

NewcastleGateshead Art Fair



30th September - 3rd October 2010

Exhibitor Prospectus



Media partners

The Journal
Today's Voice of the North

Evening
Chronicle


The Sage
Gateshead

NewcastleGateshead Art Fair, 30th September - 3rd October 2010
Art Fairs Limited, 1st Floor, 14 Blandford Square, Newcastle upon Tyne, NE1 4HZ
Phone: +44 (0) 191 241 4523 Fax: +44 (0)191 245 3802
Email: info@ngartfair.com Website: www.ngartfair.com

Introduction

We are delighted to invite you to become involved in the NewcastleGateshead Art Fair 2010, which will open on the evening of 1st October in The Sage Gateshead and will take place over the following three days, 2nd- 3rd October 2009. The Art Fair is in its 4th year following its growing success showcasing artwork from leading modern and contemporary art galleries from within the UK and abroad.

'One of the best art fair's outside London.... We were delighted by the organisation of the Fair, and the promotion of it to the art buying public. The venue was spectacular!' - **David Tregunna** of renowned gallery **IAP Fine Art in London.**

'A world class event.' **Steven Eccles, Bohemia Gallery, York**

Media coverage in 2009 included all local press, some national press, and national listings, the BBC and Tyne Tees TV covered the event along with coverage from local radio. We had numerous local bridge banners and banners on site, several direct mail campaigns from; door to door, through partners, plus the purchase of specific data (10,000+). The extensive marketing campaign ensured over 9 million people were exposed to coverage of the event. In 2010 we will be extending our marketing far beyond this and have created a buy in across a much broader range of partners. In addition to this we will be targeting art collectors around the UK and developing the arts market in the region with a series of seminars and promotions on buying and collecting art.

Attendees to the fair will comprise corporate collectors, art buyers from the region and beyond, to view and purchase works from the exhibiting galleries. Weekend tickets will cost only £5. We anticipate over 9,000 visitors to attend the event. It is an opportunity for art dealers and galleries from the UK and abroad whose interests involve painting, sculpture, drawing, photography and limited edition prints to reach their target audience.

Venue

The NewcastleGateshead Art Fair will once again be held at its permanent home, The Sage Gateshead, one of the UK's most iconic, modern buildings - The perfect setting.

Using this world-class site provides a perfect location to host the NewcastleGateshead Art Fair. The venue sits alongside the Gateshead Millennium Bridge, with its famous 'Blinking Eye', a first in engineering and design; and the outstanding BALTIC Centre for Contemporary Art.



This vibrant and dynamic region is home to many new developments and initiatives, which has made NewcastleGateshead one of the UK's top 3 short break destinations.

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National & International Recognition

Galleries from London, South West, Midlands, Scotland and abroad including Barcelona, South Africa, the Czech Republic and Russia have come to NewcastleGateshead in the last three years with a wide range of galleries already signed up for 2010.

Such is the quality, profile and standing of this event in the arts calendar, that we continue to attract international interest. The goal of the organisers is to build this Art Fair into an arts festival by continuing to work with its partners to develop the art and cultural market for the North East but also raise the cultural profile of NewcastleGateshead on a national and international platform.

This year, the promotion was excellent and, in the face of the economic downturn, the organisers succeeded in getting in excess of 12,000 enthusiastic and interested folk through the doors. It was great fun and our glassmakers enjoyed very successful sales both at the show and afterwards. I felt this Art Fair came of age this year and I hope we can expand our presence in future years.

Anne Tye
Cohesion Glassmakers Network



I am so pleased to be part of this expanding event and working with Vincent and the team to help promote and develop this exciting art fair. The fantastic venue, location, organisation and hard work is paying off, it is something we have been wanting to support for a while now. The opportunities to attract further international galleries again highlights Newcastle Gateshead Art Fairs ambition to become one of the most recognised and established art fairs outside the capital

Rebecca Hossack
Rebecca Hossack Gallery

Well organised, positive experience- Good sales on some key pieces- Good for developing collectors brand and raise awareness for business.

Don Smith
Opus Art

The Sage Gateshead was a fantastic, amazing venue and backdrop against the Tyne. It is an ideal platform for us to promote ourselves to our target market.

Martin Tallantyre
Tallantyre Gallery



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Why Exhibit?

This is an excellent opportunity to be associated with a groundbreaking high profile event. With over 475,000 annual visitors attracted to regional art galleries such as the prestigious BALTIC Centre for Contemporary Arts, NewcastleGateshead is well placed to host such an important event.



- Expose your gallery to many high calibre potential clients
- Raise/maintain your gallery profile
- Generate more sales
- Market, sell and launch your work
- Develop/maintain brand awareness

Marketing

A high profile event such as this will follow an extensive marketing programme incorporating a mix of PR with our many marketing partners including:

- The Sage Gateshead,
- BALTIC Centre for Contemporary Art
- Bupa Great North Run
- Arts for Business
- Arts Council North East
- NewcastleGateshead Initiative
- ONE North East
- Gateshead MBC
- Newcastle City Council.

Our media partners currently include the **Newcastle Chronicle & Journal (NCJ Media)** and **Art of England**. NCJ Media have, along with its main daily papers, numerous publications including the monthly 'Culture' magazine, and Art of England is one of the widest read magazines for galleries and gallery customers, sold in leading newsagents across England. The Sage Gateshead itself will be publishing a profile of the event in their diary publication for October, which alone goes out to 110,000 people on its database. This events diary only normally features their own music events and includes no other promotion or advertising. This is indicative of the support we are receiving from our partners at this year's Art Fair.

This will be backed by a full marketing campaign, being managed by our specialist PR and Marketing agency **Mitchellhaltonwatson** with Director Wayne Halton personally overseeing the work.

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Along with the huge partnership marketing other activities including but by no means exhaustive will be:-

- Specially designed leaflet holders in all key public buildings, including The Sage Gateshead.
- 200,000+ leaflets designed, printed distributed throughout the North of England and Scotland
- Promotional 2 for 1 offer for all Journal readers and Culture magazine readers
- Comprehensive web listings/links
- Direct mail campaign
- E-marketing campaign
- Leaflet and poster distribution outlets and door to door
- Targeted press and features in both specialist national magazines, print and regional publications
- Regular features and comprehensive coverage within main local press - (Newcastle Chronicle & The Journal)
- TV & Radio Press coverage
- Ticketing at the Sage Gateshead Box office and on-line
- Comprehensive web site - fully compliant and carefully constructed for search engine optimisation
- Promotional banners around the venue
- Promotional bridge banners throughout Newcastle and Gateshead

A full marketing plan is available upon request from our PR & Marketing agency



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Your Benefits

Exhibition space rates have been held for the third year and will cost £195 + VAT per linear metre on the premium concourse level, and only £175 + VAT per linear metre on the appealing first level, and Northern Rock Foundation Room. All of these costs include a basic package of shell scheme and spotlights. One light will be allocated per two linear metres. Any additional wall panels, lighting and electrics will incur an extra charge. Stand sizes range from 4 linear metres up to 15 linear metres. Please refer to the enclosed floorplan for further details.

Exhibiting at the NewcastleGateshead Art Fair will provide you with the following benefits:



- ◆ Opportunity to display and sell your work to approximately 9,500+ visitors
- ◆ Company listed in the exhibitors index page and a full-page dedicated to your company in full colour fair catalogue (copy to be supplied by client).
- ◆ A dedicated website link to your company website from the event website.
- ◆ 50-100 free tickets to invite your own VIP guests to the Opening Night VIP reception.

How to Book?

Applications for exhibition space are currently being sought. To apply for space please complete the enclosed application for space form and return to the organisers along with your supporting material and deposit of £500. Please send a maximum of three images of the work that you wish to exhibit, a list of exhibiting artists and a brief description of your company. Please also give three choices of stand position. We will try to accommodate all exhibitors in their first choice position. However please be aware that space will be allocated on a first come first served basis.

You will be notified of acceptance and stand assignment within 21 days of receiving your completed application for space form.

If you require any further information please do not hesitate to contact the organisers on +44 (0)191 241 4523.



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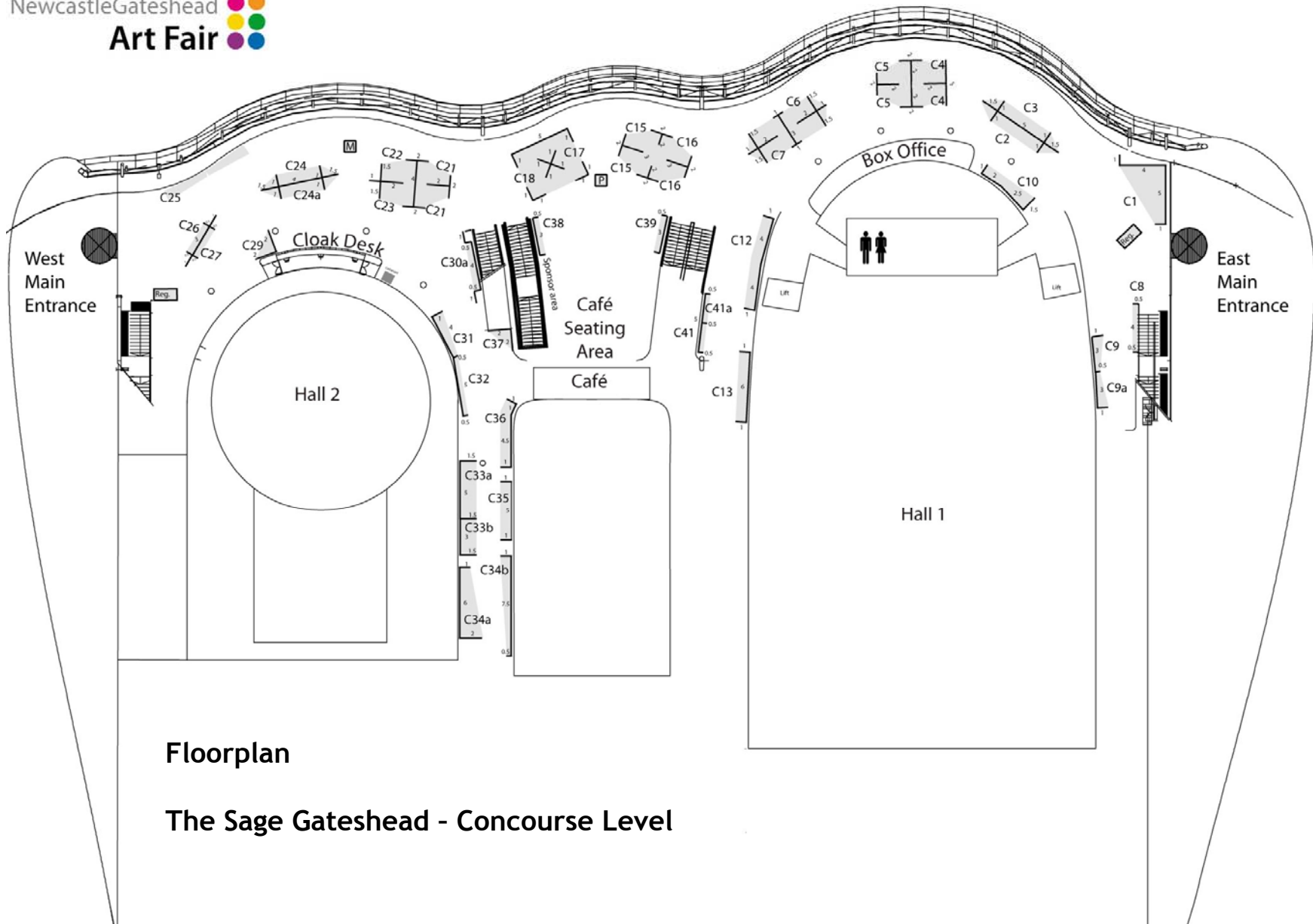
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Floorplan

The Sage Gateshead - Concourse Level

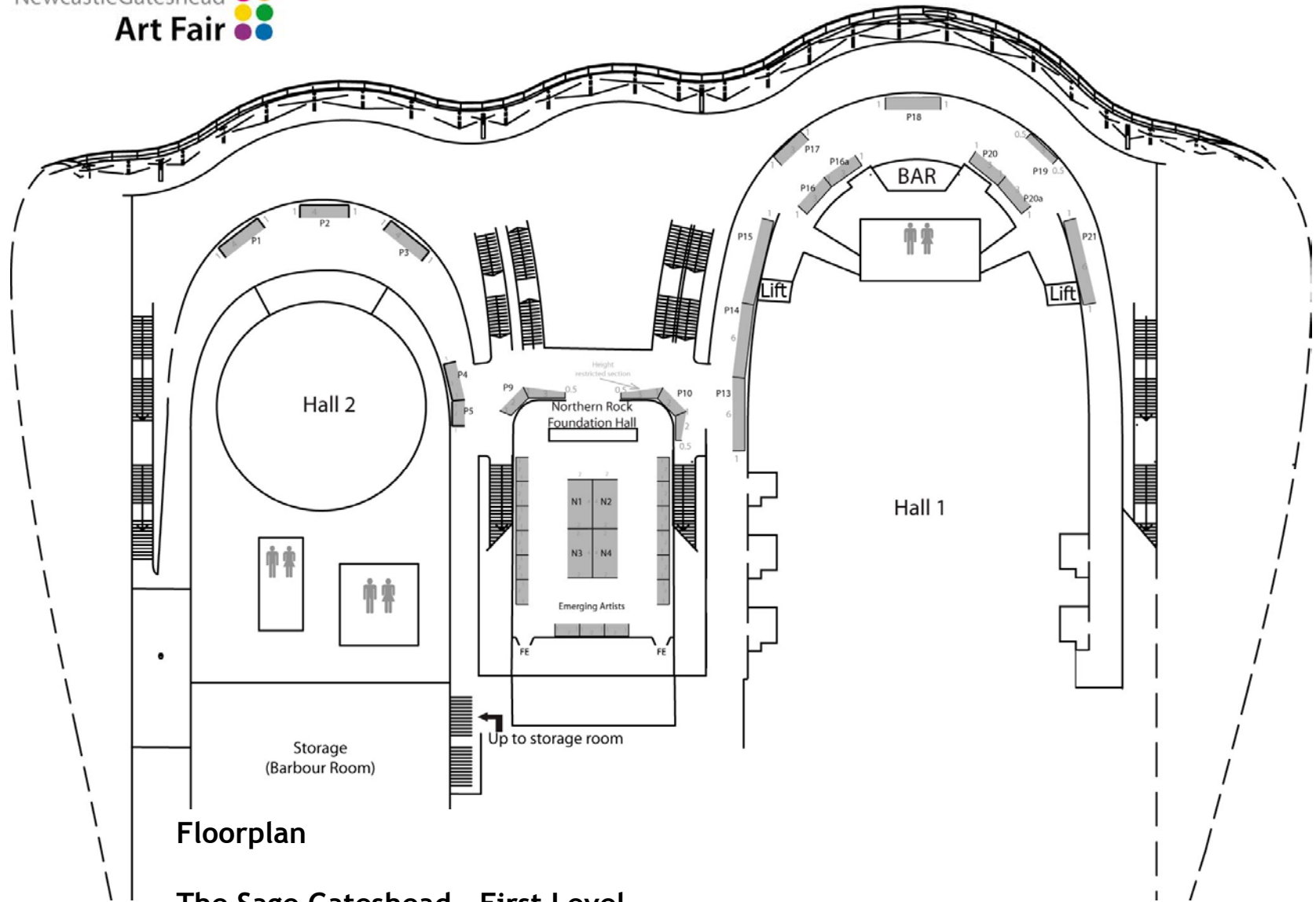


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Floorplan

The Sage Gateshead - First Level



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Application for Exhibition Space

PLEASE PRINT OR TYPE
 FAX BACK TO +44 (0) 191 245 3802

Date: 30th Sept – 3rd Oct 2010
 Location: The Sage Gateshead

EXHIBITOR DETAILS	
NAME OF GALLERY CONTACT:	
GALLERY NAME (IN FULL):	
ADDRESS:	
TELEPHONE:	FAX:
EMAIL:	WEBSITE:

I WISH TO EXHIBIT AT NEWCASTLEGATESHEAD ART FAIR 2010 AND APPLY FOR SPACE AS FOLLOWS:			
NO OF LINEAR METRES:			
LOCATION PREFERENCES:	First:	Second:	Third:
Please indicate the categories representative of the artworks you wish to exhibit: Paintings <input type="checkbox"/> Drawing <input type="checkbox"/> Photography <input type="checkbox"/> Sculpture <input type="checkbox"/> Prints <input type="checkbox"/> Other: _____			
Gallery Information We require each applicant to supply: a maximum of 3 images (electronic or hard copy) of the work you wish to exhibit and a brief description of the artists and your company for review by the Selection Committee. Additional support material may also be included.			

PAYMENT: £500 DEPOSIT	50% DUE ON ALLOTMENT	REMAINDER DUE ON 23 rd July 2010
WE AGREE TO PAY A DEPOSIT OF £500 PER STAND AND WE WILL SEND PAYMENT ON ALLOTMENT FOR 50% OF THE STAND COSTS. THE REMAINING AMOUNT WILL BE PAID BY THE DUE DATE OF 23 rd JULY 2010 Please make cheques payable to 'Art Fairs Ltd', in GBP £. Foreign cheques will not be accepted. Please note we cannot accept American Express or Diners. Credit card transactions will be charged a handling fee of 5%.		
PLEASE FIND CHEQUE ENCLOSED <input type="checkbox"/>		
PLEASE CHARGE MY CREDIT CARD <input type="checkbox"/>		
CARDHOLDER NAME:	CARD TYPE:	CARD NO:
CARDHOLDER NAME:	CARDHOLDER SIGNATURE:	EXPIRY DATE:

Signature: _____ Date: _____

- Where possible special requests concerning location and space requirements will be considered, but cannot be guaranteed as condition of participation.
- Information and order forms for additional furnishings will be distributed on acceptance in the Exhibitor Pack.
- This application becomes a contract only upon acceptance by the Selection Committee.
- This signed and dated application confirms, that the undersigned has received one copy of the Conditions of Participation and understands and agrees to be bound by the regulations outlined therein.

TO BE COMPLETED BY THE ORGANISERS		
ACCEPTED BY	EXHIBITOR TYPE	DATE
ALLOTMENT NUMBER	INVOICE NUMBER	DATE RECEIVED

NewcastleGateshead Art Fair 2010

EXHIBITION TERMS AND CONDITIONS

In these terms and conditions the term 'Exhibitor' means any company, firm or person who has been allocated space in the exhibition, or any agent, representative or employee of the exhibitor. The term 'Exhibition' refers to the event detailed in the enclosed literature and where the term 'Organisers' appears it refers solely to Benchmark Communications Ltd.

1. INFORMATION SUPPLIED

Information supplied by the organisers in relation to any exhibition is accurate to the best of their knowledge and belief but shall not constitute any warranty or representation by the organisers and any inaccuracy or mistake therein or omission there from shall not entitle the exhibitor to cancel his space booking.

2. APPLICATION FOR SPACE

(A) Application for space must be made on the official booking form and must contain information on the exhibits to be displayed. The organisers may accept applications by purchase order, in writing, or by facsimile, or accept a deposit payment in lieu of written application, at their sole discretion, and on the understanding that the terms and conditions contained herein fully apply.

(B) Any application for space, or any acceptance thereof or by the organisers shall not be conditional on the presence or location of any other exhibitor at the same or any other exhibition and any reference to such conditionality shall not apply to any contract between the organisers and the exhibitor for exhibition stand space.

3. CANCELLATION OF SPACE

(A) If the exhibitor wishes to cancel, then written notice of such wish must be forwarded to and received by the organisers by recorded delivery post not later than the dates referred in the table below. For the avoidance of doubt the organisers shall not be obliged to accept the exhibitors wish to cancel his space booking.

(B) In the event that the exhibitor either:

(I) Wishes to cancel his space booking after acceptance by the organiser or:

(II) Fails to meet any of the payment obligations (whether as to the amounts or dates of payment)

Then the organisers reserve the right (But without being obliged to do so) to apply the following cancellation charges and to re-allocate the space booked:

Cancellation Occurring	Cancellation Charge
On or before 5 th June 2010	£25 administration fee
6 th June to 10 th July 2010	25%
11 th July to 7 th August 2010	50%
On or after 8 th August 2010	100%

(C) Notwithstanding that the organisers may re-sell or re-allocate the cancelled space after payment of the above cancellation charges the organiser shall be under no obligation to reimburse all or any part of such cancellation charges.

4. SPACE REDUCTION

Where an exhibitor wishes to reduce the size of his space booking after allocation of space, notification must be received in writing. The organisers reserve the right to apply the scale of cancellation charges outlined above to the total cost of the area by which the original stand has been reduced on a pro rata basis, and to re-allocate the area in question.

5. LOCATION OF SPACE

For the avoidance of doubt any contract between the organisers and the exhibitor for exhibition stand space is only for an amount of such space and no acceptance by the organisers of the exhibitors space booking form or allocation of the exhibitors name to any particular part of any exhibition floor plan will constitute any agreement warranty or representation by the organisers that the exhibitor is entitled to exhibit at the exhibition in such particular location and the organisers reserve the right without being required to give notice to the exhibitor to alter the layout of any exhibition floor plan at any time. The organisers also reserve the right to move the exhibition site to an alternative location on Gateshead Quays.

6. UNOCCUPIED SPACE

Every exhibitor must occupy the space allotted to him by show opening time on the first day of the exhibition. Any exhibitor failing to do so will be deemed to have cancelled his space booking. In this event, the terms and conditions relating to cancellation will apply and space maybe offered to a new or existing exhibitor.

7. FIRE PRECAUTIONS AND DANGEROUS MATERIALS

All materials used for building, decorating or cover stands must be of non-flammable material. Exhibitors must comply with all instructions given by the organisers to avoid the risk of fire or any other risk.

The following are excluded from the exhibition; explosives; detonating or fulminating compounds, and all dangerous or harmful substances, including priming, fireworks, etc. Priming, fireworks, matches and similar objects can only be exhibited in the form of imitations, and on condition that they contain no inflammable matter. Only goods described at the time of application may be displayed on stands, and any goods not approved by the organisers must be removed from the building.

8. EXCLUSION OF PERSON

The organisers reserve the right to exclude or remove from the exhibition any persons whose presence at the absolute discretion of the organisers is or is likely to be undesirable and the organisers may exercise such rights notwithstanding that any person is a servant or agent of the exhibitor or otherwise any way connected or associated with the exhibitor.

9. POSTPONEMENT OR ABANDONMENT

The exhibitor shall not have any claim against the organisers in respect of any loss or damage consequent upon the failure for whatever reason of the exhibition being held or of the building becoming wholly, or partially unavailable for the holding of the exhibition for reason beyond the organisers' control. If by re-arrangement or postponement of the period of the exhibition, or by substitution of another hall for the exhibition, or by means of any other reasonable matter of thing, the exhibition can be carried through, the contracts for space shall be binding upon all parties, except as to the size and position, as to which any modification, substitution, or re-arrangement considered necessary by the organisers shall be substituted for the original.

10. STAND LETTING

Is deemed personal to the exhibiting company contracting and is in no way assignable to any other person, company or organisation. The under letting or sharing possession of any part of the stand is absolutely prohibited without the prior written consent of the organisers provided always that consent will not be forthcoming in any circumstances for an assigning or under letting or sharing of possession of a stand with any publishing or exhibition or exhibition organising company or organisation directly or indirectly connected with the business of publishing.

11. PROHIBITION OF TRANSFER

Exhibitors may not assign, sublet, or grant licenses in respect of the whole, or any part of the space allocated to them, or assigned or otherwise deal with their rights and obligations hereunder nor may any cards, advertisements, or printed matter of firms who are not bona fide exhibitors be exhibited or distributed on any stand. This does not apply to firms being associated with, subsidiaries, agents or principals of the exhibitor, which are duly listed on the official space booking form at the time of booking.

12. LICENSOR AND LICENSEE

On the acceptance of this application for space by the organisers there is a contract between the organisers and the exhibitor including these terms and conditions, subject to amendments as mentioned below, and as regards any space so allotted, the relationship of licensor and licensee shall exist between the organisers and the exhibitors, from the date of the exhibitor occupying the space. In case of non-payment of any sum due from the exhibitor, whether legally demanded or not, or of a breach, or non-observance, by the exhibitor or any of the terms and conditions herein contained, or any regulations to be observed by him, the organiser shall have the right to revoke his licence and re-enter upon the allocated space to remove and exclude the exhibitor, and all persons there from without prejudice to the right to recover all sums payable by the exhibitor and all other claims against him, and damages sustained by the organisers.

13. INSURANCE

The organisers are not responsible for the safety of any exhibit or other property of the exhibitor or other person, or for the loss, damage or destruction by theft, or fire or any cause, or for the loss, damage, or injury sustained by any exhibitor or other persons. This is whether by reason of any default in the exhibition building caused by fire; storm; tempest; lightning; explosion; national emergency; war; labour disputes; strikes; lock-outs; civil disturbances; inevitable accident; force majeure or for any other cause not within the direct control of the organisers whether of the same kind or not. No responsibility can be accepted for any consequences of prevention, postponement or abandonment of the exhibition. Exhibitors should secure their own insurance to cover all liabilities and risks.

14. ATTENDANCE

The exhibitor acknowledges that the organisers shall not be held responsible for the failure of all or any other contracted exhibitions to attend the exhibition or the failure of any number of attendees to attend the exhibition for any reason beyond the reasonable control of the organisers.

15. EXHIBITION OPENING HOURS

Details of exhibition opening hours will be given in the exhibition programme, during these times stands must be manned by exhibitor's staff.

16. SIGNATORIES

The person or persons signing the space application form on behalf of the exhibitor shall be deemed to have full authority to do so on behalf of the exhibitor and the exhibitor shall have no right to claim as against the organisers that such person or persons did not have such authority.

17. EXHIBITORS' BANKRUPTCY

In the event of an exhibitor becoming bankrupt, committing any act of bankruptcy, going to liquidation, having a receiver appointed in respect of any of its assets the organiser's reserve the right to terminate the contract with the exhibitor and the terms and conditions relating to cancellations shall apply.

18. ERECTION OF STANDS

No exhibitor will be permitted to display his goods in such a manner as, in the opinion of the organisers, obstructs the light or impedes the view along the open spaces or gangways, or to occasion inconvenience or otherwise effect the display of other exhibitors.

19. THE TERMS AND CONDITIONS

Shall be construed in accordance with English law and any disputes resulting from an interpretation of these terms and conditions shall be settled by the English court.