

17th – 20th March 2010
Madinat Jumeirah, Dubai



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APPLICATION

Deadline: **Friday, 31 July 2009**
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APPLICATIONS MUST BE EITHER TYPED OR COMPLETED IN CLEAR CAPITAL LETTERS.

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GALLERY DETAILS
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Gallery Name: _____

Primary Address (For correspondence): _____

Town/City: _____ Postcode: _____ Country: _____

Additional Address (Optional): _____

Town/City: _____ Postcode: _____ Country: _____

Telephone: _____ Fax: _____

E-Mail: _____

Website: _____

Gallery Owner/Director(s): _____

Gallery Contact for art fair logistics : _____

Telephone: _____ Fax: _____

E-Mail: _____

Accounts Department contact: _____

Invoicing Address: _____

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STAND DETAILS

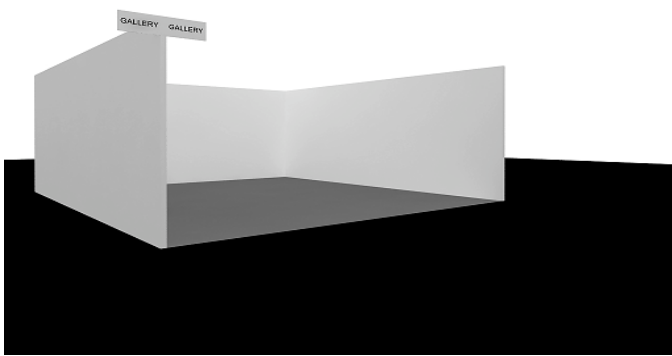
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STAND CHARGE: \$700 per square meter
\$600 per square meter (Artist Focus Stands – details below)

Stand Includes:

1. Stand Construction – 3 painted white walls, height 3.66m (12 Feet) *
2. Flooring (polished concrete (Hall 1 only), or dark grey carpet)
3. Basic lighting (one long-arm flood per 5 sq m)*
4. Furniture package (3 chairs, 1 table, waste bin, lockable cabinet)*
5. Single fascia sign

* Additional walls, lighting (including specialist lights), furniture and specialist construction available at extra cost



Stand also includes:

1. Single page catalogue entry
2. Website presence - gallery information, list of artists, images and a link to the gallery website
3. VIP passes and ticket allocation.

STAND SIZE & PLACEMENT:

Stand sizes range from 22 m² and 56 m². Please indicate your preferred stand size: _____m²

* Whilst every effort is made to satisfy your request, it may not be possible to allocate a booth of the exact size or position that you request. In the event of this, the organisers will propose a similar alternative.

ARTIST FOCUS STAND:

Galleries wishing to propose an Artist Focus stand may propose the work of no more than two artists for their booth. Artist Focus stands are only available up to the size of **35m²**. The cost for an artist focus stand is \$600 per square meter.

DEYAAR VISUAL ARTS INTERN:

For the third year running, Art Dubai offers both local UAE art students and International internships with participating galleries. Please indicate here if you would like to consider having an intern: YES / NO

For further information contact Laura Trelford, Education Manager: laura@artdubai.ae or visit www.artdubai.ae

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EXHIBITION PROGRAMME DETAILS FOR ART DUBAI

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The headings listed below must be completed and sent in word format by CD or email (contact details listed in point 1.3) **Please ensure that the information is completed in the order that is listed below**

Points listed with an * after them require images. Images must be sent in jpeg format.

If you are sending information on a CD please ensure that the images are saved in folders titled the same as the heading it refers to (i.e “1.7 Gallery Installation Views”)

If you are sending information on a CD this must be compiled on one CD only.

1.0 GALLERY INFORMATION:

- 1.1 Year that the gallery opened
- 1.2 Brief description of the gallery
- 1.3 Focus of the gallery (contemporary, photography specialist etc)
- 1.4 List of artists represented by the gallery
- 1.5 List of exhibitions in the last two years
- 1.6 List of exhibitions for the upcoming year
- 1.7 Three gallery installation views (jpeg format) *
- 1.8 Recent art fair participation (2007/2008/2009)
- 1.9 Contact details of press representative (if applicable)

2.0 STAND PROPOSAL:

- 2.1 Brief description of your exhibition proposal for Art Dubai 2010
- 2.2 Full list of artists you wish to exhibit at Art Dubai 2010
- 2.3 **3** images of works per artist proposed (**5** images for Artist Focus Stands). The selected images must reflect the work that you plan to show at Art Dubai. (jpeg format, maximum size 100 kb)
- 2.4 Any articles (national and international), biography and other details written about the artists or specific exhibitions relevant to the proposal.

3.0 CONTACT DETAILS:

Applications to be sent by email to: application@artdubai.ae or by post to: **Art Dubai, 37 Albemarle Street, London, W1S 4JF**

Poppy Leather
Exhibitor Relations Manager/
Head of London Office
poppy@artdubai.ae

Reem Fekri
Gallery Liaison
reem@artdubai.ae

Applicants must complete and return the Terms & Conditions detailed below:

TERMS + CONDITIONS

Applicants must read, sign and return the below Terms and Conditions along with their application.

The following conditions are effective in full once the gallery has been formally accepted as a participant of Art Dubai 2010

GENERAL

These are the terms and conditions for participation in Art Dubai (hereinafter called the “Organisers”). These Conditions of Participation govern the Exhibitor’s participation in Art Dubai 2010 (the “Show”). The Organisers reserve the right, at any time, without notice, to make any additional conditions or rules for participation and reserves the right to change the dates of the Show should an event of Force Majeure occur as referred to below. The Exhibitor agrees to be bound by the conditions set forth below and by any subsequent conditions that The Organisers may institute in connection with the Show.

Submission of an application to participate in the Show constitutes the Exhibitor’s acceptance of the conditions set forth below and of any subsequent conditions related to the Show.

ACCEPTANCE OF EXHIBITORS

The Exhibitor guarantees that all information submitted in connection with their application is complete and accurate, and that all work submitted for exhibition at the Show is authentic. The Exhibitor shall indemnify The Organisers and its principals, agents and employees against any and all damages, costs and expenses, including legal fees, in connection with any claim whatsoever, including copyright infringement claims or authenticity, for which The Organisers may be sued or held liable relating to work submitted by or through the Exhibitor. The Organisers have the right to cancel acceptance of the application at any time, including during the Show, if the Exhibitor is found to have provided any material false, inaccurate or misleading information in connection with its application or if the Exhibitor fails to comply with these Conditions or any additional or revised conditions that The Organisers may institute in connection with the Exhibition. In any event, The Organisers shall have the right to revoke acceptance of any Exhibitor if it reasonably appears at any time that all or part of the Exhibitor’s display violates the legal rights of any person or entity and the Exhibitor fails to remove that aspect of its display immediately upon requests from The Organisers.

The Organisers have the right to request complete details of the proposed exhibit and reserve the right to prohibit the exhibition of any artworks or other display, which is not consistent with the nature, and purpose of the event. It is the responsibility of The Exhibitor to ensure that all works on display conform with Dubai’s laws on the prohibition of images of sex, nudity or other items offensive to the religious values of the country of for whatever reason whatsoever. The expense of the removal of such objects, if any, will be the responsibility of the Exhibitor. No liability will be accepted by The Organisers for work that is confiscated or destroyed. Exhibitors shall be obliged to use the booth for the exhibition hours.

ALLOCATION OF SPACE

The Organisers will allocate stand spaces for the event. Reasonable efforts will be made to accommodate Exhibitor requests concerning stand allocation. However, The Organisers may change the location of allocated space, as well as alter the shape of the booth if circumstances demand. The Organisers reserve the right to rearrange the layout of unoccupied areas and alter the entrances and exits to and from the exhibition space, halls and aisles as it deems necessary or advisable without notice to the Exhibitor.

SET-UP, DISMANTLING AND DÉCOR

The Exhibitor shall begin and complete all set-up and dismantling only during the specified periods. No additional lighting, furniture or other equipment desired by the Exhibitor shall be used unless approved in writing in advance by The Organisers. No additional walls, storage areas, etc. may be added to the booth without the prior written permission of The Organisers. Order forms for additional services such as walls, telephones, additional lighting, furniture, etc., will be provided after acceptance of these conditions. The

Exhibitor shall remove all its property from the stand on the day of breakdown and the Organisers shall have no liability or responsibility for any items not so removed and may at their discretion dispose of such property thereafter. The Exhibitor shall indemnify and hold harmless the Organisers against any and all damages, loss, costs and expenses in relation to any property that the Exhibitor fails to remove.

BOOTH SHARING

No Exhibitor may share, sublet or assign a booth either entirely or partially without written permission of The Organisers. Decisions on the approval of shared booths rest solely with The Organisers. A shared booth will only be approved on condition that all the applicants applying for the booth have already been accepted for the Show. Exhibitors sharing booths shall be joint and severally liable to The Organisers.

CATALOGUE

The Organisers will publish a catalogue in connection with the fair; participation in the catalogue by exhibiting galleries is obligatory. Every exhibitor is allocated a section in the exhibition catalogue. Exhibitor pages in the catalogue must include at least one image; text only pages are not acceptable. Exhibitors have the option to purchase additional advertisement space within the catalogue.

PAYMENT TERMS

After acceptance by the Selection Committee, Exhibitors will be invoiced for the total stand rental. Payment of the total stand rental must be made in three installments:

- One third of total stand cost due immediately upon acceptance
- One third of the total payment is due by 02 November, 2009
- One third of due by 04 January 2010

Failure to make payments by deadlines will result in late payment charges. The Exhibitor agrees that in the event that the part payments for the stand rental have not been received by The Organisers on or before the due dates, The Organisers shall have the right to treat Exhibitor's failure as a material breach of the contract, retain any payments previously made to The Organisers, and recover from Exhibitor the total booth rental amount, plus any collection costs incurred by The Organisers (including legal fees) in enforcing its rights to collect such payment and costs. The Organisers shall have the right to impose a late charge of up to 10% of the total stand rental if the Exhibitor has not paid in full by 04 January 2010. The exhibitor agrees that in the event that it has failed to make the payments required, its non-payment will constitute a material breach of its agreement with The Organisers, and The Organisers may reallocate the space formerly devoted to that Exhibitor as The Organisers see fit.

WITHDRAWAL BY AN EXHIBITOR

Once accepted, Exhibitors withdrawing from the contract are subject to a penalty charge. The amount of the charge depends on the date of withdrawal from the contract.

From 20 November 2009 / 75% of the booth rental fee

From 01 January 2010 / 100% of the booth rental fee

Deposits are non refundable

INSURANCE AND EXCEPTION FROM LIABILITY

The Exhibitor must insure its property and any and all property entrusted to it for display or other use in connection with the Exhibition against all risks, and the risks of transport to and from the show. In addition The Exhibitor must provide an insurance certificate for third party cover of \$2 million. The Exhibitor shall be solely responsible for all transport arrangements of itself and its property to and from Dubai and within Dubai. The Organisers shall not be liable to the Exhibitors for any losses, delays or other disruptions sustained by the Exhibitors whilst transporting objects into or out of the UAE and within the UAE. The Organisers shall not be liable for any loss incurred in connection with the Exhibition, the failure of the Exhibitor to obtain such insurance, or the failure of such insurance to cover any loss sustained. The Exhibitor hereby agrees to execute promptly at the request of The Organisers any additional documents releasing The Organisers from such liability as The Organisers may request prior or subsequent to the Show. The Exhibitor agrees to indemnify The Organisers, the venue owners and managers from and against any claim whatsoever for injury, loss or damage resulting from any action or omission of the Exhibitor or its employees, agents or representatives including but not limited to any property damage or personal injury caused by The Exhibitor, its employees, agents or representatives.

SECURITY

A guard or security service for the show and the show areas will be provided at The Organisers' expense. Exhibitors will be required to comply with any security procedures requested by The Organisers or the security service retained by The Organisers. The Exhibitor recognizes that, by participating in Art Dubai, it assumes security risks that cannot be eliminated by security services to be provided by The Organisers. Security for individual booths is not included under this paragraph. Exhibitors are strongly advised to sufficiently protect all exhibition works and obtain adequate insurance coverage. The Organisers do not hold insurance coverage for any individual booth.

ELECTRICAL SERVICES

The Organisers will provide common area lighting but shall not be liable for any loss or damage due to failure or interruption of electrical service. No Exhibitor will be allowed to install its own power connections. Each Exhibitor (including all employees, agents, contractors or representatives) will strictly adhere to any and all applicable laws and any requirements of the Madinat Arena, its officers or agents.

MAINTENANCE AND STAND CLEANING

Each Exhibitor is responsible for the maintenance and tidy appearance of its booth and will leave the booth in the same condition in which it was found, reasonable wear and tear excepted. Stand cleaning will be provided by The Organisers.

ADDITIONAL CONDITIONS

Exhibitors may contract with The Organisers for additional services in connection with the rental of their booths, for fees in addition to the basic booth rental fee. These services, if any, will be the subject of individual supplemental agreements between Exhibitor and The Organisers. The Organisers may, if required by force majeure, which shall include inter alia the death of a member of the Dubai ruling family, government decree, civil disturbance, act of God or other reasons beyond its control, cancel, postpone, shorten or extend the Show. The Exhibitor shall have no right or claim for any damages, financial loss or liability of any kind, arising or alleged to arise by reason of any postponement, shortening or cancellation of the Show.

GOVERNING LAW

The Parties agree that this agreement shall be governed by the laws of the United Arab Emirates and shall be subject to the exclusive jurisdiction of the Dubai Civil courts.

I hereby agree to the terms and conditions set by Art Dubai:

Gallery Name:

Name:

Signature:

Company Stamp:

Date: