



LAP | 12

Latin-American Pavilion
& The International Wing

CONDITIONS OF PARTICIPATION

To safeguard the rights and interests of all exhibitors participating in ART Shanghai 2012 - Hong Qiao Arts Carnival and of the Organization Committee and make a fine job of the exhibition this year, exhibitors shall carefully refer to the detailed rules and regulations hereinafter and strictly observe the stipulations thereof. Any exhibitor applying for participation of the exhibition shall be deemed as in agreement with the following detailed rules and regulations.



1. Organization Institutes

Guided by:
Shanghai Municipal Administration of Culture Radio Film & TV
Changning Municipal Government

Sponsored by:
Shanghai Oil Painting & Sculpture institute
Shanghai Chinese Painting Academy

Organized by:
Shanghai Spring Art Salon Co., Ltd.
Shanghai Hongqiao Jiyi Culture Development Co., Ltd.

2. Exhibition Venue

New Town Central Park (Add: No. 2238, West Yan'an Rd., Chang Ning District, Shanghai)

3. Schedule and Exhibition Hours

Booth installation	9:00 am - 6:00 pm, May 9, 2012
Opening ceremony & VIP Preview	7:00 pm - 9:00 pm, May 10, 2012
Open to Public	10:00 am - 6:00 pm, May 10 - 14, 2012
Dismantling	10:00 pm - 6:00 pm, May 15, 2012

Deadline for Application	Feb. 15, 2012
Approval Due	March. 15, 2012
Submit Catalogue Material Information Deadline	Apr. 1, 2012
Booth Arrangement	Apr. 1, 2012

4. Artworks on Exhibit

- A. Paintings, Drawings and Sculptures
- B. Photography
- C. Video/Installation

5. Application Materials

- A. Application Form of Exhibition [see Appendix 1]
- B. Catalogue Materials (refer to Appendix 2 and Appendix 3)
- C. Exhibitors applying for the exhibition must provide all materials including pictures of works of artists in the exhibition for evaluation and review by the Art Committee.



6. Confirmation of Participation

An application form and materials for the catalogue are necessary for enrolment. All materials of the enrolled artists will be delivered to the art selection committee for approval and promotion. The authorized exhibitor will sign an agreement and such agreement will be regarded as valid upon signed. The exhibitor must guarantee that all information in his/her application is accurate and that all work submitted for exhibition is authentic. All works for the exhibition shall conform to the reality of China and respect the aesthetic tendency of the Chinese nation. The committee and The Latin American Pavilion reserve the right to cancel the participation if the application is based on false information

7. Allocation of Space

A. Arrangement of Booth: the Organization Committee determines booths based on categories of works at exhibition and sequencing of application and payment by exhibitors in combination with the choice of exhibitors and the general layout of the exhibition. The Organization Committee is entitled to make adjustment in the general layout of the exhibition.

B. Use of Booth: without the consent of the Organization Committee, exhibitors are not allowed to rent their booths to others in part or in whole. In case exhibitors display works inconsistent with the application materials during the exhibition, the Organization Committee has the right to disqualify such exhibitors and the booth fee already paid will not be refunded.

C. During the exhibition, works belonging to non-exhibitors or inconsistent with exhibition categories shall be placed in the booth; no on-site drawing is allowed; no paintings or publicity materials shall be placed on ground or in other spaces outside the booth; no booth is allowed to be shared or lent even temporarily. When discovered, the Organization Committee has the right to remove such things.

8. Booths Location

Latin-American Pavilion & International Wing: Pavilion A

9. Booth Price

18 sq.m (200 sq.ft): \$ 7.600
27 sq.m (300 sq.ft): \$ 11.400
36 sq.m (400sq.ft): \$ 15.200
45 sq.m (500 sq.ft): \$ 19.000

The booth fee include the following items

1. The exhibition wall is a wood board of 3 meters
2. Facilities within booth include: booth banner, 2 meeting tables, 4 chairs,
3. Publishing Catalogue of ART Shanghai 2012.
4. Exhibitor Pass, invitation for opening ceremony as well as VIP preview, admission tickets.
5. 24-hour security.

10. Cooperative Advertising

\$1.500
Cooperative Advertising is promotion, marketing, social media and public relations fees.

11. Extra Decorating Fees

Hard wood board (1mxH3m): \$50; Door with Lock (H2.4m): \$75; Meeting Table (1mx0.5m×H 0.75m): \$40; Leather Chair: \$30; Reflection Lamp 100W (60cm): \$45; Outlet 10A/220V: \$35. Due upon receipt Invoice will be forwarded to exhibitor when the booth design is completed

12. Early Entry Offer

Early registration before December 31, 2011 will include a 15% savings on the space requested, free lights (5 lights per every 100 sq.ft / 9 sq.m), 1 electrical outlet, plus a 20% discount of the Cooperative Advertising fee

13. Deposit Requirements

A refundable application fee of US\$2.000 must be paid when submitting this application form. This deposit is to be applied toward exhibit booth fees. Application fee must be paid by credit card online in our website www.latinamericanpavilion.com. A receipt confirming payment will be sent to you. Please print this receipt and enclose it with your application form. No space will be reserved without receipt of the required deposit. If Art Shanghai 2012/LATIN-AMERICAN PAVILION is unable to accept your application, a full refund of the deposit will be issued



15. Payment Details:

Deposit of \$ 2.000	Upon signing the contract
1 st Installment (20%)	Feb. 15, 2012
Coop Adv Fee (\$ 1.500)	Feb. 15, 2012
2 nd Installment (40%)	March 15, 2012
3 rd Installment (40%)	Apr. 1, 2012

Please remit the payment to the following Bank Account Number:

Bank:	Industrial Bank Co., Ltd., Changning Branch
In Favor of:	Shanghai Spring Art Salon Co., Ltd.
Account Number:	216300100100016955
Swift code:	FJIBC NBA600
Reference:	Latin American Pavilion

Please include gallery name to ensure proper credit

15. Catalogue

For the purpose of maximum promotion The Committee will publish a bilingual catalogue collecting exhibitors' artwork images and relevant information.

A) All exhibitors will receive one page free (one image per page) in the official Catalogue (218mm×218mm) and two pages in the LAP Catalogue (280mm×233mm) for promotion. Extra catalogue pages will be charged at US\$ 200/per page.

B) Two copies of the official catalogue will be distributed free of charge to each exhibitor at the show site. Extra copies will be available for purchase.

C) Only digital images with 300dpi resolution (no less than 2M in JPG format or 20M in TIF format) will be accepted for our catalogue.

D) The deadline for material submissions is April 1st 2012.

E) The delay of the materials handing will be regarded of no interest to the applicant.

16. Promotion and Service

Through various media and Internet resources, the Committee will introduce exhibits and exhibitors' information to art collectors and art critics in an effort to promote the exhibitor's art. A Preview Evening where collectors, artists and art critics are gathered will be held before the opening ceremony.

17. Security and Insurance

1. To assure the safety, the first outdoor ART Shanghai 2012 - Hong Qiao Arts Carnival will conduct multi-level cooperation with public security institutes, fire protection institutes, healthcare institutes, meteorological institutes and medical institutes and carry out strict examination of control over the Carnival varying from materials, construction, plan of pass ways in the park to fire-fighting equipment, hygiene, medical care, transportation and order based on the combination of technical protection and manpower protection.

2. There are 24-hour security personnel on patrol in the exhibition galleries during the exhibition.

3. The exhibitor is responsible for the insurance of their exhibits during the exhibition. The Committee and the Latin American Pavilion will not take responsibility in case of direct or indirect loss the exhibitor suffers during the Fair.

18. Intellectual Property Rights

The materials of the exhibitors which the organization committee uses for the promotion will not infringe in intellectual property rights. The behavior of intellectual property infringement caused by the exhibitor and any damages or loss brought to the organization committee and The Latin American Pavilion by the exhibitor will be the exhibitor's responsibility and will be liable for compensation.

19. Force Majeur

In the presence of any good and sufficient cause, accidental happening, political and economic events, and orders by authorities, the organization committee has the right to cancel, postpone or shorten the exhibition. The Exhibitor will not be entitled to withdraw from the contract or to claim compensation. Refunds will not be given in such unlikely instances.



20. Optional Services

Hotel

The American Pavilion recommends and offers its participants the services of the Hotel Grand Mercure Hongqiao *****. The hotel is located in the Hongqiao district, close to downtown Shanghai and only 5 minutes from ShanghaiMart where Shanghai Art Fair is carried out. For more information: www.grandmercurehongqiao.com

American Pavilion participants will have exclusive rates. Details as follow:

Superior Twin Bed Room:

* Single at US \$ 110, room night with a buffet breakfast included.

* Double at US \$ 130, room night with two buffet breakfast included.

Services included: Business Center with Internet, Fax, photocopies and printed from 8am to 6pm; Fitness Center; Conference Room; Rooms equipped with FREE Internet access, private kitchen and washing machine; Mineral water, tea and coffee are replenished daily; Personalized Concierge Service

Transportation

The American Pavilion offers the following transportation Services for its Participants.

* Shuttle Bus: Hotel Art Shanghai: Bus service from the hotel to the Art Fair and back between 10m to 6pm every day. US \$ 200 per Gallery (2 people)

* Airport Transfer (One Way*): Toyota Crown (3 seats) US \$ 100 and Van (5 Seats) US \$ 140 (Approximate distance from Pudong Airport to Hotel: 50 Kilometers)

Interpreters

The American Pavilion offers a service of Interpreters every day between 10am to 6pm:

* English/ Chinese Interpreter (Student): US \$ 60 per day

* English or Spanish-/Chinese Interpreters (Professional): US \$ 150 per day

Handling Service

Exhibits may be transported to Shanghai from abroad by sea or by air. Exhibitors should make their own shipping arrangements and must consign all shipments to the sole on-site transportation contractor entitled to conduct all Customs formalities and handling exhibits, before, during and after the arrival of the pieces in China. The American Pavilion offers a complementary support service where questions can be asked prior to the shipment of pieces, but the gallery must be responsible and aware at all times of potential liabilities of non compliance.

In-Hall Services

Credit Card Machines, photocopy machines, Internet services, package materials, renting tools, ordering custom-made frames and bases, will be provided.

21. Contacts

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