

3rd
Edition

INDIA ART SUMMIT™

20-23 JANUARY, 2011

INDIA'S MODERN & CONTEMPORARY ART FAIR

EXHIBITOR APPLICATION KIT

APPLICATION DEADLINE | **30th MAY, 2010**

Exhibitor Application Kit

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1. General Information

Dear Gallery Owners

We look forward to receiving your application for the 3rd edition of India Art Summit™ 2011. Galleries have the choice of applying for the following categories as Exhibitors:

- **General Exhibition:** The main section of the fair, which will feature approximately 75 leading galleries from India, the larger Asian region, the Middle East, Europe & the Americas showcasing a range of Modern and Contemporary paintings, drawings, sculptures, installations, prints, photography, performances and digital art.
- **Solo Projects:** Newly introduced at the 3rd edition, this initiative invites the galleries to present a curated project showcasing works by a single artist.

Application Deadline | 30th May 2010. Please note that applications received after this date may not be considered by India Art Summit™ 2011.

Application Fee | There is a non-refundable Application Processing Fee of Rs 4000 (incl. of Service Tax) or (US \$100 for foreign exhibitors) for every application. Applications only become eligible after receipt of payment.

Selection as an Exhibitor | The final list of Exhibitors will be announced one month after the application closing date. Submission of the Application Form for General Exhibition & Solo Projects does not automatically confirm selection to India Art Summit™ 2011. Decisions of selection to the fair are made by the Selection Committee and their decision is final and binding. The booth allocation will be done by the Organisers post the selection of Exhibitors.

Terms of Participation | The Terms & Conditions applicable for India Art Summit™ 2011 are specified in the Terms & Conditions section of this document. Please read through them carefully and sign your acceptance before submitting the Application Form to the Organisers.

2. Exhibitors: General Exhibition

General Exhibition is the main section of the Art Fair, where approximately 75 of the world's leading art galleries will present the latest talent and trends in Modern and Contemporary Art. Mediums presented will include paintings, drawings, sculptures, installations, prints, photography, performances and digital art. The galleries for this section will be selected on the basis of their overall program, but it is recommended to submit a short description of the proposed exhibition planned, for the consideration of the Selection Committee.

Application Documents | Please send the duly filled Application Form together with the following information and documentation. Incomplete Application Forms will not be accepted.

Application Checklist | The following list of documents have been requested for applying as an Exhibitor for the General Exhibition:

- The completed Application Form duly signed
- Application processing fee
- Short description of the proposed exhibition
- List of artists proposed
- Gallery Profile (100 words)
- Three gallery installation views (jpeg format)
- Supporting material :
 - Profile of artists being suggested
 - Catalogues of recent shows
 - Images of artworks of proposed artists (jpeg format on CD)

Booth Sizes | General Exhibition | In this section the options for booth sizes are 21 sq mtr | 24 sq mtr | 36 sq mtr | 48 sq mtr | 60 sq mtr | 72 sq mtr | 96 sq mtr | 120 sq mtr.

Booth Cost | The cost of the booth rental is Rs.17,000 per sq mtr (US\$ 425 per sq mtr for foreign exhibitors). All prices are exclusive of Service Tax@ 10.3% as per Government of India Regulations.

Booth Rental Package | "C" wall painted white; Height 3 mtr (10 ft)

- Booth Fascia
- 1 arm light for every 3 sq mtr
- Standard grey colour carpet flooring
- Furniture Pack (3 chairs, 1 lockable counter, 1 wastebin)
- Electrical Supply
- Wi-Fi access
- Official Fair Catalogue entry – 2 pages
- Inclusion in IAS composite Marketing & Publicity Plan
- Presence on India Art Summit™ website
- Exhibitor Passes & VIP Invitation
- Listing in the Catalogue's Index of Artists

Note: Extra walls, lights and furniture are available on request at an additional cost. Request forms will be made available in the Exhibitor Manual.

3. Exhibitors: Solo Projects

Solo Projects introduced at the 3rd edition, invites the galleries to present a curated space showcasing works by a single artist. The galleries will be selected on the basis of their choice of artist and the general description of the proposed exhibition. The suggested artist for the Solo Project must be represented by the gallery.

Application Documents | Please send the duly filled Application Form together with the following information and documentation. Incomplete Application Forms will not be accepted.

Application Checklist | The following list of documents have been requested for applying as an Exhibitor for the Solo Projects:

- The completed Application Form duly signed
- Application processing fee
- Name & Profile of the suggested artist
- A short description of the proposed exhibition
- Gallery Profile (100 words)
- Supporting material :
 - Catalogues of recent shows of the proposed artist
 - Images of artworks of the proposed artist (jpeg format on CD)

Booth Size | Solo Projects | In this section there will be a standard booth size of 18 sq mtr

Booth Cost | The cost of the booth rental is Rs.15,000 per sq mtr (US\$ 375 per sq mtr for foreign exhibitors). All prices are exclusive of Service Tax@ 10.3% as per Government of India Regulations.

Booth Rental Package | "C" wall painted white; Height 3 mtr (10 ft)

- Booth Fascia
- 1 arm light for every 3 sq mtr
- Standard grey colour carpet flooring
- Furniture Pack (3 chairs, 1 lockable counter, 1 wastebin)
- Electrical Supply
- Wi-Fi access
- Official Fair Catalogue entry – 1 page
- Inclusion in IAS composite Marketing & Publicity Plan
- Presence on India Art Summit™ website
- Exhibitor Passes & VIP Invitation
- Listing in the Catalogue's Index of Artists

Note: Extra walls, lights and furniture are available on request at an additional cost. Request forms will be made available in the Exhibitor Manual.

4. Payment Information

The selected Exhibitors for the General Exhibition and Solo Projects will be notified one month past the application closing deadline. Post approval of application by the Selection Committee & confirmation by the Organisers, they must make the complete payment as per the payment schedule. The booking of the booth is liable to be cancelled if full payment is not received by the below mentioned dates.

Payment Schedule I 20th August 2010 : First Installment 70% of the invoiced amount
20th September 2010 : Final Installment 30% of the invoiced amount

Payment Information I For International Exhibitors, payment should be made in US \$
For Indian Exhibitors, payment should be made in INR (Rupees)

Method of Payment I India Art Summit™ is produced by Fourth Dimension Experiential Marketing Pvt. Ltd.

1. Demand Draft
DD in favour of **Fourth Dimension Experiential Marketing Pvt. Ltd.** payable at **New Delhi**
2. Wire Transfer
Beneficiary Name: Fourth Dimension Experiential Marketing Pvt. Ltd.
Bank Name: Hongkong & Shanghai Banking Corporation Limited (HSBC)
Bank Branch : 12, Basant Lok, New Delhi – 110057, India
Account Number : 130-032295-001
Swift Code : HSBCINBB

5. Important Dates

Application Deadline I 30th May, 2010

Notification to the Selected Exhibitors I 30th June, 2010

Issue of Invoice by Organisers I 15th July, 2010

Booth Allocation I 1st August, 2010

Dispatch of Exhibitor Manuals I 1st August, 2010

1st Installment of Booth Payment (70% of the invoiced amount) I 20th August, 2010

Deadline for Catalogue Entries I 15th September, 2010

Final Installment of Booth Payment (30% of the invoiced amount) I 20th September, 2010

Booth Planning and Additional Service Orders I September & October, 2010

Catalogue Draft Correction I 15th October, 2010

Complete Payment for Additional Service Orders I 15th November, 2010

Installation of Booth I 19th January, 2011

VIP Preview I 20th January, 2011

Open for Public I 21st – 23rd January, 2011

Closing of the Fair I 23rd January, 2011,

Dismantling of Booth I 23rd January, 2011

6. Terms & Conditions

All prospective Exhibitors must complete the Exhibitor Application Form & abide by the Terms & Conditions of INDIA ART SUMMIT™ 2011 as specified below:

- The prospective Exhibitors should duly fill the Exhibitor Application Form and send it to the Organisers along with the accompanying documents & CDs. It is advised to make a photocopy of the Application Form for your records.
- The non-refundable Application Processing Fee of Rs.4000 or (US\$ 100 for foreign exhibitors) must be sent along with the Application Form. India Art Summit™ is produced by Fourth Dimension Experiential Marketing Pvt. Ltd. Indian applicants can make a **Demand Draft** in the name of **"Fourth Dimension Experiential Marketing Pvt. Ltd."** payable in **New Delhi**. Foreign applicants can remit the amount to the following:
Beneficiary Name: Fourth Dimension Experiential Marketing Pvt. Ltd.
Bank Name: Hongkong & Shanghai Banking Corporation Limited (HSBC)
Branch: 12, Basant Lok, New Delhi – 110057, India
Account Number: 130-032295-001
Swift Code: HSBCINBB
- Any applicant may withdraw their application prior to acceptance by the Organisers.
- Eligibility for admission as an Exhibitor is restricted exclusively to art galleries. Art Dealers who regularly stage public exhibitions on their business premises are considered to have the same status as galleries.
- All Exhibitor Application Forms will be reviewed by the Selection Committee. The decision of the Selection Committee will be final and binding. Please note that the Organisers will not return any support material submitted along with the application form.
- If the applicant has even one registered entity in India they can be classified as an Indian Exhibitor.
- Upon approval of Application by Selection Committee & confirmation by the Organisers, the selected Exhibitors must make the complete payment as per the following payment schedule. The booking of the booth is liable to be cancelled if full payment is not received by the below mentioned dates.
- 20th August, 2010 - 70% of the invoiced amount. - 20th September, 2010 - 30% of the invoiced amount.
- The Organisers will allocate booth spaces to all selected Exhibitors. Reasonable efforts would be made to accommodate Exhibitors' requests concerning specific booth sizes and allocation but cannot be made a condition of participation. However, the Organisers reserve the right to alter the floor layout, location of the allocated space and shape of the booth if circumstances demand.
- On acceptance of the Exhibitor Application Form by the Selection Committee, the selected Exhibitors enter into a contract with the Organisers wherein the Exhibitors agree to participate and abide by the Terms & Conditions of INDIA ART SUMMIT™ 2011.
- Upon any breach or non-compliance of contract by the Exhibitors, the Organisers reserve the right to cancel the booth booking. In this eventuality the booth booking amount might be retained in part or full, by the Organisers.
- The Exhibitor may apply in writing to withdraw or reduce the size of the booth. The Organisers must receive the written request and acknowledge the same. On acceptance of the application of withdrawal or reduction of space by the Organiser, the Exhibitor is subject to pay the penalty charges as follows :

Date	Percentage
On or before 1 st September 2010	50%
On or before 15 th October 2010	100%
- On acceptance of the withdrawal application, the Organiser may resell or re-allocate the cancelled space at its own discretion.
- All Exhibitors will be given possession of booths one day prior to the opening of the art fair -19th January, 2011 at 8.00 am and must finish the installation of exhibits on the same day. All additional structures, lighting, furniture, security and other equipment required by Exhibitors, must be taken only from the Official Contractors of the fair appointed by the Organisers, as mentioned in the Exhibitor Manual.
- The Art Fair schedule is as follows :
20th January 2011 – VIP Preview
21st – 23rd January 2011 – Public Days

- On 23rd January 2011, the Exhibitors must begin the removal of all exhibits and belongings after 5.00 pm and finish before 10.00 p.m on the same day.
- The Exhibitors will receive a comprehensive Exhibitor Manual with fair information & service request forms. The Exhibitors will have to abide by the general rules of the venue authority - ITPO (India Trade Promotion Organisation) for safety and maintenance.
- The Organisers will publish an Official Fair Catalogue, participation in the catalogue by the Exhibitors is obligatory. The Organiser reserves the right to reject or amend any catalogue information supplied by the Exhibitor.
- The Organisers will empanel two Official Shipping & Freight Handling Agents for the fair to assist Exhibitors. The Exhibitors are free to use other Shipping & Freight Handling Agents as well. The Organisers will not be liable for any dealings between the Exhibitors and any of the Shipping & Freight Handling Agents.
- All Foreign Exhibitors who have paid booth rental amount in Foreign Exchange need a Bank Guarantee / Embassy Guarantee / ATA Carnet for temporary import of goods into India. For all import & export information please get in touch with a Shipping & Freight Handling Agent. Further details on this will be supplied in the Exhibitor Manual.
- The Exhibitors must cover all the costs and risks associated with the transport, display & removal of their exhibits and goods. Exhibitors must insure their exhibits & belongings against loss, damage, theft, fire or any other risks and third party insurance for the total duration, at their own cost. While the Organisers would employ adequate security and take all precautionary measures, the Organisers cannot be held liable for any loss, theft or damage. The Exhibitors must insure their exhibits in the manner they think fit.
- The Organisers are unable to provide storage facilities for packing cases, surplus materials or other property of the Exhibitors. Arrangement of safe-keeping of such items must be made with the Shipping & Freight Handling Agent or should be shifted to the Exhibitor's local storage facility. All expenses related to transport & storage with the Shipping & Freight Handling Agent would be borne by the Exhibitors.
- Limited secured storage facility is available onsite for storage of exhibits on a first come first serve basis. The Exhibitors are requested to get in touch with the Organisers for the same, closer to the fair dates.
- No Exhibitor may share, sublet or assign a booth either entirely or partially without written permission from the Organisers.
- The Exhibitors are not allowed to encroach on aisles or open space outside the allocated booth. The Exhibitors shall display or distribute promotional material only from the booth.
- The Exhibitors must not cause any damage to the floor or structure. In case of damage the cost specified by the Organisers will have to be paid within two days from the date of closure of the Exhibition.
- Any re-hanging or cleaning must be done before the opening hours or after the closing hours of the fair.
- The Organisers will provide common area lighting but shall not be liable for any loss or damage due to failure or interruption of electrical services.
- The Organiser and those authorised by them have a right to enter any part of the Fair Premises at any time to execute works, repairs and alteration and for other purposes. No compensation will be payable to the exhibitor for damage, loss or inconvenience so caused, except, where resulting from an act of negligence on the Organiser's part.
- Please note that the electricity is available at 230 V single phase and 400 V three phase A.C. 50 cycles.
- In case of non-fulfillment of the contractual obligations by the Exhibitors, the Organisers reserve the right to retain the Exhibitors' property till all dues are settled in full.
- The Organisers reserves the right to, at any time, issue other rules and regulations of participation to supplement these terms & conditions.
- If the Exhibition is abandoned, cancelled or suspended in whole or in part by reason of war, fire, natural calamity, national emergency, labour dispute or any other cause not within the control of the Organisers, the Organisers will repay the participation expenses paid by the Exhibitors, after deducting expenses that the Organisers may have incurred till date.
- All verbal agreements, permissions, individual approvals or special authorisation shall be deemed to be valid only if confirmed in writing by the Organisers.
- In case of any dispute, all decisions will be subject only to the Jurisdiction of Delhi, India.

EXHIBITOR APPLICATION FORM

20th – 23rd January 2011
Hall No. 18, Pragati Maidan, ITPO
New Delhi, India

We would like to apply for exhibiting at INDIA ART SUMMIT™ 2011 after reading the terms & conditions and undertaking to abide by the same.

EXHIBITOR INFORMATION

Gallery Name : _____
 Gallery Owner(s): _____
 Address : _____ Tel: _____
 _____ Fax: _____
 _____ Web: _____
 City: _____ Email: _____
 Postal / Zip Code: _____ Contact Person: _____
 Country: _____ Mob: _____
 Contact Person's email: _____

In case of additional locations of the gallery, please indicate here :
 Address(es): _____

Billing Details (If different from above):

EXHIBITOR PARTICIPATION

- Gallery Profile (Please attach a profile of 100 words)
- Recent Fairs Participated in

- Recent exhibitions held (*please send relevant catalogues*)

- Names and Profiles of Artists represented by the gallery (Please attach profiles and reference artwork images on a CD)

Important Information

Date:
20th – 23rd January, 2011

Location:
Hall 18
Pragati Maidan (ITPO),
New Delhi, India

Application Deadline :
30th May , 2010

Payment Deadlines :
20th August, 2010
70% of invoiced amount

20th September, 2010
30% of invoiced amount

Organisers Contact

Details :
New Delhi
Mob: +91 9810154930
Tel : +91 11 47119807
Fax : +91 11 47119888

Email
info@indiaartsummit.com

Website
www.indiaartsummit.com

Option A. Exhibitors: General Exhibition

General Exhibition

The main section of the fair, will feature galleries from India, the larger Asian region, the Middle East, Europe and the Americas showing a range of Modern & Contemporary Art.

Booth Sizes & Cost

Please select a booth size as per the chart below. The Booth rental cost is Rs 17,000 per sq mtr (US\$ 425 per sq mtr for foreign exhibitors). All prices are exclusive of Service tax@ 10.3% as per Government of India Regulations.

INDIAN EXHIBITORS (INR)		FOREIGN EXHIBITORS (US \$)	
<input type="checkbox"/>	21 sq mtr Rs. 3,57,000.00	<input type="checkbox"/>	21 sq mtr US \$8,925
<input type="checkbox"/>	24 sq mtr Rs. 4,08,000.00	<input type="checkbox"/>	24 sq mtr US \$10,200
<input type="checkbox"/>	36 sq mtr Rs. 6,12,000.00	<input type="checkbox"/>	36 sq mtr US \$15,300
<input type="checkbox"/>	48 sq mtr Rs. 8,16,000.00	<input type="checkbox"/>	48 sq mtr US \$20,400
<input type="checkbox"/>	60 sq mtr Rs. 10,20,000.00	<input type="checkbox"/>	60 sq mtr US \$25,500
<input type="checkbox"/>	72 sq mtr Rs. 12,24,000.00	<input type="checkbox"/>	72 sq mtr US \$30,600
<input type="checkbox"/>	96 sq mtr Rs. 16,32,000.00	<input type="checkbox"/>	96 sq mtr US \$40,800
<input type="checkbox"/>	120 sq mtr Rs. 20,40,000.00	<input type="checkbox"/>	120 sq mtr US \$51,000

Each Booth Rental Package includes :

- "C" wall painted white, Height 3 mtr (10 ft)
- Booth Fascia
- 1 arm light for every 3 sq mtr
- Standard grey colour carpet flooring
- Furniture Pack (3 chairs, 1 lockable counter, 1 wastebin)
- Electrical Supply
- Wi-Fi access
- Official Fair Catalogue entry (2 pages)
- Inclusion in IAS composite Marketing & Publicity Plan
- Presence on India Art Summit™
- Exhibitor Passes & VIP Invitations
- Listing in the IAS Catalogue's Index of Artists

Option B. Exhibitors: Solo Projects

Solo Projects

Solo Projects is the new section of the fair, for single artist presentation by galleries. The artist must be represented by the gallery.

Booth Size & Cost

Standard booth size of 18 sq mtr. The Booth rental cost is Rs 15,000 per sq mtr (US\$ 375 per sq mtr for foreign exhibitors). All prices are exclusive of Service tax@ 10.3% as per Government of India Regulations.

INDIAN EXHIBITORS (INR)	FOREIGN EXHIBITORS (US \$)
<input type="checkbox"/> 18 sq mtr Rs. 2,70,000.00	<input type="checkbox"/> 18 sq mtr US \$6,750

Each Booth Rental Package includes :

- "C" wall painted white, Height 3 mtr (10 ft)
- Booth Fascia
- 1 arm light for every 3 sq mtr
- Standard grey colour carpet flooring
- Furniture Pack (3 chairs, 1 lockable counter, 1 wastebin)
- Electrical Supply
- Wi-Fi access
- Official Fair Catalogue entry (1 page)
- Inclusion in IAS composite Marketing & Publicity Plan
- Presence on India Art Summit™
- Exhibitor Passes & VIP Invitations
- Listing in the IAS Catalogue's Index of Artists

APPLICATION PROCESSING FEE

A non-refundable Application Processing Fee of Rs.4000 or (US\$ 100 for foreign exhibitors) must be sent along with each Application Form. India Art Summit™ is produced by Fourth Dimension Experiential Marketing Pvt. Ltd.

Method of Payment | 1. Demand Draft

DD in favour of **“Fourth Dimension Experiential Marketing Pvt. Ltd.”** payable at **New Delhi**

2. Wire Transfer

Beneficiary Name : Fourth Dimension Experiential Marketing Pvt. Ltd.

Bank Name: Hongkong & Shanghai Banking Corporation Limited (HSBC)

Bank Branch: 12, Basant Lok, New Delhi – 110057, India

Account Number: 130-032295-001

Swift Code: HSBCINBB

APPLICATION CHECKLIST

Please ensure the following documentation accompanies the Exhibitor Application Form :

- The completed application form duly signed
- Application processing fee
- Name / List of artist(s) proposed
- Short curatorial description of proposed exhibition
- Gallery Profile (100 words)
- Three gallery installation views (jpeg format) (only for General Exhibition)

Supporting material :

- Profile of artist(s) being proposed
- Catalogues of recent shows
- Images of artworks of proposed artists (jpeg format on CD)

EXHIBITOR DECLARATION

Participation in the Fair is subject to this Application Form being accepted and the decision of the Selection Committee. Please sign below to acknowledge the above and your acceptance of the Terms & Conditions set by India Art Summit™:

Gallery Name :

Name of Gallery Owner:

Signature of Owner / Authorised Representative :

Company Stamp :

Date :