Selection Committee does not approve your application

FIRST PAYMENT	50% of booth price (minus €1,000 deposit), to be paid by 10 November 2018
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SECOND PAYMENT	50% of stand price, received by 15 December 2018
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Payments are made by electronic bank transfer only to our NEW Belgian bank account, KBC (no cheques accepted).

ACCOUNT HOLDER	RAMSAY FAIRS BVBA
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IBAN: BE06 7360 3071 5722	BIC / SWIFT: KREDBEBB
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ADDRESS: AFFORDABLE ART FAIR BRUSSELS, CHAUSSÉE DE WATERLOO 1393, 1180 BRUSSELS, BELGIUM

BANK ADDRESS: KBC, CHAUSSÉE DE WATERLOO 690, 1180 UCCLE, BELGIUM

Don't forget to reference the **name of your gallery + AAF Brussels 2019** in the transfer.

We cannot take into consideration your application if we have not received the deposit.

If, for any exceptional reason, you need to pay your outstanding balance by credit card, Affordable Art Fair will charge an extra 6% for administration and credit card fees on top of the outstanding balance.

LIST OF DOCUMENTS TO SEND

This application form fully completed and signed	
A description of your gallery, and an outline of the knowledge and experience you have of the Belgian market (contacts, fairs, partners...)	
The list of artists you wish to exhibit during the fair with their short biography	
Images of the artworks you wish to present (at least 300 dpi) named as follows: name of your gallery_name of the artist_title_medium_dimensions_price.jpg	
A copy of your bank confirmation of payment for the €1,000 deposit.	

Please note that incomplete applications will be considered. Providing high-quality application documents (for example images, informations, layout...) will greatly help the Selection Committee.

GENERAL CONDITIONS

AFFORDABLE ART FAIR EXHIBITOR CONTRACT

Please complete and return this contract immediately to confirm your interest in participating.

RETURN TO:
E: brussels@affordableartfair.com

P: Affordable Art Fair Brussels, Chaussée de Waterloo
1393, 1180 Brussels, Belgium

ARTICLE 1 - GENERAL TERMS

The organiser (Affordable Art Fair Brussels) sets the General Conditions, such as the place, duration, dates, opening hours, and the ticket price of The Affordable Art Fair Brussels and if necessary reserves the right to modify them.

ARTICLE 2 - TERMS OF PARTICIPATION

The organiser, with the help of a Selection Committee, will select all exhibitors for the show. The Selection Committee studies all applications for the Affordable Art Fair and reserves the right to approve or not approve the participation of the gallery. The Committee 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. The exhibitor is solely responsible for selling artworks for which they have the authority to sell.

ARTICLE 3 - EXHIBITING CRITERIA

Our key exhibiting criteria are:

- All work must be priced under €6,000 with 75% of the artworks under €5,000 - VAT included. The full price as well as the edition number (if edition applies) must be shown next to the artwork.
- All exhibited art must be made by living artists.
- An artist can be presented by no more than two exhibitors. Two exhibitors bringing the same artist will be put in touch by the Fair Manager. They must not present the same pieces and should be coherent on prices.
- All art must be original; color reproductions of original work are not allowed.

Allowed at Affordable Art Fair

- **Original prints**
Made by the hand of the artist or with the artist's close involvement and overseeing of the printing process i.e. etchings, screenprints, monoprints, drypoint, stone lithographs, mezzotint Edition size no larger than 200.
- **Sculpture**
Unique pieces or sculptures in editions of 25 or less.
- **Photography**
Limited edition fine art photography is accepted, when signed and numbered or accompanied by a certificate of authenticity, and when the print is produced to a high standard. Maximum edition size of 150, but frequently much smaller editions.

Not allowed at Affordable Art Fair

- **Printed material**
The sale of printed material such as postcards, greeting cards or catalogues are strictly not allowed.
- **Offset lithography**
Prints run off a commercial printing press using a transparency of original work, even if the print is signed by the artist.
- **Digital prints**
Such as giclées, which use a scan of an original work such as a painting, even if the print is signed by the artist.
- **Applied arts**
We allow most fine art pieces but The Affordable Art Fair is not a craft fair and domestic pieces e.g. mugs, tiles, clocks, furniture, clothing or jewellery may not be exhibited. We may ask you to remove items that we do not feel are suitable for the fair. If you are not sure, please contact us before the event.
- **Digitally generated artwork**
Any artwork created digitally will be considered on a case by case basis, taking into account the artistic merit of the work itself, the quality of the production method and the edition size.

ARTICLE 4 - CODE OF PRACTICE

The stand must be occupied by the exhibitor at all times during opening hours, from the first day to the last day of the fair. Unless the organiser has agreed to it beforehand, it is prohibited for an exhibitor to let, sublet or share a part or the whole of the booth to another person or entity, should it be for free or not. If the exhibitor hasn't presented themselves at the welcome desk by 5pm on 13 March we have the right to refuse access to the fair. In such cases the total amount of the booth fee will not be refundable.

ARTICLE 5 - PAYMENT CONDITIONS

The deposit due with submission of €1,000 will only be refunded if the Selection Committee does not approve your application. Invoice for first payment 50% of booth price (minus deposit of €1,000), to be paid before 10 November 2018. Invoice for final payment 50% of stand price, to be paid before 15 December 2018. Sending an application constitutes a strong and irrevocable commitment to pay the whole rental price of your stand. Any default on payment, or incomplete payment on a due date will cause, from the following day, either an indemnity of 1.5 times the applicable interest rate on due amounts, or the cancellation of the

GENERAL CONDITIONS

AFFORDABLE ART FAIR EXHIBITOR CONTRACT (CONT.)

application form. If payments are not received by the due dates, your booth may be offered to another gallery, and you will forfeit all payments received to date. Nevertheless, if the selected gallery withdraws more than 60 days before the event opening, and the provided stand can be rented to another exhibitor, the organiser will refund the payments already made by the gallery apart from the €1,000 deposit. After this deadline, payments will not be refunded. Gallery applications cannot be processed until we receive the deposit in our bank account. Please pay according to the 15-day payment term indicated on the invoice. Preferred payment method is by bank transfer. Cheques are not accepted.

The booth fee must be paid in full before 15 December 2018 (galleries will not be permitted to install their booth if there are any outstanding balances). The extras must be paid in full before 15 January 2019.

If nevertheless an outstanding balance is paid by credit card, the Affordable Art Fair will charge an extra 6% for administration and credit card fees on top of the outstanding balance.

ARTICLE 6 - CANCELLATION AND REDUCTION OF SPACE

6.1 Subject to this Clause, the Exhibitor may, by notice in writing delivered to the Organiser by recorded delivery to the Organiser ("the Cancellation Notice"), cancel its booking. The parties agree that the Organiser is irreparably harmed by cancellations and may incur printer's fees, problems with catalogs, loss of revenue, mitigation costs and loss of prestige by cancellations. Exhibitor acknowledges that the Organiser "curates" the entire exhibition to try to ensure a diversity of offerings to make each Exhibitor's experience valuable, so finding suitable replacements is difficult. Since such damages are difficult to calculate, the parties agree that the schedule set forth in Clause 6.4 is a reasonable measure of such damages and is fair.

6.2 Subject to this Clause, the Exhibitor may, by notice in writing delivered to the Organiser (such as email), apply to reduce the size of the Space. The Organiser shall, in its sole discretion and without assigning any reason, elect whether or not to accept the Reduction Notice.

6.3 In the event that the Organiser accepts the Reduction Notice, the booking of such Space the subject of the Reduction Notice shall be deemed to be cancelled and liquidated damages (and not penalty) by way of cancellation fees shall be payable by the Exhibitor in accordance with Clause 6.4.

6.4 Upon cancellation in accordance with Clause 6.1 or reduction of the Space, the cancellation fee payable by the Exhibitor to the Organiser will be as follows:

- Within 10 calendar days of acceptance: Entire fee waived
- Between 11 calendar days and 15 December 2018: 75% of the fee is due
- From 16 December 2018 to 13 March 2019: 100% of the fee is due

6.5 Upon accepting the Cancellation Notice or Reduction Notice, the Organiser may resell or re-allocate the cancelled Space, without any obligation to refund any cancellation fees to the Exhibitor for the income from reselling or re-allocating the cancelled Space.

ARTICLE 7 - ARTWORKS AND BOOTH

Artworks must not be left on the floor at any time or leaning up against a wall. Artworks are not allowed to be displayed on an easel (as they are a trip hazard) or raised off the floor by using blocks.

ARTICLE 8 - OBJECTIONS

In case of a dispute regarding the interpretation or execution of the General Conditions, the organiser and the exhibitor will do their best to solve the dispute amicably and communicate all necessary information. If the dispute cannot be resolved within two weeks, the organisers can apply to the courts. Belgian Law will then apply.

ARTICLE 9 - LIABILITY AND INSURANCE

9.1 Subject to Clause 9.3, the Organiser shall not be responsible for:

- 9.1.1 the theft, damage and safety of all goods, decorations and other items brought into the Venue by the Exhibitor, its agents, employees or sub-contractors; or
- 9.1.2 the supply to the Exhibitor of any goods or services by any third parties at the Exhibition, including the operator and owner of the Venue, designated contractors and the Organiser's contractors.

9.2 Although all reasonable precautions shall be taken, subject to Clause 9.3, the Organiser's liability shall be limited as follows:

9.2.1 the Organiser's maximum aggregate liability under or in connection with these Terms shall not exceed the total amount of the Fee actually paid by the Exhibitor; and

9.2.2 the Organiser 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.

9.3 Nothing in these Terms shall exclude or in any way limit the liability of the Organiser in a manner contrary to law.

9.4 The Organiser shall not be liable for any delay or damage or loss caused by any act of God, terrorist activity, political unrest, riot or other event, fact or circumstance beyond the Organiser's reasonable control.

9.5 The Exhibitor shall take out and maintain adequate insurance which shall not entitle the insurers to exercise any subrogation rights against the Organiser and the Exhibitor shall on demand provide sufficient evidence of such insurance to the Organiser. Without prejudice to the foregoing provisions in this Clause 9, in the event of the Organiser having any liability, the claimant shall first of all recover or procure to be recovered the money payable by the insurers under the insurance policies between the insurers and/or all relevant parties relating to the subject matter or event from which the Organiser's liability arises

GENERAL CONDITIONS

AFFORDABLE ART FAIR EXHIBITOR CONTRACT (CONT.)

and the claimant's claim against the Organiser is limited to the extent that the money paid and / or payable by the insurer under such insurance policies is not sufficient to reasonably compensate the claimant.

ARTICLE 10 - FORCE MAJEURE

In the event of cancellation or abandonment of the fair, under whatever circumstances, the submissions will be cancelled and the payments made by the exhibitors, after expenses, refunded pro rata the payments. The Affordable Art Fair accepts no responsibility for any losses incurred by the exhibitor, including any payments made for the booth, or any other cost associated with their presence at the fair. The Affordable Art Fair recommends the exhibitor arranges abandonment and cancellation insurance. The organiser will not be responsible for any losses, costs or expenses incurred as a result of any underinsurance. Each exhibitor agrees to respect and make sure that all staff will respect the General Conditions of the Affordable Art Fair.

ARTICLE 11 - NOTICES

11.1 Save in relation to Clause 6, all notices and other communications served pursuant to or in connection with these Terms shall be sent by written correspondence, such as email, to the address as specified in the Stand Rental Agreement for each party or to such other address as either party may notify for such purpose.

11.2 Subject to Clause 6, notices shall be deemed served in accordance with the following;

11.2.1 if sent by first class post to an address within Belgium, two working days after posting and if sent elsewhere, seven working days after posting;

11.2.2 if sent by courier or overnight mail, on confirmed delivery.

11.2.4 Service of process. In the event of a legal dispute, the parties consent to accept service of process by overnight mail service such as FEDEX and stipulate that proof by a tracking number to the relevant address is such service shall constitute proof of good and valid service on the date delivered.

SIGNATURE

NAME

SURNAME

I can confirm I have read the general conditions for Affordable Art Fair Brussels and agree to them.

CITY

DATE

SIGNATURE AND GALLERY STAMP
(COMPULSORY):

Please sign with a digital signature or print, sign, scan and send back by email to brussels@affordableartfair.com