

# CONTEXT

art miami

DECEMBER 3 - 8 | 2024  
VIP PREVIEW DECEMBER 3

APPLICATION/CONTRACT PAGE 1 OF 2

## COMPANY INFORMATION

COMPANY LEGAL NAME

GALLERY NAME (AS IT SHOULD APPEAR IN ADVERTISING)

ADDRESS

CITY STATE

ZIP/POSTAL CODE COUNTRY

TELEPHONE SOCIAL HANDLE

WEBSITE ADDRESS

CITY (AS IT SHOULD APPEAR IN ADVERTISING/SIGNAGE)

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 May 15, 2024 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 3-8, 2024 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.

## BILLING INFORMATION

INVOICE CONTACT NAME

INVOICE EMAIL ADDRESS

INVOICE ADDRESS  SAME AS ABOVE

CITY STATE

ZIP/POSTAL CODE COUNTRY

### 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 200 sq. ft. (18.6 m2) stands and galleries are limited to: Solo Projects: Exhibit a maximum of one (1) artist with new body of work, never before seen. Open to galleries presenting emerging, mid-career and cutting-edge artists; Emerging Galleries: Galleries must be open for 5 years or less and presenting a project with up to four (4) emerging artists; Curatorial Projects: Proposals must comprise a curatorial theme up to four (4) artists, and all artworks exhibited must be part of the proposal project. Open to galleries presenting emerging, mid-career and cutting-edge 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 \$1,910 for stand sizes less than 501 sq. ft. and \$2,545 for stand sizes greater than 501 sq. ft. A wireless internet fee of \$135 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 \$545 per corner.

## CONTACT INFORMATION

DIRECTOR NAME

DIRECTOR MOBILE PHONE

DIRECTOR EMAIL ADDRESS

ASSISTANT DIRECTOR NAME

EMAIL ADDRESS (TO RECEIVE FAIR INFORMATION)

OWNER NAME

OWNER EMAIL OWNER PHONE

### APPROXIMATE BOOTH DIMENSIONS AND PRICING:

Please indicate preferred booth size below:

300 sq. ft./27.9m2	Includes 9 lights	\$22,800	\$76.00 / sq ft
400 sq. ft./37.2m2	Includes 12 lights	\$30,400	\$76.00 / sq ft
500 sq. ft./46.4m2	Includes 15 lights	\$38,000	\$76.00 / sq ft
600 sq. ft./55.8m2	Includes 18 lights	\$45,600	\$76.00 / sq ft
700 sq. ft./65.1m2	Includes 21 lights	\$53,200	\$76.00 / sq ft
800 sq. ft./74.4m2	Includes 24 lights	\$60,800	\$76.00 / sq ft
900 sq. ft./83.7m2	Includes 27 lights	\$68,400	\$76.00 / sq ft
1000 sq. ft./93.0m2	Includes 30 lights	\$76,000	\$76.00 / sq ft
1100 sq. ft./102.3m2	Includes 33 lights	\$83,600	\$76.00 / sq ft

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

# CONTEXT

art miami

DECEMBER 3 - 8 | 2024

VIP PREVIEW DECEMBER 3

APPLICATION/CONTRACT PAGE 2 OF 2

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 strictly prohibits the installation of video or NFT artwork on the outside aisle walls of any participating gallery. 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. It is strictly prohibited to store any artwork / packing materials behind the walls of the exhibition stand. All artwork in storage must be elevated off the floor at all times.**

#### COMMENTS:

#### 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.

#### COLLABORATIVE MARKETING

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

#### PROPOSED EXHIBITION:

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

[+ CLICK HERE TO SUBMIT 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 \$425 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 pay deposit via credit card please visit:

<https://payments.informaexhibitions.com>

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 \$425.

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% due upon receipt and the remaining 50% due by October 1, 2024. 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.

**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 \$425 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: MAY 15, 2024**

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

Informa

1650 SE 17th Street, Suite 412, Fort Lauderdale FL 33316

Tel: +1 305-517-7977

[applications@CONTEXTartmiami.com](mailto:applications@CONTEXTartmiami.com)

[www.CONTEXTartmiami.com](http://www.CONTEXTartmiami.com)