

# Application ARTfair Innsbruck (October, 25<sup>th</sup>-27<sup>th</sup> 2024)

send to [office@artfair-innsbruck.com](mailto:office@artfair-innsbruck.com)

Application deadline: June 2, 2024

**We order: ..... m<sup>2</sup> booth**

**normal fair program** (minimum size 30m<sup>2</sup> | expandable in steps of ten m<sup>2</sup> - f.e. 40m<sup>2</sup>, 50m<sup>2</sup>, 60m<sup>2</sup>...)

= 190.- Euro/m<sup>2</sup> (+20% VAT)

+ mandatory contribution for advertisement incl. 1 catalogue page: 650.- Euro + VAT

**One Artist Show** (minimum size 20m<sup>2</sup> | expandable in steps of ten m<sup>2</sup> - f.e. 40m<sup>2</sup>, 50m<sup>2</sup>, 60m<sup>2</sup>...)

= 170.- Euro/m<sup>2</sup> (+20% VAT)

+ mandatory contribution for advertisement incl. 1 catalogue page: 650.- Euro + VAT

Early bird bonus  
valid until  
February 28,  
2024! Save 10%  
discount on the  
m<sup>2</sup> price!

### The booth price includes:

1 back wall and 2 side walls | 1 spot every 3 linear meters inside on standard walls | 1 parking space | 4 exhibitor pass | 4 catalogues | labeling with gallery name and country of origin on the booth | visitor invitations for the opening | general hall lighting | heating/air conditioning | general hall security | general hall cleaning

### Exhibitor details:

Company name | gallery name: .....

Company owner | associate personally responsible: .....

Street and address: .....

Postcode, town, country: .....

Possibly different billing address: .....

UID-Number: .....

E-Mail: .....

Homepage: .....

Telephone number: .....

Mobile number: .....

Participation in art fairs 2022/2023: .....

Exhibition program/artists: .....

.....

.....

.....

With this registration we recognize the "General and Special Conditions of Participation" of the organizer PEFA fine art ltd. – head office Austria and agree to receive information about upcoming art fairs and art projects of PEFA fine art ltd. – head office Austria until further notice.

## The most important in brief

### Special conditions of participation

#### 1. Title

ARTfair Innsbruck - International fair for contemporary fine arts, classical modernism, pop art and other currents of the 19<sup>th</sup> -21<sup>st</sup> century in originals or editions: Paintings, works on paper, objects, original graphics in all printing processes in limited, signed, numbered editions, sculptures in original and as edition, installations/objects, photographs in original and in limited, signed, numbered editions, new media, books/ magazines/catalogues on the subject of fine arts, original art projects, selected exhibits of artistic design in a special area.

#### 2. Organizer, Venue, Jury

Organizer: PEFA fine art ltd. – head office Austria, Gutenbergstraße 3, 6020 Innsbruck-AT

Location: Olympiaworld Innsbruck

Jury: expert team in changing composition

#### 3. Important dates for exhibitors

23.10.2024	9.00 – 19.00	booth setup   tour of the jury - exhibitors are contacted directly if necessary.
24.10.2024	9.00 – 12.00	booth setup   tour of the jury - exhibitors are contacted directly if necessary.
24.10.2024	17.30 – 21.30	opening event
25.10.2024	11.00 – 19.00	fair day 1
26.10.2024	11.00 – 19.00	fair day 2
27.10.2024	11.00 – 20.00	fair day 3
27.10.2024	19.00 – 23.00	dismantling time

Exhibits must be unpacked and visible to the Jury or easily accessible. Especially in the case of antiques or exhibits of classical modernism (originals or editions) the exhibitor must show the catalogue of works or certifications, if requested by the jury or the fair management.

For reasons of security all exhibitors are asked to instruct their staff not to remain on the fair ground after the opening hours.

#### 4. Conditions & rates | all prices + 20% VAT

##### 4.1 Basic costs

The booth rental for the normal exhibition program is 190.- Euro per m<sup>2</sup>.

The booth rental for a One-Artist-Show is 170.- Euro per m<sup>2</sup>.

The obligatory advertising flat rate incl. 1 catalogue page with a maximum of 2 pictures/page is 650.- Euro.

##### 4.2 Services included in the booth rental

1 back wall and 2 side walls | 1 spot every 3 linear meters inside on standard walls | 1 parking space | 4 exhibitor pass | 4 catalogues | labeling with gallery name and country of origin on the booth | visitor invitations for the opening | general hall lighting | heating/air conditioning | general hall security | general hall cleaning

##### 4.3 Extra costs | are charged separately

Additional catalogue pages (max. 2 pictures per page!): 500.- €/page | additional spot: 90.- €/piece | additional wall (0.5 or 1 m): 100.- €/piece | exterior wall (0.5 or 1 m): 100.- €/piece | door: 170.- €/piece | additional exhibitor passes: 30.- €/piece | electricity connection incl. consumption: 160.- €/piece | storage with door element inside the booth on an existing wall (1m<sup>2</sup>): 250.- €/piece | table: 50.- €/piece | chair: 30.- €/piece | adhesive letters: 4.- €/piece | daily stand cleaning: 20.- €/cleaning day

**Deposit: 200.- € in cash are due on arrival. Refund after proper dismantling!**

**For all orders from September 15, 2024: +50% surcharge on the normal price (+20% VAT)**

**For all orders placed directly at the fair: +100% surcharge on the normal price (+20% VAT)**

# General conditions of participation

## 1. Objective

ARTfair Innsbruck serves to present and sell contemporary fine art, classical modernism, pop art and other currents of the 19<sup>th</sup> 21<sup>st</sup> century.

In particular, it intends to

- create and promote contact with collectors, dealers, museums and the public interested in art
- familiarize also young people with the diversity of unique works and multiple art and stimulate their interest
- promote different art forms and techniques

## 2. Organizer | Location | Duration

Organizer: PEFA fine art ltd, head office Austria, Gutenbergstraße 3, 6020 Innsbruck-AT

Location: Olympiaworld Innsbruck

Patronage: Georg Willi, Mayor of Innsbruck

Duration: October 25-27, 2024 | Opening: October 24, 2024 from 17.30

## 3. Exhibitors entitled to participate

Entitled take a part at ARTfair Innsbruck are gallery owners, publishers and graphic presses. The gallery owners must have at least two years' professional experience, organizing exhibitions in their own showrooms and with regular opening hours. Publishers must edit regularly and independently. In a specially designated area, selected exhibits of artistic design are admitted.

## 4. Authorized exhibits

Contemporary art of the 19th, 20th and 21st centuries as unique pieces and/or limited, signed and numbered editions:

- paintings ■ works on paper ■ original graphics in all printing processes ■ sculptures ■ installations/objects ■ photographs ■ new media ■ books/journals/catalogues about fine arts ■ original and curated art projects ■ selected exhibits from the field of artistic design (special and separated area)

## 5. Description of the exhibits | obligation to declare

Each exhibit must be labelled with the **artist's name, title, year of creation, edition, size, production technique and price**. In the case of incomplete or misleading labelling, the exhibition jury may insist on correction or demand the removal of the exhibit. Especially in the case of exhibits made by artists of classical modernism the exhibitors must, if requested by the jury or the fair management, demonstrate the originality of the exhibits.

## 6. Sale

The ARTfair Innsbruck is a sales exhibition. All exhibits must be priced and offered for sale!

## 7. Registration

Registrations for the ARTfair Innsbruck must be sent exclusively using the official registration form by June 2<sup>nd</sup>, 2024 at the latest. Only the correctly completed and officially signed application form will be accepted as a basis for admission and allocation of booths. It must be enclosed with the registration form: Gallery program, documents on all artists represented at ARTfair Innsbruck (CV, catalogues, photos, color copies etc.) ■ The registration is binding, independent of the admission by the organizer. Applications received by the specified date will be considered according to the available exhibition space, but the organizer reserves the right to reject applications without giving reasons ■ The organizers will try to satisfy your wishes concerning the size of the booth trying to create a harmonic outward appearance. If necessary, the organizers have the right to allocate larger, smaller, or equal areas ■ Larger installations and alterations to the exhibition stand require the permission of the organizer - these must be applied in writing with the registration. The exhibitor is asked to enclose a sketch of the stand with the application. **It is expressly prohibited to install/connect your own lighting. The exhibitor is liable for damages caused by illegal installations and all damages caused by uncontrolled energy extraction.**

## 8. Admission | subletting

In principle, only those exhibitors are admitted whose program is in accordance with the program of the fair. A legal claim for admission does not exist. Exhibitors will receive a written confirmation that they have been admitted. This confirmation applies only to the designated exhibitor. If the allotted space is not available for reasons beyond the control of the fair management, the exhibitor may claim a refund of the hire price; there will be no claims for damage. It is in no case allowed to pass an allocated stand or parts of it to a third party. The organizers if requested can admit joint stands.

## 9. Terms of payment | withdrawal | stand allocation

**2.000.- € plus 20 % VAT are due for payment immediately after registration. The remaining amount as well as extra costs according to point 4.3 of the "Special Conditions of Participation" are due for payment without any deductions at the latest 8 weeks before the start of the exhibition ■ The deposit of 200.- € according to point 11 of the "General Conditions of Participation" must be paid in cash upon arrival at the fair** ■ Complaints must be made immediately after receipt of the invoice. Later complaints will not be accepted ■ If invoices are sent to a third party on the instructions of the exhibitor, the exhibitor shall nevertheless remain the debtor ■ A compensation with possible counter-claims against the fair management are not permitted ■ If the payment is not made on time, the organizer is entitled to refuse the exhibitor access to the stand and its setup, to withdraw from the contract without notice and to re-allocate the stand. The exhibitor nevertheless must pay all the invoices and costs ■ In case of late payment, interest at a rate of 2% per month will be charged as of due date ■ Special prices and discounts shall only apply in the case of timely and full payment. In the case of any kind of delay in payment, the exhibitor must pay the normal price and the organizer is entitled to charge the difference to the normal price ■ In the event of cancellation of the registration by the exhibitor (by registered letter) up to the time of admission, 30% of the total stand rent and the advertising rate will be charged. Cancellations received after the notification of admission can no longer be accepted, so that the entire exhibition invoice must be paid. The entire participation fee and the services provided must be paid. The exchange of unoccupied areas by the organizer to maintain the overall visual appearance does not release the exhibitor from his obligation to pay ■ If settlement or bankruptcy proceedings have been instituted against the exhibitor after the allocation of the booth and before the beginning of the fair, the fair management shall be entitled to cancel the contract ■ If settlement or bankruptcy proceedings are pending against an exhibitor's assets, the exhibitor must inform the fair management immediately ■ By registering for this fair, the exhibitor also gives his consent to the publication of the necessary data in exhibitor catalogues, lists, digital media, press reports and other directories according to the regulations which protect personal data ■ The organizers reserve the right of retention of exhibits on the fairgrounds as well as of movable and immovable parts of the booth until all liabilities have been paid in full.

## 10. Booth design

The booth setup starts on Wednesday, October 23, 2024 from 9am to 7pm (condition: all invoices must be paid). The setup must be completed by noon on Thursday, October 24, 2024 ■ It is expressly prohibited to install/connect your own lighting. The exhibitor is liable for any damage caused by illegal installations and all damage caused by uncontrolled energy extraction ■ It is not permitted to exceed the height of the booth wall (2.64 meters) in the entire stand area and to affix logos and company signs ■ The exhibitors must provide for the hanging or setting up of the paintings and exhibits. For more information on permitted practices, see page 6+7 (Gallery Rules). ■ Rental furniture can be ordered using the exhibitor service booklet ■ The organizer reserves the right to dispose otherwise of stands for which payment has not been made on time. However, this does not release the exhibitor from his obligation to pay. In any case the entire participation price must be paid in accordance with the registration ■ Stands which are not designed adequately or if design is not accordance to the admission in the acknowledgement of participation, must be redesigned or vacated at the instructions of the organizer. If necessary, such booths will be vacated by the organizer or his representatives at the costs of the exhibitor. In such cases the exhibitor is not entitled to claim damages against the fair management ■ The fire regulations must be observed when designing the booths ■ Damage to floors and walls must be repaired by the exhibitor within the dismantling time, otherwise the original condition will be restored by the organizer at the expense of the stand owner (see also gallery rules).

### 10 a) Hanging guidelines contemporary art

The organizer is entitled to request the removal of exhibition pieces which have been exhibited in a "Petersburg/salon-style hanging" or which do not meet the presentation guidelines as specified below. "Petersburg hanging" refers to a particularly close hanging of works of art. There must be a minimum distances of 1/3 of the picture width or 30 cm between works of art hanging alongside one another. It is not permitted for works of art (from a height of 50 cm) to hang above one another. Works which form a linked series by the same artist, and which are being sold as a complete work are excluded from this. It is also not permitted for panel paintings to be placed on the floor.

## 11. Dismantling

**ATTENTION: The dismantling is only possible on Sunday, October 27, 2024 from 7 to 11 pm!**

The dismantling starts on Sunday, October 27, 2024 at 7 pm. An earlier start of dismantling is not permitted. The deposit of 200.- € paid at the beginning of the dismantling will only be refunded when the booths have been cleared in time and in an orderly manner. If the dismantling work is not completed on time, all exhibits and objects remaining on the exhibition grounds after this time will be taken to a storage facility at the exhibitor's costs and risk. Adhesive letters/signs and the fixing material of the exhibits must be completely removed from the walls of the booth. The organizer is entitled to restore the original condition at the costs and risk of the exhibitor. Please see also page 6+7, gallery rules.

## 12. Transport and storage

It is not allowed to remove any exhibits during the fair. Furthermore, it is not allowed to enter the area with vehicles of any kind or to park inside the fair area during the exhibition. Illegally parked vehicles shall be towed away without notice at the proprietor's expense. The fair management is not liable for any resulting damages. Transportation of large-size exhibits should take place outside opening hours.

## 13. Operation of exhibition booths

During opening hours, the stand must be manned by sufficient information personnel and be accessible to visitors. Exhibitors have to bear in mind the legal regulations for work on weekends and holidays. The exhibitor is only allowed to offer goods and services which are listed in the admission document. The legal requirements must be complied with (particularly the law referring to price labelling). The operation and demonstration of exhibits can only be carried out within the framework of accepted standards.

## 14. Security | liability | insurance

Exhibitors are responsible for organizing the security of their own property and are advised to take out their own insurance. The booths must be manned at all times during the times scheduled for setting up the exhibition stands, i.e. from the start of the set-up work and during the opening and dismantling times of the exhibition. The organizer accepts no liability for theft of or damage to exhibits or other property belonging to the exhibitor or to employees, suppliers or other persons attributable to the exhibitor that occurs during the aforementioned times. Despite general surveillance by the organizer's security service, we expressly point out that the organizer assumes no liability whatsoever in this respect. This applies in particular to damage or theft, but also to any liability for damage caused by your exhibits - whether through fault or not. In addition, it is explicitly pointed out that, regardless of the installation location, the fire police regulations must be observed ■ The delivery and/or storage of exhibits and goods before the start of the agreed start of construction 23.10.2024, 09.00 a.m., and storage after the agreed end of dismantling for exhibitors 27.10.2024, 11.00 p.m., is expressly prohibited. ■ The parking lot in front of the event hall is publicly accessible and not guarded. The organizer accepts no liability for the theft of or damage to parked vehicles or property stored in a parked vehicle. The organizer recommends that no items, in particular works of art, be left in parked vehicles ■ Works of art may only be affixed to the walls provided for this purpose using suitable material (see page 6 + 7: Gallery rules). The installation must be carried out in such a way that the stability of the wall is not impaired ■ Technical equipment and installations used by the exhibitor must be reported to the organizer in advance and must comply with the relevant regulations and be CE-certified. These systems may only be connected to the electrical outlets provided for this purpose and ordered separately by the exhibitor. However, the organizer reserves the right to put CE-certified equipment out of operation. Damage caused by incorrectly used equipment shall be borne exclusively by the exhibitor who used the equipment or caused the equipment to be used, irrespective of fault. The damage must be compensated in full. Changes to the electrical installation may only be carried out by specialist companies approved by the organizer ■ It is expressly forbidden to install/connect your own lighting. The exhibitor is liable for damage caused by illegal installations and all damage caused by uncontrolled power consumption. ■ **The organizer shall be indemnified and held harmless vis-à-vis third parties in all the above-mentioned contexts.**

## 15. Booth cleaning and disposal of packaging material

The cleaning of the corridors will be arranged by the organizer. The exhibitor is responsible for the cleanliness of the booth and for the removal of packaging material. In any case, the cleaning of the booth must be completed daily before the start of the fair. The exhibitor will be informed about the possibility of disposal.

## 16. Technical Services

Technical equipment and facilities used by the exhibitor must be reported to the organizer in advance of the fair and must comply with the relevant regulations and be CE certified. These installations may only be connected to the electrical outlets provided for this purpose and ordered separately by the exhibitor. However, the organizer reserves the right to put CE-certified systems out of operation. Damage caused by faulty or incorrectly used equipment shall be borne exclusively by the exhibitor who used the equipment or caused the equipment to be used, irrespective of fault. The damage is to be compensated for in the full amount. Changes to the electrical installation may only be carried out by specialist companies recognized by the organizer ■ **It is expressly prohibited to install/connect your own lighting. The exhibitor is liable for damage caused by illegal installations and all damage caused by uncontrolled energy extraction.**

## 17. Patents and registered designs

The protection of inventions, designs and trademarks at trade fairs is governed by the legal provisions applicable in Austria. There is no special protection for trade fairs.

#### 18. Exhibitor catalogue

A catalogue will be published for ARTfair Innsbruck, whereby the booking of one page is binding for each exhibitor. The organizer is responsible for the design (maximum 2 pictures per page). No claims can be entertained for incorrect, incomplete, or omitted entries. The exhibitor is responsible for the content of the entries and for any damage incurred through the publication thereof. Advertisements can be made against payment of a fee.

#### 19. Advertisements – Photographing

The organizers are entitled to take pictures, make drawings and films of the exhibition, the booths and the exhibits and to use them for advertising or publications. Exhibitors shall not be entitled to object to that. This applies also for pictures taken by the press with the consent of the fair management.

#### 20. Assertion of claims

Any claims against the organizer must be made in writing to the organizer no later than 14 days after the end of the exhibition. Claims made thereafter will not be valid.

#### 21. Reservations

Should the exhibition have to be cancelled, shortened or postponed to another date, the exhibitor cannot derive any claim for damages from this, for whatever reason and in whatever sphere the respective circumstance may have occurred. In well-founded exceptional cases, as in all cases of force majeure, the exhibitor shall not be entitled to withdraw from the contract or to a reduction of the participation fee. If the trade fair does not take place, the exhibitor may be required to pay an amount of up to 30% of the participation fee for general reimbursement of costs. Higher individual contributions can only be charged if the exhibitor has ordered additional chargeable services.

#### 22. Acceptance of the conditions of participation

**With his signature on the application form, the exhibitor acknowledges for himself and his employees or agents the General and Special Conditions of Participation of the organizer of ARTfair Innsbruck as binding and undertakes to comply with the regulations of the organizer in all parts.**

#### 23. Final Conditions

All agreements between exhibitor and organizer shall be in written form. Place of performance and jurisdiction for all mutual obligations shall be Innsbruck. Austrian Law applies.



## ARTfair Innsbruck

### Hanging Guidelines

Don't exceed the highness of the booth walls (2.65 m)
The affixing of logos, company signs as well as artist contact data on the exhibition walls and in the stand is not permitted
The distance between two works must be at least one third of the picture width or 30 cm
Works over 50 cm high may not hang one above the other
<b>Only by prior arrangement</b> with the organizer: "Petersburg hanging" is only permitted for a coherent series of paintings that are also sold as a complete work.
It is forbidden to put pictures on the floor or present them on easels
Works must be exhibited with the following information: artist name   work title   year of creation   technique   format   final price



## allowed

### SCREWS

diameter NOT bigger than 5mm;  
max. depth in panel - 40mm.

### PENCIL

small marks, short lines

### SMALL NAILS,

diameter NOT bigger than 5mm;  
max. depth in panel - 40mm.

### LABELS and CUT OUT LETTERS

on easily removable adhesives

### BLUE TACK

white and yellow color only,  
in small amount



**EVERYTHING MUST BE  
REMOVED AFTER EVENT**

## not allowed

### SCREWS or DRILLING HOLES

Bigger than 5mm diameter

### WALL DOWELS OR PLUGS of any kind

### WRITING OR DRAWING on panels is forbidden

### DOUBLESIDED TAPE OR ANY TYPE OF GLUE

exception if used masking tape between panel  
and doublesided tape

### PANEL JOINTS

pressing, screwing, drilling between panel in  
their joints is forbidden!

### RESTRICTED TO HANG IN LIGHTS AND THEIR BRACKETS

### SCREW, DRILL OUTSIDE WHITE WOODEN PANEL AREA LIKE ALUMINIUM OR WOODEN TOP PART OF THE PANEL is forbidden!

### IT IS STRICTLY FORBIDDEN TO TRY TO OPEN THE PANEL FASTENERS

## FORBIDDEN PRACTICE - some examples



All damages will be charged 100% to the exhibitor at ARTfair Service's daily updated prices. The daily updated prices can be requested at any time.

All adhesives, adhesive fixtures and screws, etc **must be removed** by the exhibitors at the end of the fair period, prior to removal of the units. Otherwise, the repairs will be charged to the exhibitor.