

CONTEXT

art miami

DECEMBER 1-6 | 2020
VIP PREVIEW DECEMBER 1

APPLICATION/CONTRACT PAGE 1 OF 2

COMPANY LEGAL NAME

GALLERY NAME (AS IT SHOULD APPEAR IN ADVERTISING)

ADDRESS

CITY

STATE

ZIP/POSTAL CODE

COUNTRY

CITY (AS IT SHOULD APPEAR IN ADVERTISING/SIGNAGE)

DIRECTOR

ASSISTANT DIRECTOR

TELEPHONE (GALLERY)

CELL PHONE (DIRECTOR)

EMAIL ADDRESS (DIRECTOR)

EMAIL ADDRESS (TO RECEIVE FAIR INFORMATION)

WEB ADDRESS

OWNER NAME

OWNER EMAIL

OWNER PHONE

We understand that by providing this information, Informa Markets Art, LLC or Show Management will use my information for marketing the event.

This application/agreement (the "agreement") when signed electronically via acceptance of the website terms or when provided signed in its printed form by the applicant and then accepted via Informa Markets Art, LLC's formal approval letter becomes a binding agreement regarding participation in the contemporary art exhibition in Dade County, Florida known as CONTEXT Art Miami (the "exhibition"). The Application and deposit should be returned to Informa Markets Art, LLC by July 1, 2020 at the address set forth on the signature page of this agreement. An application received after this date will not guarantee consideration by the advisory committee or show management, or placement due to space availability. CONTEXT Art Miami is scheduled to take place December 1-6, 2020 at One Herald Plaza, Miami, FL 33132.

WE PROPOSE TO EXHIBIT:

- Paintings Prints Video Installations Sculpture Photography
 Other (explain):

Exhibitor agrees that upon acceptance into Context Art Miami, they will not participate in any other shows or fairs in South Florida during the Context show dates.

STAND REQUEST:

Included in the stand cost: 12' (3.65 m.) high perimeter hard walls, 1 standard table with 2 chairs, booth signage, drayage, lighting as described below and listing in online catalog. There are mandatory additional fees for additional stand lighting, additional walls, additional signage, special construction, rigging, miscellaneous electrical services, shelving, sculpture pedestals, sculpture drayage and labor furnished for exhibitor supplied materials. Labor can be provided at an additional charge. Minimum stand size is 200 square feet (18.6 sq. meters) ** There are a limited number of invitation only 200 sq. ft. stands and galleries are limited to: - Solo Projects: showing a maximum of one (1) Artists with new body of work, never before seen. - New Galleries: galleries must be between 1-2 years old and presenting a project with no more than four (4) emerging artists. - Curatorial Projects: Galleries must be at least 3 years old and presenting a project with no more than four (4) mid-career artists. There are no exceptions and the Gallery acknowledges this by selecting this sized stand and accepting the terms and conditions of this Application Agreement. In addition to the booth fees, there is a mandatory cooperative advertising fee of \$1,800 for stand sizes less than 501 sq. ft. and \$2,400 for stand sizes greater than 501 sq. ft. A wireless internet fee of \$125 is mandatory for all exhibitors and will allow for the connection of up to three devices for the duration of the fair. Corner stands will have a surcharge of \$515.

APPROXIMATE BOOTH DIMENSIONS AND PRICING:

Please indicate preferred booth size below:

<input type="checkbox"/> 300 sq. ft./27.9m2	Includes 9 lights	\$20,100	\$67.00 / sq ft
<input type="checkbox"/> 400 sq. ft./37.2m2	Includes 12 lights	\$26,800	\$67.00 / sq ft
<input type="checkbox"/> 500 sq. ft./46.4m2	Includes 15 lights	\$33,500	\$67.00 / sq ft
<input type="checkbox"/> 600 sq. ft./55.8m2	Includes 18 lights	\$40,200	\$67.00 / sq ft
<input type="checkbox"/> 700 sq. ft./65.1m2	Includes 21 lights	\$46,900	\$67.00 / sq ft
<input type="checkbox"/> 800 sq. ft./74.4m2	Includes 24 lights	\$53,600	\$67.00 / sq ft
<input type="checkbox"/> 900 sq. ft./83.7m2	Includes 27 lights	\$60,300	\$67.00 / sq ft
<input type="checkbox"/> 1000 sq ft./93.0m2	Includes 30 lights	\$67,000	\$67.00 / sq ft
<input type="checkbox"/> 1100 sq ft./102.3m2	Includes 33 lights	\$73,700	\$67.00 / sq ft

Stand size indicated on this application is an approximation. Final booth size may vary depending on booth design and available exhibition floor space. Final booth size will be charged using a pro-rated square footage rate determined by the booth size (see pricing table above).

Show Management requires that galleries, who are showing small objects on pedestals that can be easily removed by hand, order a closet for safe storage during non-show hours.

BOOTH PLACEMENT:

Context Art Miami does not guarantee requested booth placements and/or specific fair configuration. Informa Markets Art, LLC reserves the right to make changes in booth assignments and/or fair configuration at any time. All booth placements and fair design are at the sole discretion of Informa Markets Art, LLC.

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PLATINUM VIP PREVIEW

Your gallery is entitled to 15 Platinum VIP Passes (valid for two people) for your best clients. You must submit contacts or purchase the Passes in order to invite your guests.

- Check here to agree to supply client contact details to our bonded mailhouse 90 days prior to the Platinum VIP Preview.
- Check here to purchase PVIP passes at a cost of \$125 per pass.
- Check here to decline to participate.

COLLABORATIVE MARKETING

- I agree to take part in the collaborative marketing efforts of the fair as defined in the exhibitor manual.

PROPOSED EXHIBITION:

(submit by EMAIL only to applications@contextartmiami.com)

We require a single pdf file of max 5MB in size for all information below:

1. List of the artists you plan to exhibit at the fair.
2. No more than a total of 10 JPEG images (embedded within pdf) of the artists you propose to exhibit, along with a brief biographical information and image details for the artists.
3. List of your gallery's fair participation history over the last three years.
4. Include in Subject of Email: CONTEXT-GALLERY NAME-Proposed Exhibition Materials

DEPOSIT REQUIREMENTS:

Please remit a deposit of \$500 USD per 100 square feet (9.3 square meters) and non-refundable application fee of \$400 USD with the application. No application will be processed without the required deposit amount. Deposits are non-refundable unless Art Miami declines the application. U.S. checks should be made payable to Informa Markets Art, LLC. No foreign checks will be accepted.

Wire transfers:

Please call +1 305-517-3349 for wire transfer details.

Credit Card Payment:

All fees set forth in this application reflect a **3% discount** for payments made via cash, checks or bank wire transfers. Payments made using credit cards are not entitled to the cash, check and bank wire transfer discount and the applicable fees will be recalculated accordingly. To make a payment via credit card please call +1 305-517-3349. We accept MasterCard, Visa and American Express.

APPLICATION AGREEMENT:

1. This Exhibitor Application and Contract (this "Agreement"), completed in its entirety and accompanied by the requested information and materials, constitutes an application for exhibit space in Context Art Miami. It is subject to review and approval by Context Art Miami. All applications will be accepted or declined at the sole discretion of Context Art Miami.

2. Accepted applications will be approved via Informa Markets Art, LLC's formal approval letter after the selection process and dated by Informa Markets Art, LLC to become a binding contract. Applications that are not accepted will be refunded the full deposit less the application fee of \$400.

3. All exhibitors agree to be bound unconditionally by the Informa Markets Art, LLC Terms and Conditions, [available at this link](#).

4. If accepted, the balance of the booth cost shall be paid by Exhibitor in accordance with the assigned payment schedule and no later than 50% by August 1, 2020 and the remaining balance by October 1, 2020. In the event Exhibitor fails to make such payments on schedule, Informa Markets Art, LLC reserves the right to reassign Exhibitor's booth location and/or offer said booth location to other Exhibitors. Exhibitor

shall remain fully responsible and liable for any and all obligations as set forth in this Agreement.

5. This Agreement between the above named exhibitor (herein called "Exhibitor") and Informa Markets Art, LLC (herein called "CONTEXT Art Miami"), along with the Exhibitor Service Manual and the [Terms and Conditions](#) govern the terms and conditions of the parties' relationship.

SPECIAL CANCELLATION TERMS:

Notwithstanding anything to the contrary set forth in this Agreement (including the Terms and Conditions), if Exhibitor cancels or withdraws its space prior to September 16, 2020 for any reason, the Deposit and any other fees paid by Exhibitor for the space (including the Application Fee) will be refunded in full to Exhibitor upon request.

Informa Markets Art, LLC reserves the right to cancel or change the date(s) of the Exposition at any time and for any reason. Notwithstanding anything to the contrary set forth in this Agreement, where the Exposition is cancelled by Informa Markets Art, LLC, this Agreement shall terminate without liability provided that, at Exhibitor's election, any portion of the Deposit and other fees already paid for the space shall be refunded and Exhibitor shall be released from paying any further portion of the exhibit space fees. Personal arrangements, including, without limitation, travel and accommodation, are at your own risk and Informa Markets Art, LLC will not be liable for any costs relating to such arrangements, even if the event is cancelled. Exhibitor acknowledges that the provisions of this Section set out Exhibitor's sole remedy in the event of cancellation of the event and all other liability of Informa Markets Art, LLC is hereby expressly excluded. If and to the extent that there is any conflict between these Special Cancellation Terms and the Terms and Conditions, these Special Cancellation Terms shall prevail.

I HAVE READ THIS AGREEMENT IN ITS ENTIRETY, including the Terms and Conditions, and agree to be bound by the Terms and Conditions herein.

Enclosed is our deposit of \$ for square feet/m2 to be applied toward the booth fees plus our \$400 USD application fee.

AUTHORIZED SIGNATURE

DATE

The authorized signature acknowledges full agreement with the Terms and Conditions, and that he/she has carefully read the Terms and Conditions and fully understands its meaning.

Application Deadline: JULY 1, 2020

Please complete, sign, and date application & return to:

Informa
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