

pintalondon

**The Modern and Contemporary
Latin American Art Show**

12 - 15 June 2014
London, United Kingdom

Application 2014

ART GALLERIES

Deadline: 12 February 2014

Showcasing the best Modern and Contemporary Art from
Latin America, Spain and Portugal

www.pintalondon.com

REQUIRED INFORMATION (Please print or type)

Gallery Name (As Name Will Appear In All Advertising)		VAT Number
Address		
City & State Or Province	Country	Postal Code
Telephone	Fax	
General Email	Website	
Name of Primary Contact	Primary Contact's Email	

BOOTH CHOICE (Select preferred size)

The booth includes perimeter wall painted white, exhibitor set up passes, two (2) colour pages in the exhibition catalogue.

BOOTH DOES NOT INCLUDE: Lights, additional walls, sockets, storage, and door for storage.

<input type="checkbox"/> Select GBP 10,300 + 20% VAT 4m x 6m 13' x 20' 24sq meters 260sq feet Limited Availability	<input type="checkbox"/> Select GBP 12,640 + 20% VAT 4m x 8m 13' x 26' 32sq meters 338sq feet Limited Availability	<input type="checkbox"/> Select GBP 18,100 + 20% VAT 4m x 12m 13' x 39' 48sq meters 507sq feet Limited Availability
<input type="checkbox"/> Select GBP 22,400+ 20% VAT 4m x 16m 13' x 52' 64sq meters 676sq feet Limited Availability	<input type="checkbox"/> Select GBP 26,400 + 20% VAT 4m x 20m 13' x 66' 80sq meters 858sq feet Limited Availability	<input type="checkbox"/> Select GBP 36,000 + 20% VAT 4m x 30m 13' x 98' 120sq meters 1274sq feet Limited Availability

*If on account of local authorities, regulations, structural needs or design matters the booth shapes vary, the total area will remain as per the agreement on the application form. If for any reason total booth area should be reduced, gallery will be reimbursed proportionally to the reduction.

PLACEMENT REQUEST

Special requests concerning location will be considered whenever possible, but cannot be made a condition of participation or relieve any applicant from any payment obligation under its agreements with PINTA.

PAYMENT OPTIONS & CREDIT CARD GUARANTEE

- 1) If payment of booth is made in full by 12 February 2014 a 5% discount will be applied to the booth price.
- 2) If payment of booth is made in installments, payments are due as follows: 30% 12 February 2014; 40% 1 April 2014; and 30% 2 May 2014.
- 3) Booth Fee Payment Methods (please circle the payment method you will use to pay for your booth)

CHECK	WIRE TRANSFER	CREDIT CARD

Regardless of the payment method chosen, PINTA UK Ltd. requires a Credit Card guarantee.

In case payments are not made five days after the due dates, we authorise PINTA UK Ltd. to debit the following credit card for the amount of the unpaid installment:

CREDIT CARD AUTHORISATION AND GUARANTEE

Cardholder's Name	Credit Card Number	Expiration Date
Security Code	Billing Address	Cardholder's Signature

ACCEPTANCE

Please note that this application will become a binding contract upon the issuance of written notice of acceptance from PINTA. By signing and submitting this application to PINTA, the applicant agrees to be bound by the terms and conditions of participation described herein.

Signature	Print Name	Date
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Please return to PINTA: info@pintalondon.com or Fax: 305 416 3017

The following information is required for all applicants of PINTA LONDON 2014. Incomplete applications will not be considered.

DEADLINE FOR RECEIPT OF APPLICATION IS: 12 February 2014

THE FOLLOWING ITEMS ARE REQUIRED FOR ALL APPLICANTS:

• PRESENTATION AT PINTA LONDON 2014

Enclose a brief description (no more than 1 page) of the gallery's presentation for PINTA LONDON 2014 or a description of a specific project planned for your booth. Please ensure the gallery's name is included on all attachments.

• PROGRAMME INFORMATION

Enclose a brief description (no more than 1 page) of the gallery's programme. Be sure to reference recent exhibitions and publications as well as artists represented by the gallery. Please make sure the gallery's name is included on all attachments. Do not send catalogues or other reference materials.

• VISUAL DOCUMENTATION (maximum of 6 images)

1. Two digital images of installation views of the gallery. Images should present one or more views of shows installed in the past two years, and
2. Four digital images of works by represented artists (i.e. four art works in total; not four per artist).

All visual documentation must be sent via email. Included in this email should be your complete artists' list as well as your city, country and website information.

Low-resolution images are necessary due to the large volume of images received from applicants. Images will be incorporated into digital presentation and reviewed by the Selection Committee. The Selection Committee acknowledges that low-resolution images do not always reproduce artworks to their maximum advantage and the quality of low-resolution images is not a factor in their deliberations.

EMAIL DIGITAL IMAGES ONLY; CD-ROMS, CATALOGUES OR OTHER REFERENCE MATERIALS WILL NOT BE ACCEPTED.

DESTINATION ADDRESS FOR DIGITAL IMAGES:

Please email all digital images to: info@pintalondon.com

This mailbox is only for sending digital images. Please do not use this address for correspondence or other communications.

SPECIFICATIONS FOR DIGITAL IMAGES – IMAGES NOT PROPERLY FORMATTED WILL NOT BE ACCEPTED

	English	Metric
Resolution	150 pixels/inch	59 pixels/cm
Image Size	7.5" high	19cm high

File Names

The gallery's name as well as artist's name should be part of each file name. Be sure to affix the file extension ".jpg" to the file name. Example for MAP Gallery with artist John Smith: MAP-jsmith01.jpg, MAP-jsmith02.jpg, etc.

Please return the information and visual documentation to PINTA: info@pintalondon.com or Fax: 305 416 3017

Terms and Conditions of Participation

GENERAL

PINTA LONDON 2014 is a project of PINTA UK LTD. These Conditions of Participation govern the Exhibitor's participation in PINTA LONDON 2014 ("the Show"). PINTA UK LTD reserves the right, at any time, without notice, to make any additional conditions or rules for participation. PINTA UK LTD reserves the right to change the dates of the fair. The Exhibitor agrees to be bound by the conditions set forth below and by any subsequent conditions that PINTA UK LTD may institute in connection with the Show. Submission of an application to participate in the Show constitutes the Exhibitor's acceptance of the conditions set forth below and of any subsequent conditions related to the Show.

SHOW DATES

Thursday 12 June 2014: 4pm to 6pm VIP Preview
Thursday 12 June 2014: 6pm to 9pm Private View Reception
Friday 13 June 2014: 2pm to 9pm
Saturday 14 June 2014: 11am to 8pm
Sunday 15 June 2014: 1pm to 7pm

LOCATION

Earls Court Exhibition Centre

Warwick Road
London, SW5 9TA
United Kingdom

ACCEPTANCE OF EXHIBITORS

PINTA UK LTD'S Selection Committee shall act as the sole and final judge of all applications and may accept or reject applications at its sole discretion on any basis permitted by law. The Exhibitor guarantees that all information submitted in connection with this application is complete and accurate, and that all work submitted for exhibition is authentic. The Exhibitor shall indemnify PINTA UK LTD and its principals, agents and employees against any and all damages, costs and expenses, including legal fees, in connection with any claim whatsoever, including copyright infringement claims, for which PINTA UK LTD may be sued or held liable relating to work submitted by or through the Exhibitor.

Acceptance of the application will be sent in writing on March 2014. PINTA UK LTD has the right to cancel the acceptance of the application at any time, including during the Show, if the Exhibitor is found to have provided any false material, inaccurate or misleading information in connection with its application or if the Exhibitor fails to comply with these Conditions or any additional or revised conditions that PINTA UK LTD may institute in connection with the Exhibition. In any event, PINTA UK LTD shall have the right to revoke acceptance of any Exhibitor if it reasonably appears at any time that all or part of the Exhibitor's display violates the legal rights of any person or entity and the Exhibitor fails to remove that aspect of its display immediately upon PINTA UK LTD'S request.

PINTA UK LTD has the right to request complete details of the proposed exhibit and reserves the right to prohibit the exhibition of any artworks or other display which is not consistent with the nature and purpose of the event. The expense of the removal of such objects, if any, will be the responsibility of the Exhibitor. PINTA UK LTD reserves the right to the revoke acceptance of the application, in accordance with the preceding terms, at any time, and the Exhibitor shall nonetheless be responsible for all monies otherwise payable under this agreement, including the entire booth rental fee.

Exhibitors shall be obliged to use the booth for the duration of the show and keep the booth sufficiently manned at all times during exhibition hours.

ALLOCATION OF SPACE

PINTA UK LTD will allocate Booth space for the event. Reasonable efforts will be made to accommodate the Exhibitor requests concerning booth space. However, PINTA UK LTD may, at its sole discretion, change the location of allocated space, as well as alter the shape of the booth if in PINTA UK LTD'S sole judgment, circumstances demand it. PINTA UK LTD reserves the right to rearrange the layout of unoccupied areas and alter the entrances and exits to and from the exhibition space, halls and aisles as it deems necessary or advisable.

SET-UP, DISMANTLING AND DECOR

The Exhibitor shall begin and complete all set-ups and dismantling only during the specified hours. To maintain the collectively desired overall appearance of the event, no additional lighting, furniture, or other equipment desired by the Exhibitor shall be used unless approved in writing in advance by PINTA UK LTD. No additional walls, storage areas, etc. may be added to the booth without the prior written consent of PINTA UK LTD. Order forms for additional services such as walls, telephones, lights, furniture, etc., will be provided after acceptance.

BOOTH SHARING

No Exhibitor may share, sublet or assign a booth either entirely or partially without written consent of PINTA UK LTD. Decisions on the approval of shared booths rest solely with PINTA UK LTD. A shared booth will only be approved on condition that all the applicants applying for the booth have already been accepted to the Show. Exhibitors sharing booths shall be joint and severally liable to PINTA UK LTD.

CATALOGUE

PINTA UK Ltd will publish a catalogue in connection with the fair; participation in the catalogue by exhibiting galleries is obligatory. Every Exhibitor is entitled to two full pages in the exhibition catalogue. Exhibitor pages in the catalogue must include at least one image; text only pages are not acceptable. Exhibitors have the option to purchase additional catalogue pages and/or include multiple images. There is a mandatory production charge of £300 per additional page.

PAYMENT TERMS

After acceptance by the Selection Committee, Exhibitors will be invoiced for the total booth rental amount. Payment of the total booth rental must be made in three installments: 30% is due upon signing the application, 40% is due on or before 1 April 2014; and the 30% balance is due on or before 2 May 2014. The Exhibitor agrees that in the event that the total amount has not been received by PINTA UK LTD by 15 May 2014, PINTA UK LTD shall have the right to treat the Exhibitor's failure to pay as a material breach of the contract, retain any payments previously made to PINTA UK LTD, and recover from the Exhibitor the total booth rental amount, plus any collection costs incurred by PINTA UK LTD (including legal fees) in enforcing its rights to collect such payment and costs. PINTA UK LTD shall have the right to impose a late charge of up to 10% if the Exhibitor has not paid in full by 15 May 2014. The Exhibitor agrees that in the event that it has failed to make the required payments, its non-payment will constitute a material breach of its agreement with PINTA UK LTD, and PINTA UK LTD may reallocate the space formerly devoted to that Exhibitor as PINTA UK LTD sees fit. Failure to make payments by deadlines will result in automatic charges to your credit card.

WITHDRAWAL BY AN EXHIBITOR

Any applicant may withdraw his/her application prior to acceptance. Once accepted, any Exhibitor may cancel his/her contract until 29 March 2014. After 29 March 2014, any Exhibitor who withdraws or cancels his/her contract will remain obliged to pay the full amount of the space rental and any further costs that may have been

incurred by PINTA UK LTD. Any Exhibitor who fails to occupy his/her booth by 12 pm on 12 June 2014 will forfeit his/her right to occupy the space and PINTA UK LTD will claim full rights to that space. In such event, the Exhibitor shall remain liable for the full rental and any additional costs incurred by PINTA UK LTD.

INSURANCE AND EXCEPTION FROM LIABILITY

Exhibitors must insure all their property and any and all property entrusted to them for display or other use in connection with the Show against the risks of fire, theft, burglary, breakage, leakage and water damage, and the risks of transport to and from the show. PINTA UK LTD will not be liable for any loss or damage sustained by the Exhibitor in connection with the Show, or for the failure of the Exhibitor to obtain insurance, or for the failure of their insurance to cover any loss sustained. The Exhibitor hereby agrees to execute promptly at the request of PINTA UK LTD any additional documents releasing PINTA UK LTD from such liability as PINTA UK LTD may request prior or subsequent to the Show. The Exhibitor agrees to indemnify and hold PINTA UK LTD harmless from and against any claim whatsoever for injury, loss or damage resulting from any action or omission of the Exhibitor or its employees, agents or representatives including but not limited to any property damage or personal injury caused by the Exhibitor, its employees, agents or representatives.

SECURITY

PINTA UK LTD will provide guards or security services for the show and show areas. Exhibitors will be required to comply with any security procedures requested by PINTA UK LTD or the security service retained by PINTA UK LTD. The Exhibitor recognises that, by participating in PINTA LONDON 2014, it assumes security risks that cannot be eliminated by security services to be provided by PINTA UK LTD. Security for individual booths is not included under this paragraph. PINTA UK Ltd does not secure insurance coverage for any individual booth.

ELECTRICAL SERVICES

PINTA UK LTD will provide common area lighting, but shall not be liable for any loss or damage due to failure or interruption of electrical service. No Exhibitor will be allowed to install its own power connections. Each Exhibitor (including all employees, agents, contractors or representatives) will strictly adhere to any and all applicable law and any requirements of the municipal fire, safety and security regulations.

MAINTENANCE

Each Exhibitor is responsible for the maintenance of its booth and will leave the booth in the same condition in which it was found, reasonable wear and tear expected. Cleaning services will be available at an additional charge for individual booths. Arrangements may be made in advance with PINTA UK LTD.

ADDITIONAL CONDITIONS

PINTA UK LTD may, if required by force or other reasons beyond its control, cancel, postpone, shorten or extend the Show. The Exhibitor shall have no right or claim for any damages of any kind, arising or alleged to arise by reason of any postponement, shortening or cancellation of the Show.

The Exhibitor agrees to comply with the rules and conditions required by all applicable authorities of London, United Kingdom. PINTA UK LTD reserves the right to treat any violation of these and any subsequent conditions as a material breach of this contract and to require any Exhibitor to withdraw from the Exhibition as a result.

The Exhibitor agrees that in the event of such a violation, PINTA UK LTD will be entitled to recover damages from the Exhibitor, including without limitation, any losses sustained by PINTA UK LTD; and PINTA UK LTD shall also be entitled to retain the full booth rental cost and any fees otherwise payable by the Exhibitor to PINTA UK LTD under this agreement.

The laws of England, United Kingdom govern this Agreement; the parties agree that the courts located in England, United Kingdom shall have jurisdiction for any legal proceedings related to the exhibition.

**PINTA LONDON 2014
UNITED KINGDOM
12 - 15 JUNE**

OPENING HOURS:

Friday 13 June 2014: 2pm to 9pm
Saturday 14 June 2014: 11am to 8pm
Sunday 15 June 2014: 1pm to 7 pm

Please return to:

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Fax: 305 416 3017

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Signature

Print Name

Date