



Affordable Art Fair

CONTEMPORARY ART
FROM €100 TO €7.500

16 – 19 NOV 2017

HAMBURG MESSE

Dear applicant,

Following the great success of the 5th edition of the Affordable Art Fair Hamburg in 2016, we are delighted to inform you that the 6th edition will take place from **Wednesday 15 – Sunday 19 November 2017** in the Hamburg Messe, Hall A3.

Thanks to the great cooperation with each of the **75 exhibitors who participated**, and the intensive media and public relations effort, we welcomed **18,000 visitors** at our 5th edition and galleries sold **€2.2 million** worth of art.

The Affordable Art Fair takes place in 11 cities around the world and is one of the largest and most popular art fairs for contemporary art priced between €100 – €7500. As Will Ramsay, our Founder, explains: "The main aim of Affordable Art Fair is to provide a fun and exciting platform for people to gain access to, increase their knowledge of, and fall in love with contemporary art."

With over **2 million** people visiting an Affordable Art Fair globally, and taking home **€380 million** in art since its launch in 1999, the fair continues to be a success for the galleries who take part and demonstrates the high demand for affordable, contemporary art across the globe.

The Affordable Art fair is **consumer-orientated** and enables visitors to view and buy their perfect piece and take it home with them. It also encourages them to learn about art, with free demonstrations and information on art techniques, mediums and styles. **A free crèche** and **wrapping service, wine bar** and **restaurant** ensure an accessible and fun atmosphere. At each fair, around 70% of visitors are existing buyers and regular visitors to galleries; the other 30% are art-interested people that have never before bought original contemporary art, but have the desire and disposable income to buy. Around 1 in 4 visitors to the fair, buy.

For 4 days, a selection of around **80 national and international exhibitors** will present contemporary art works in the exceptional setting of the **Hamburg Messe**. The venue is centrally located, known by all in Hamburg, has amazing architecture and has first class services.

The Affordable Art Fair is of course an excellent place for you to sell art and increase turnover, but also a superb way to:

- Increase the profile, knowledge and awareness of your gallery
- Introduce new customers to your gallery and add to your mailing list for all future events
- Build contacts with journalists, artists and other dealers

Our **marketing and PR** is a key differentiator between the Affordable Art Fair and other shows. We invest heavily in marketing in order to draw a large crowd of both existing art buyers and art-novices, ensuring the success of the fair. We expect again 18,000 visitors for the sixth edition in 2017.

APPLICATIONS

We will be opening the application process also to solo and two-artist presentations in 2017, allowing exhibitors to highlight only one artist or two artists in their stands. We know that the ability to bring your strongest presentation is what makes our editions successful, therefore we hope that this change will provide you with more opportunities.

The artworks **must be priced between €100 and €7,500** (including VAT) and the full price must be shown next to the artwork. 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. Quality is paramount: the exhibitors will be selected by an advisory committee comprising art experts. The deadline will be May 31 2017.

If you have any further queries, please do not hesitate to contact us

by phone: +49 (0) 40 533 0705 10 or

by email: anfragen@affordableartfair.de

We look forward to seeing you for the 6th edition!


Oliver Lähndorf Fair Director

KEY DATES

Application Process

| | |
|----------------------------------|-----------------------|
| Application period | March 1 – May 31 2017 |
| Review of the advisory committee | June 1 – June 31 2017 |
| Feedback to galleries | July 1 – 5 2017 |

Installation Date

| | |
|----------------------|--------------|
| Tue 14 November 2017 | 12 pm – 8 pm |
| Wed 15 November 2017 | 10 am – 1 pm |

Vernissage for invited guests only

| | |
|----------------------|--------------|
| Wed 15 November 2017 | 6 pm – 10 pm |
|----------------------|--------------|

Public Opening Dates

Thu 16 November – Sun 19 November 2017

De-Installation Date

| | |
|----------------------|-----------------|
| Sun 19 November 2017 | 6:15 pm – 10 pm |
|----------------------|-----------------|

Applications to: anfragen@affordableartfair.de

or via post to: Ramsay Fairs Ltd. | Affordable Art Fair | Karolinenstrasse 45 | 20357 Hamburg

List of documents to be sent with the application form:

- This application form completed and signed.
- A short text presentation of your gallery and your knowledge and experience of the German market.
- The list of artists you wish to exhibit during the fair with their short biography.
- Minimum 3 images of art works you wish to present, named as follows:
name of your gallery_name of the artist_title_year_technique_size.jpg. (300 dpi min.)
- A copy of your transfer voucher of the deposit payment: €750 = for foreign applicants with a valid VAT number
€892,50 incl. VAT= for german applicants

Any incomplete application will not be considered.

The quality of your application documents (images, information, layout, etc.) will help the committee.

APPLICATION FORM

GALLERY

Name of the gallery

Corporate name and status

Director

Contact for AAF (if different)

Gallery's creation date

GALLERY'S INFORMATION (will appear on the Fair Guide)

Address

Post Code / ZIP Code

City / Country

Phone Number

Cellphone Number

Fax

Email address

Website

POSTAL ADDRESS (to send you the invitations)

Address

Post code / ZIP Code

City / Country

INVOICE ADDRESS (if different)

Address

Post code / ZIP Code

City / Country

European Union VAT Number
(compulsory)IBAN, BIC, Bank
(in the event of referral back)

ARTISTS

NEW: There is no minimum requirement of artists for stand display

The prices of the works of art exhibited must be between €100 and €7500 incl. VAT

Please send us at least 3 images per artist, that might get used by our PR agency

Named as follows: name of gallery_name of artist_title_year_technique_size.jpg (300 dpi.)

1.

2.

3.

4.

5.

6.

7.

8.

STAND

Renting price is €240 per sqm ex VAT*. Please check below the three stand sizes you wish to get, in your order of preference (1,2,3 - 1 being your favorite stand size).

The price includes:

- The booth is a U-shape (3 walls) including basic lighting (1 for 2 linear meters)
- Signage of your gallery at the fair
- Presence of your gallery in the fair catalogue
- Name of your gallery and link to your website on www.affordableartfair.de
- 100 double invitations for the Vernissage + flyers
- 100 double invitations for the Late View

You will be able to order additional lighting, power sockets and walls via the exhibitor manual which will be sent later to all selected galleries.

| CHOICE 1, 2, 3 | SIZE | PRICE (excl. VAT) | DEPOSIT (excl. VAT) | FIRST PAYMENT Minus the deposit (excl. VAT)* | SECOND PAYMENT (excl. VAT)* |
|-------------------|-------------------|----------------------|------------------------|----------------------------------------------------|-----------------------------------|
| | 15 m ² | 3.600€ | 750€ | 1.050€ | 1.800€ |
| | 18 m ² | 4.320€ | 750€ | 1.410€ | 2.160€ |
| | 21 m ² | 5.040€ | 750€ | 1.770€ | 2.520€ |
| | 24 m ² | 5.760€ | 750€ | 2.130€ | 2.880€ |
| | 27 m ² | 6.480€ | 750€ | 2.490€ | 3.240€ |
| | 30 m ² | 7.200€ | 750€ | 2.850€ | 3.600€ |
| | 33 m ² | 7.920€ | 750€ | 3.210€ | 3.960€ |
| | 36 m ² | 8.640€ | 750€ | 3.570€ | 4.320€ |
| | 39 m ² | 9.360€ | 750€ | 3.930€ | 4.680€ |
| | 42 m ² | 10.080€ | 750€ | 4.290€ | 5.040€ |
| | 45 m ² | 10.800€ | 750€ | 4.650€ | 5.400€ |
| | 48 m ² | 11.520€ | 750€ | 5.010€ | 5.760€ |

*Renting Price is €240 per sqm ex. VAT. German Exhibitors must pay the german VAT (19%). Only foreign galleries with a valid VAT number don't have to pay the VAT.

PAYMENT

DEPOSIT DUE WITH SUBMISSION

€750 = for foreign applicants with a valid VAT number
€892,50 incl. VAT= for german applicants

This deposit will be refunded if the advisory committee does not approve the application

INVOICE FOR FIRST PAYMENT

50% of stand price (minus deposit) to be paid when accepted

INVOICE FOR SECOND PAYMENT

50% of stand price received by October 1, 2017

Please make all payments by electronic transfer.

Ramsay Fairs Limited

Deutsche Bank

IBAN: DE69 2007 0024 0525 0550 00

BIC: DEUTDEDBHAM

Please quote your gallery name + AAF Hamburg as reference for your payment.

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. More details in the general conditions below.

GENERAL CONDITIONS – AFFORDABLE ART FAIR HAMBURG 2017

Article 1 – General Terms

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

Article 2 – Terms of participation

The organizer, with the help of an advisory committee, will select all exhibitors for the show. The advisory committee studies all applications for and Affordable Art Fair reserves the right to approve or not approve the exhibitor. The advisory 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.

Article 3 – Exhibiting criteria

Our key exhibiting criteria are:

- Exhibitors must be galleries.
- All work must be priced between €100 and €7,500 – VAT included. The full price must be shown next to the artwork.
- All art exhibited must be by living artists.
- **NEW: There is no minimum requirement of artists for stand display.**
- 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.
- All art must be original; color reproductions of original work are not allowed.

Not allowed at Affordable Art Fair:

- Offset lithographs
- Giclées (although we will allow giclées when the original work is created by computer i.e. digital art)
- Prints run off a commercial printing press using a transparency of an original work, even if they might be signed and dated by the artist.

Allowed at Affordable Art Fair:

- Those prints made by the hand of the artist (etchings, screen prints, mono prints, dry point, lithographs, mezzotint etc)
- Those prints made with the artist's close involvement and overseeing of the printing process; the artist would usually have made the plates; edition size normally no larger than 150.
- Photography: original, fine art photographic prints rather than commercial, mass-produced photographs are allowed at Affordable Art Fair. This means a high quality, controlled print process, usually overseen and authenticated by the photographer, in most cases signed and strictly limited (no more than 150 from one image regardless of printed size, frequently much smaller edition size)
- Sculpture: One-off pieces or editions of 25 or less.

Article 4 – Code of Practice

The stand must be occupied by the exhibitor during the whole opening hours, from the first day to the last day of the fair.

Unless the organizer 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.

Article 5 – Payment conditions

Deposit due with submission: €750 excl. VAT / €892,50 incl. VAT for German applicants. Deposit will be refunded if the advisory committee does not approve your application.

Invoice for first payment: 50% of stand price minus deposit, received on acceptance of application, around July 1, 2017.

Invoice for final payment: 50% of stand price, received by October 1, 2017.

If payments are not received by the due dates, your stand may be offered to another gallery, and you will forfeit all payments received to date. Sending your application constitutes a strong and irrevocable commitment to pay the whole rental price for your stand. Once an exhibitor has been accepted by the **advisory committee, all subsequent payments are non-refundable. Nevertheless, if the selected exhibitor withdraws after the 15th of September 2017**, and provided the stand can be rented to another exhibitor, the organizer will refund the payments already made by the gallery apart from the deposit of €750 excl. VAT.

Article 6 – Objections

In case of a dispute regarding the interpretation or execution of the General Conditions, the organizer 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, the organizers can apply to courts. German law will apply.

Article 7 – Force majeure

In the event of cancellation or abandonment of the fair, under whatever circumstances, Affordable Art Fair accepts no responsibility for any losses incurred by the Exhibitor, including any payments made for the stand, or any other cost associated with their presence at the fair. Affordable Art Fair recommends the Exhibitor arrange abandonment and cancellation insurance. The organizers will not be responsible for any losses, costs or expenses incurred as a result of any underinsurance.

I (name, surname)

confirm I have read the general conditions for the Affordable Art Fair Hamburg agreed to them.

In (name, surname)

on the (date)

Signature