

Affordable Art Fair

HAMBURG APPLICATION FORM

CONTEMPORARY ART
FROM €100 - €7500

15 - 18 NOVEMBER 2018
HAMBURG MESSE

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Dear applicant,

Following the great success of the 6th edition of the Affordable Art Fair Hamburg in 2017, we are delighted to inform you that the 7th edition will take place from **Wednesday 14 – Sunday 18 November 2018** in the Hamburg Messe, Hall A3.

Thanks to the great cooperation with each of the **80 exhibitors who participated**, and the intensive media and public relations effort, we welcomed nearly **20,000 visitors** and galleries sold **€2.2 million** worth of art at our 6th edition.

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.

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 20,000 visitors for the 7th edition in 2018.

EXHIBITOR CRITERIA

- Exhibitors must be galleries.
- The artworks **must be priced between €100 and €7,500** (including VAT) and the full price must be shown next to the artwork.
- All art exhibited must be 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.

- Quality is paramount: the exhibitors will be selected by an selection committee comprising art experts.
- We have opened 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.

APPLICATION CRITERIA

- Application forms should be completed, legible, correct and all images should be in high resolution (see page 6).
- Application forms should include a presentation of a variety of high quality artists - with bios, medium and dimensions
- We ask returning galleries to bring at least 2 new artists or a series from returning artists to keep the fair fresh and interesting, as many of our visitors return each year
- Deposit of € 750 excl. VAT must be transferred when application is submitted
- Application deadline will be 31 May 2018

Please note as the environment is important to us, we try to avoid printing on paper wherever possible, and we encourage you to send all paperwork via email.

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

T +49 (0) 40 533 0705 10 or
E anfragen@affordableartfair.de

A Ramsay Fairs Ltd. | Karolinenstraße 45 | 20357 Hamburg

Yours sincerely,

Oliver Lähndorf, Fair Director
Isabel Deimel, Fair Manager

KEY DATES

Application Process

Application period	15 March – 31 May 2018
Review of the selection committee	1 June – 31 June 2018
Feedback to galleries	1 July – 5 July 2018

Installation Date

Tue 13 November 2018	12 pm – 8 pm
Wed 14 November 2018	10 am – 1 pm

Vernissage for invited guests only

Wed 14 November 2018	6 pm – 10 pm
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Public Opening Dates

Thu 15 November – Sun 18 November 2018

De-Installation Date

Sun 18 November 2018	6:15 pm – 10 pm
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APPLICATION FORM

EXHIBITOR INFO

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

GALLERY

Name of the gallery	
Corporate name and status	
Director	
Contact for AAF (if different)	
Gallery's creation date	

GALLERY'S ADDRESS (will appear in the Fair Guide)

Address	
Post Code / ZIP Code	
City / Country	
Phone Number	
Cellphone Number	
Fax	
Email address	
Website	

POSTAL ADDRESS (for invitations)

Address	
Post Code / ZIP Code	
City / Country	

INVOICE ADDRESS

Address	
Post Code / ZIP Code	
City / Country	
European Union VAT Number (compulsory)	
IBAN, BIC, Bank (in the event of referral back)	

ARTISTS

- Please list the artists you wish to present on your stand
- All the artists presented must be priced between €100 and €7500 inc. VAT
- We ask that minimum 25% of art works are priced under € 2500 and maximum 25% of art works are priced over € 5000
- Please send us a biography together with 3 images per artist (at least) so they can be used for our PR agency and name them as follows:

"name of gallery_name of artist_title_year_technique_size.jpg" (300 dpi)

Please notice, that only the proposed artists which got accepted by the selection committee, are allowed to be shown

Artist name	Medium	Country
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Will you present artworks under €500?

No

If yes, artist name:

STAND

Renting price is €250 per sqm excl. VAT*. The price includes:

- The booth is a U-shape (3 walls) including basic lighting. The walls are 2,75 m high.
- Signage bearing your gallery name and city
- Presence of your gallery in the Fair Guide
- Name of your gallery and link to your website on www.affordableartfair.de
- 75 double invitations for the Vernissage + flyers
- 100 double invitations for the Late View
- 25 invitations for friday
- Free wrapping service for the sold artworks during the fair
- 5 exhibitor badges
- 1 m² storage

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).

CHOICE 1, 2, 3 BOOTH	SIZE	PRICE (excl. VAT)	DEPOSIT (excl. VAT)*	FIRST PAYMENT Minus the deposit (excl. VAT)**	SECOND PAYMENT (excl. VAT)**
<input type="checkbox"/>	15m ²	€ 3.750,00	€ 750,00	€ 1.125,00	€ 1.875,00
<input type="checkbox"/>	18m ²	€ 4.500,00	€ 750,00	€ 1.500,00	€ 2.250,00
<input type="checkbox"/>	21m ²	€ 5.250,00	€ 750,00	€ 1.875,00	€ 2.625,00
<input type="checkbox"/>	24m ²	€ 6.000,00	€ 750,00	€ 2.250,00	€ 3.000,00
<input type="checkbox"/>	27m ²	€ 6.750,00	€ 750,00	€ 2.625,00	€ 3.375,00
<input type="checkbox"/>	30m ²	€ 7.500,00	€ 750,00	€ 3.000,00	€ 3.750,00
<input type="checkbox"/>	33m ²	€ 8.250,00	€ 750,00	€ 3.375,00	€ 4.125,00
<input type="checkbox"/>	36m ²	€ 9.000,00	€ 750,00	€ 3.750,00	€ 4.500,00
<input type="checkbox"/>	39m ²	€ 9.750,00	€ 750,00	€ 4.125,00	€ 4.875,00
<input type="checkbox"/>	42m ²	€ 10.500,00	€ 750,00	€ 4.500,00	€ 5.250,00
<input type="checkbox"/>	45m ²	€ 11.250,00	€ 750,00	€ 4.875,00	€ 5.625,00
<input type="checkbox"/>	48m ²	€ 12.000,00	€ 750,00	€ 5.250,00	€ 6.000,00
<input type="checkbox"/>	51m ²	€ 12.750,00	€ 750,00	€ 5.625,00	€ 6.375,00
<input type="checkbox"/>	54m ²	€ 13.500,00	€ 750,00	€ 6.000,00	€ 6.750,00
<input type="checkbox"/>	57m ²	€ 14.250,00	€ 750,00	€ 6.375,00	€ 7.125,00
<input type="checkbox"/>	60m ²	€ 15.000,00	€ 750,00	€ 6.750,00	€ 7.500,00

*Rental Price is €250 per sqm excl. VAT. German Exhibitors must pay the german VAT (19%). Only foreign galleries with a valid VAT number don't have to pay the VAT.

**Deposit to be transferred when application is submitted, otherwise your application is not valid. If your application is declined the deposit will be refunded.

Included in this price, each stand will be supplied with the number of basic lighting spots (20 Watt) according to the table below.

Booth	15m ²	18m ²	21m ²	24m ²	27m ²	30m ²	33m ²	36m ²	39m ²	42m ²	45m ²	48m ²	51m ²	54m ²	57m ²	60m ²
Included number of spots	5	6	6	7	7	8	8	9	9	10	10	11	11	12	12	13

It will be possible to order extras for your booth: additional lightning, power sockets, walls, furniture and more. You will be able to do this through our exhibitors Manual & Forms, which will be sent once your application has been approved by our selection committee.

PAYMENT TERMS

DEPOSIT DUE WITH SUBMISSION

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

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

INVOICE FOR FIRST PAYMENT

50% of stand price (minus deposit) to be paid when accepted by 5 July 2018

INVOICE FOR SECOND PAYMENT

50% of stand price received by 1 October 2018

Please make all payments by electronic transfer.

BANK DETAILS

Ramsay Fairs Limited

Deutsche Bank

IBAN: DE69 2007 0024 0525 0550 00

BIC: DEUTDE33HAN

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.

LIST OF DOCUMENTS TO BE SENT

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 excl. VAT = 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 selection committee.

GENERAL CONDITIONS

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 selection committee, will select all exhibitors for the show. The selection committee studies all applications for and Affordable Art Fair reserves the right to approve or not approve the exhibitor. The selection 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 200.
- 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 200 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 selection committee does not approve your application.

Invoice for first payment: 50% of stand price minus deposit, received on acceptance of application, around 1 July 2018.

Invoice for final payment: 50% of stand price, received by 1 October 2018.

Article 6 – Cancellation

The Exhibitor may, by written notice, cancel its booking in accordance with the schedule set forth below. The parties agree that the Organizer is irreparably harmed by cancellations as it may incur costs and loss. The Exhibitor acknowledges that the Organizer 'curates' the entire exhibition and so finding suitable replacements is difficult.

CANCELLATION DATE

CANCELLATION FEE

From acceptance by the committee to 2 months prior to the fair	50% of the total fee
Less than 2 months prior to the fair	100% of the total fee

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

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 organisers 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 (city)

on the (date)

Signature