



**International  
Contemporary  
Art Fair**

**ARCOmadrid 2017 - General Programme**

# How to apply

**22 – 26 February 2017**



## **ARCOmadrid 2017 - General Programme - How to apply**

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ORGANISED BY



**IFEMA**  
Feria de  
Madrid

## 1. Requirements

To apply for participation in ARCOmadrid, galleries must meet the following requirements:

- A minimum of two years continual opening of the gallery.
- A minimum of four exhibitions per year, open to the public and with free access during normal opening hours.

## 2. Documents

For the applications presented to ARCOmadrid 2017 to be valid, the three documents below must be presented:

- 2.1 Project for ARCOmadrid 2017 → Evaluation Sheet.** This is the axis of the project on which a decision as to the gallery's participation in ARCOmadrid 2017 will be based.
- 2.2 Booth application → Application form**
- 2.3 Receipt for the payment of € 300** (+ 10% VAT for Spanish galleries not resident in Ceuta, Melilla or the Canary Islands).

### 2.1 Evaluation Sheet

The following link goes to the platform on which the information must be included about the project to be presented at ARCOmadrid 2017.

As you know, this project will be presented to the Organizing Committee at the meeting that will take place on 11 and 12 July. It is important that the information is clear, accurate and properly explains the project you are interested in presenting.

When entering the information, it is important to take the following into account:

- Save the information regularly in order to avoid losing it in case any problem arises with the computer or network.
- The text spaces are limited
- The system does not accept images with file sizes of over 1MB.

#### SCORING SYSTEM

<b>I ARCOmadrid 2017 PROJECT</b>	<b>35 points</b>
<b>II GALLERY PROGRAMME</b>	<b>30 points</b>
<b>III ARTISTS INCLUDED IN EXHIBITIONS AT MUSEUMS AND INSTITUTIONS</b>	<b>20 points</b>
<b>IV PARTICIPATION AT ARCOmadrid</b>	<b>5 points</b>
<b>V PARTICIPATION AT OTHER INTERNATIONAL FAIRS</b>	<b>5 points</b>
<b>VI INCLUSION IN GALLERY LISTINGS, PLANS, WEBPAGES, PUBLICATION OF CATALOGUES, APPEARANCES IN ART MEDIA</b>	<b>5 points</b>

#### VERY IMPORTANT – REGISTRATION FOR GALLERIES THAT PARTICIPATED OR APPLIED TO ARCOmadrid 2016

Introducing your e-mail and password you will have access to the basic details of your application from ARCOmadrid 2016. If you don't remember your password, the system will help you restore it.

**GO TO EVALUATION SHEET**

### 2.2 Booth application

It is important to read all the points carefully, including the data about the gallery and the participation and payment conditions.

**GO TO AUTO-COMPLETION PARTICIPATION APPLICATION**

## 2.3 Payment receipt for application fee

In order for the application to be considered by the committee, all the galleries must pay the following amount:

- **€ 330** (+10% VAT) <sup>(1)</sup> for Spanish galleries except those resident in Ceuta, Melilla or the Canary Islands.
- **€ 300** galleries not resident in Spain and resident in Ceuta, Melilla or the Canary Islands.

This amount will be reduced from the total of the promotional material once the gallery has been accepted at ARCOmadrid 2017. This amount will not be refunded to galleries that are not accepted. This year, ARCOmadrid Exhibitors Services (Insurances, wifi, catalogue, floor map, App, website...) has a final cost of €1,500 (+VAT) <sup>(1)</sup>. Once the application for participation has been accepted, the gallery needs to pay the remaining € 1,200.

- Methods of payment.

1. Through one of the following bank accounts, quoting the following payment reference (concept):

**“Application fee ARCOmadrid 2017 + Gallery name”**

Entity	CCC	IBAN	BIC/SWIFT
<b>Bankia</b>	2038-0626-01-6000025280	ES09 2038 0626 0160 0002 5280	CAHMESMMXXX
<b>Santander</b>	0049-2222-51-1510001900	ES64 0049 2222 5115 1000 1900	BSCHEM33XXX
<b>BBVA</b>	0182-5638-81-0014291351	ES66 0182 5638 8100 1429 1351	BBVAES33XXX
<b>Caixa Bank</b>	2100-2220-11-0200202452	ES93 2100 2220 1102 0020 2452	CAIXESBBXXX

- Send the transfer receipt by fax (34) 91 722 57 95 or e-mail [servifema@ifema.es](mailto:servifema@ifema.es)

2. Payment by credit card:

Please send an e-mail to <a href="mailto:secretariadearco@ifema.es">secretariadearco@ifema.es</a> including:		
• Name of the owner	• Card number	• Expiration date
• CCV	• Amount	

## 3. Booths and prices

Minimum size of booth: **40 sq.m.**

### Price

Space: **280€/sq.m.**

**ARCOmadrid Exhibitors services: € 1,500** The € 300 application fee will be reduced from this total.

**Electrical power (0,13 kw/sq.m.): € 3,778/sq.m.**

### Number of artists per booth:

Between 40 and 49 sq.m. → max. 4 artists

Between 50 and 59 sq.m. → max. 5 artists

From 60 sq.m. on → no limit of artists

**SOLO/DUO** 45 sqm → 1 or 2 artists: 10.000 € - (ARCOmadrid exhibitor's services, insurance and electricity included-). The galleries that choose this option can expand their spaces but may not present more artists. Each additional meter the galleries decide to hire is €280/sq.m. + corresponding electricity consumption.

**Booth includes:**

**Walls:** Conglomerate board, 19 mm thick, mounted on a 462 mm structure, forming a wall of 50 cm between booths. Those 50 cm aren't deduced from the total dimensions of the booths, but are assumed by IFEMA. Walls height is 3,66 m.

**Electrical installations:** Electrical switchboard equipped with differential and magnetotherm, prepared for up to 130 W/sq.m. and with an 500 W outlet.

**Lighting:** General lighting based on 300 W halogen spotlights on 1 m. brackets, providing 1 spot each 5 sq.m. of stand.

**Paint:** Walls covered with plastic white paint.

**Signs:** Standardized lettering, (including commercial name, city/country and stand number).

**Flooring:** Grey PVC.

**ARCOmadrid Exhibitors services includes:**

- Doble page in the Oficial Catalogue of ARCOmadrid
- 3 WiFi Connections
- Civil liability insurance (covers up to 60,000 euros), Multifair insurance (covers up to 30,000 €)\*
- Presence in promotional material: Web, Social Networks (Facebook, Twitter, Instagram...) Floor plan map, App.

\*Insurance on the exhibiting artworks not included. Should be management by every gallery. (1) VAT (10%) will be charged to companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla). For the rest of companies this operation is not subject to Spanish VAT (for European Union Companies the liability for the payment of VAT is reversed to the Exhibitor in his own country).

## 4. Time schedule

- Deadline for applications: **30 June 2016**
- Organising Committee meeting to evaluate the proposals: **11 and 12 July 2016.**
- Communication of the results: **20 and 21 July 2016**
- Period for submitting appeals: **The Gallery or Publisher must inform Management of its intention to appeal within a period of five working days following the notification of the decision on its acceptance or not in the fair. In this event, in a period of five working days it will be informed of the scoring obtained, broken down by the CRITERIA FOR EVALUATION AND SCORING.**  
**Said appeal shall be sent by registered post with acknowledgement of receipt to IFEMA, to the attention of ARCOmadrid 2017 Management, within ten working days after notification of the scoring obtained.**
- Appeals Committee meeting: **12 September 2016**
- Communication of the results by the Appeals Committee: **30 September 2016**

You can always contact us at: [secretariadearco@ifema.es](mailto:secretariadearco@ifema.es) / tel. (34) 9191 722 53 50

## 5. Specific Participation Rules ARCOmadrid 2017

These SPECIFIC RULES apply to the organisation and the participation of EXHIBITORS (CONTEMPORARY ART GALLERIES OR PUBLISHERS) at ARCOmadrid 2017, INTERNATIONAL CONTEMPORARY ART FAIR to be held at Feria de Madrid, Madrid, from 22nd to 26th February, 2017 (henceforth ARCOmadrid 2017). **These specific rules are in addition to IFEMA's GENERAL PARTICIPATION RULES which are APPLICABLE TO ALL ITS EVENTS.**

### 1. Organisation

The conception, realisation, and administration of ARCOmadrid 2017 is the responsibility of IFEMA.

#### 1.1. ARCOmadrid 2016 Organising Committee:

IFEMA shall appoint the ARCOmadrid 2017 ORGANISING COMMITTEE (henceforth COMMITTEE) and shall take its decisions considering the deliberations of the COMMITTEE, which shall have its own BY-LAWS.

The COMMITTEE shall be assisted by a SPECIAL WORKING GROUP, whose members shall be IFEMA officials, which will examine, among other matters, the administrative documentation to be presented by Applicant GALLERIES OR PUBLISHERS.

The COMMITTEE shall evaluate each and every one of the documents prepared by the Special Working Group responsible for examining presented by the applicant CONTEMPORARY ART GALLERIES OR PUBLISHERS (henceforth GALLERIES or PUBLISHERS).

The COMMITTEE shall also evaluate the documentation provided by the applicant GALLERIES OR PUBLISHERS, containing graphic information on their artists, especially those to be shown at ARCOmadrid 2017, and on the activities of the GALLERY OR PUBLISHERS, and exhibition programming (or publications, in the case of PUBLISHERS).

Members of the COMMITTEE shall include::

- a) Representatives of IFEMA (as organising body) comprising at least:
  - One representative appointed by the Madrid Region;
  - One representative appointed by the City Council of Madrid;
  - One representative appointed by the Chamber of Commerce and Industry of Madrid;
  - One representative appointed by Special Foundation Caja Madrid;
  - The Chairman of the Executive Committee,
  - The Managing Director
  - The Chairman of the Executive Committee or its Managing Director shall act as President of the Organising Committee, and if necessary, shall hold the casting vote.
  - The management of ARCOmadrid 2016 shall also represent IFEMA, with a voice but no vote.
- b) Up to a maximum of 14 galleries designated by IFEMA, ensuring that 50% are Spanish and the remaining 50% international.

When taking decisions relative to the selection of GALLERIES AND PUBLISHERS, the institutional representatives shall not exercise their right to vote, delegating such right to the gallery members on the COMMITTEE.

For the meetings to be considered valid, at least 10 members must be present; these must include the Chairman of the Executive Committee and the Managing Director of IFEMA, or persons delegated by them.

The COMMITTEE'S BY-LAWS define the tasks and obligations of its members, as well as the procedures to be followed.

ARCOmadrid 2017 MANAGEMENT (henceforth MANAGEMENT), shall be designated by IFEMA and shall, as the latter's delegate, execute the conception, realisation, and administration of ARCOmadrid 2017.

All deliberations, qualifications and classifications shall be confidential, although Applicants shall be informed of their scoring if they request this information.

## **1.2 ARCOmadrid 2017 Appeal Committee**

After consulting with the Organising Committee, IFEMA shall appoint the ARCOmadrid 2016 Appeal Committee (henceforth Appeal Committee) who shall review the claims, duly made by the applicant GALLERIES and PUBLISHERS who have not obtained the necessary scores to be allotted a stand, during the process of selection developed by the Organising Committee.

The Appeal Committee shall be made up by three independent members. The Chairman of the Appeal Committee shall be a legal expert, while the other two members shall have expertise in the international contemporary art market. The three members shall hold these posts for up to four editions of ARCOmadrid. These experts shall not have served as members of the Organising Committee nor have exhibited at ARCOmadrid in the two editions prior to their appointment.

## **2. Acceptance of rules**

An Applicant ART GALLERY and/or PUBLISHER, through its authorised representative(s), assumes the obligation on its own behalf and that of its employees to abide by these SPECIFIC PARTICIPATION RULES and IFEMA'S GENERAL PARTICIPATION RULES.

The presentation of an Application for Participation necessarily implies, on the part of the Applicant, the complete and unconditional acceptance of the present Specific Participation Rules for ARCOmadrid 2017, as well as the General Participation Rules for all IFEMA events, of which the Applicant is aware, and which the Applicant accepts and is bound to abide by.

## **3. Conditioning factors for space limitation**

IFEMA, following proposal by the MANAGEMENT, shall decide the maximum total of available exhibition space for exhibiting GALLERIES or PUBLISHERS.

## **4. Goals**

ARCOmadrid 2017's mandate is to promote and sell unique and multiple 20th and 21st century avant-garde and contemporary artworks, with a special focus on the latest forms of visual expression. Moreover, in its specific capacity as an INTERNATIONAL FAIR, it shall specially emphasise the participation of those GALLERIES OR PUBLISHERS that have been most noteworthy in their activities and with the greatest international impact.

Consequently, ARCOmadrid 2017 aims to:

- Present and promote the activities of international GALLERIES or PUBLISHERS which offer an overall vision representative of 20th and 21st century artistic creation.
- Faithfully reflect the latest developments in the international visual arts.
- Offer guarantees of professionalism, through the quality of the exhibition, relationships with collectors, and ties to museums and other art entities.
- Promote the diffusion and collection of contemporary art.
- Provide related information through its publications and websites.

## **5 Conditions for participation**

Applications to participate in ARCOmadrid 2017 shall only be accepted from GALLERIES or PUBLISHERS that present, exclusively, 20th and 21st century artworks, regardless of whether they have participated in previous editions of ARCOmadrid.

**5.1** Applicants to General Programme should provide a statement, on their own responsibility, declaring that they have engaged in continuous, permanent activity as a GALLERY or PUBLISHER, in accordance with the following criteria:

- A minimum of two years open uninterruptedly.
- Opening dates and hours coinciding with those generally established for such venues.

- Minimum of four different exhibitions per year, open to the general public with free admission during the usual opening hours (Publishers shall be exempt from this requisite).
- Being registered and up to date, at the time of presenting its APPLICATION FORM, with its trading license and/or taxes for its commercial and professional activities, or holding a document exempting the GALLERY or PUBLISHER from such payment.

Non-compliance with these conditions shall be cause for refusing participation at ARCOmadrid 2017 and such Applications will not be considered

**5.2** The Applicant GALLERY or PUBLISHER should also duly fill in the EVALUATION SHEET.

Filling the evaluation sheet must be duly executed, if not, this can be a reason of not acceptance in ARCOmadrid 2017.

### EVALUATION AND SCORING CRITERIA

The Committee shall evaluate the applications received in strict accordance with the goals established in the SPECIFIC PARTICIPATION RULES and in the BY-LAWS of the ARCOmadrid 2017 ORGANISING COMMITTEE, besides the following Evaluation and Scoring Criteria:

<b>I ARCOmadrid 2017 PROJECT</b>	<b>35 points</b>
<b>II GALLERY PROGRAMME</b>	<b>30 points</b>
<b>III ARTISTS INCLUDED IN EXHIBITIONS AT MUSEUMS AND INSTITUTIONS</b>	<b>20 points</b>
<b>IV PARTICIPATION AT ARCOmadrid</b>	<b>5 points</b>
<b>V PARTICIPATION AT OTHER INTERNATIONAL FAIRS</b>	<b>5 points</b>
<b>VI INCLUSION IN GALLERY LISTINGS, PLANS, WEBPAGES, PUBLICATION OF CATALOGUES, APPEARANCES IN ART MEDIA</b>	<b>5 points</b>

All these criteria shall be evaluated, with a maximum of 100 points.

**5.3** The application form should be accompanied by proof of payment, to the account designated by IFEMA, of application fees of THREE HUNDRED EUROS to finance the costs of processing and selecting the application forms. This fee will be compensated, only in the case that the Gallery or Publisher applicant, be finally accepted in ARCOmadrid 2017, deducting this €300 fee from the total amount of 1.500 € for the ARCOmadrid exhibitor's services (insurances, wifi, catalogue, floor map, APP, website...)

**5.4** All documentation and proof of compliance presented by the GALLERIES or PUBLISHERS shall be in Spanish or in English.

**5.5** APPLICATION FORMS should be sent, in writing, to ARCOmadrid 2017 before 30th JUNE 2016.

Once the APPLICATION FORM is accepted, under the conditions detailed in rule 5, IFEMA, through MANAGEMENT, shall inform the APPLICANT in writing of the decision made regarding its admission or refusal, in keeping with the conditions set out in rules 5 and 6 of these SPECIFIC PARTICIPATION RULES.

## 6 Selection and participation

**6.1** The PARTICIPATION of Applicant GALLERIES OR PUBLISHERS shall be decided by IFEMA, following the proposals of the COMMITTEE.

These decisions shall be based on the Conditions described in these SPECIFIC RULES, and in the points assigned to each applicant in accordance with the Criteria for Evaluation based on the information received from the applicant GALLERIES OR PUBLISHERS.

**6.2** All applicant GALLERIES or PUBLISHERS, regardless of whether they have participated previously, shall be evaluated on a scale of 100 points.

**6.3** Having demonstrated the necessary quality requirements, GALLERIES or PUBLISHERS will be invited to participate in ARCOmadrid 2016 in strict order of scoring and provided that there is available space.

The COMMITTEE may, strictly following the order of scores, fill any vacancies left by the GALLERIES or PUBLISHERS originally selected, and include those galleries or publishers who, although having demonstrated the necessary quality requirements, were not assigned a stand due to restrictions of available space (WAITING LIST).

The WAITING LIST will be filled by those applicants that the Appeal Committee, in application of rule 6.8, considers eligible to participate, and having satisfied the necessary scores in the criteria of quality required. (FINAL WAITING LIST)



Once the FINAL WAITING LIST has been completed, the COMMITTEE shall proceed to fill all the vacancies as previously described.

With the purpose of enhancing the prestige of the fair, the ORGANISING COMMITTEE reserves the right to invite, without being subject to the selection process, a limited number of foreign GALLERIES or PUBLISHERS who, given their proven international reputation, can help to attract top quality visitors and collectors to ARCOmadrid.

**6.4** The MANAGEMENT shall notify the applicant GALLERY OR PUBLISHER that it has been accepted as an EXHIBITOR, so that it may – in the due date specified in the Application Form - make the necessary payments. Failure to comply with this requirement will lead to removal from the list of EXHIBITORS, and the MANAGEMENT may assign its position to the next gallery or publisher on the waiting list.

The EXHIBITING GALLERY or PUBLISHER (henceforth EXHIBITOR), through its authorised representative(s), assumes the obligation on its own behalf and that of its employees to abide by the SPECIFIC and GENERAL PARTICIPATION RULES, as well as the conditions expressed in the APPLICATION FORM relating to inscription fees, payment schedule, dates for assembly and preparing booths, insurance, and other matters.

**6.5** The Exhibitor's decision not to participate in the Fair is provided for in IFEMA's General Regulations for Participation, article 7 of the General Conditions for Admission and Contracting, and is reason for the dissolution of the contractual relationship between IFEMA and the Exhibitor, under the terms and conditions specified in that article.

**6.6** MANAGEMENT shall inform all other GALLERIES OR PUBLISHERS whether they have been included on the waiting list, or whether it has been considered that they have not accredited, with the scoring obtained, the sufficient quality to partake at the fair.

**6.7** MANAGEMENT shall inform any GALLERY OR PUBLISHER about its score if requested.

**6.8** Those Galleries or Publishers who have not obtained the necessary score to be allocated a booth, during the process of selection carried out by the ORGANISING COMMITTEE, may appeal this decision before the Appeal Committee according to Article 1.2 under these Rules.

To this end, the GALLERY or PUBLISHER must inform MANAGEMENT of its intention to appeal within a period of five working days following the notification of the decision on its acceptance or not in the fair. In this event, in a period of five working days it will be informed of the scoring obtained, broken down by the CRITERIA FOR EVALUATION AND SCORING.

Said appeal shall be sent by registered post with acknowledgement of receipt to IFEMA, to the attention of ARCOmadrid 2017 Management, within ten working days after notification of the scoring obtained. The Management shall inform the Appeal Committee of said decision, who shall settle said appeal before September 30th.

All claims made by Galleries or Publishers shall be reviewed by the Appeal Committee, to review the selection process with respect only to arbitrariness

The Director of the Fair shall attend the meetings convened by the Appeal Committee, as an observer but without vote.

The decisions made by the Appeal Committee shall be notified in writing, and these decisions will be final.

IFEMA declines all responsibility for costs incurred by the applicant GALLERIES or PUBLISHERS, nor will it pay any compensation for any damages in relation to its application to participate at ARCOmadrid 2017 nor apply deductions in the inscription fees since the decision of applying to ARCOmadrid 2017 it is completely responsibility of the GALLERIES or PUBLISHERS and external to IFEMA, being agree with this point, the GALLERIES or PUBLISHERS applicants.

## **7 Exhibitor Obligations**

The EXHIBITOR must present a project detailing the artworks to be presented at ARCOmadrid 2016, i.e. each one of the works should be accompanied by a brief description, including its origin: artist's name, title, date, technique, edition number, medium, measurements, and any other data facilitating the artwork's identification.



## **8 Artworks on show**

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EXHIBITORS shall only present original 20th and 21st century avant-garde artworks, including:

- Oil paintings, watercolours, pastels, drawings, collages.
- Graphic and original multiples.
- Original sculptures (posthumous copies made from original moulds should be labelled as such) installations and ephemeral work.
- Photography, video, digital and electronic art
- Experimental and emerging art

**The following are prohibited:**

- Forged artworks, or pieces of illicit origin
- Highly restored, damaged, or altered pieces

## **9 Exclusion**

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The following shall be motives for exclusion of an EXHIBITOR from ARCOmadrid 2017, before or during the Fair, and, when appropriate, for closure of its booth:

- a) Closure of the GALLERY or PUBLISHER.
- b) Lack of compliance with the SPECIFIC or GENERAL PARTICIPATION RULES, as well as the non-observance of the conditions expressed in the CONTRACT FORM:
  - b.1) Failure to pay any amount owing to IFEMA for participation in ARCOmadrid 2017.
  - b.2) Non-compliance with the booth's public opening hours, or manifest irregularity in opening hours.
  - b.3) Non-compliance with warnings received in writing regarding the booth's presentation and maintenance.
  - b.4) Subletting part (or all) of the booth to one or more other GALLERIES or PUBLISHERS.
  - b.5) Consideration that the artwork on show or the decoration and presentation of the booth do not meet ARCOmadrid 2017's standards.
- c) Sale of forged artworks or artworks of dubious identity.

## **10 Assignment of booths**

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The MANAGEMENT shall assign a stand to each EXHIBITOR, once the latter has fulfilled each and every one of the prerequisites.

These assignments shall be based, primarily, on:

- The position in the classification list and in collaboration with the Management of the Fair.
- Division into subgroups according to particular characteristics and the overall layout of ARCOmadrid 2017.

Once the booths are assigned, MANAGEMENT shall draw up a plan of the halls showing the location of each EXHIBITOR's individual booth.

MANAGEMENT reserves the right to modify the conditions of each booth, within reasonable criteria, modifying the locations, dimensions or shape as requested, when the concept, configuration, or distribution of the overall exhibition space so require.

Each EXHIBITOR shall be informed of its booth assignment with a copy of the map of the entire Fair, indicating its exact location.

## **11 Inspection of the artwork on display**

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The MANAGEMENT, advised by the COMMITTEE, shall inspect the booths, both during setting-up and throughout the duration of ARCOmadrid 2017, in order to supervise and control compliance with the present rules, as well as to verify that the design and presentation of the booth is in accordance with the objective criteria and spatial conception of ARCOmadrid 2017.

In the event of the existence of objections to any of the artworks on display or to be displayed, the EXHIBITOR shall be compelled to resolve the situation that may have motivated such objections, removing the piece or substituting another, admissible one. If not, the booth shall be closed, and the EXHIBITOR shall have no right to any form of compensation.

The supervision and control of these aspects may justify the exclusion of an EXHIBITOR from the next edition of ARCOmadrid, according to Sections 5 (Conditions) and 6 (Selection and Participation) of the present RULES.

## **12 Catalogue**

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ARCOmadrid 2017 will publish an OFFICIAL CATALOGUE of the Fair, in which each EXHIBITOR must include advertising, under the conditions detailed in the CONTRACT FORM for each programme.

The EXHIBITOR shall contribute to the quality of this and other publications either printed, online or downloadable, by providing the graphic and written material necessary to guarantee its quality and accuracy. The EXHIBITOR shall comply strictly with the deadlines for delivering this material.

## **13 Press office**

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The mission of the Press Office is to present information regarding the artists and GALLERIES or PUBLISHERS to daily newspapers and the specialised art press.

EXHIBITORS should therefore provide the wide-ranging, accurate information, as well as high-quality graphic material, which may be requested of them.

## **14 Participation of galleries in curated programmes**

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Using its own judgement, IFEMA may admit as participants in ARCOmadrid 2017 those GALLERIES or PUBLISHERS selected by curators appointed for this purpose, and whose goal is to promote the presence of more experimental and emerging art, providing ARCOmadrid 2017 with programming that is highly interesting to collectors and museums. This selection shall be approved by the Organising Committee.

## **15 Participation of other institutions, publications and art and culture magazines**

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Using its own judgement, IFEMA may admit as participants in ARCOmadrid 2017 those INSTITUTIONS that are known for their commitment to promoting and collecting contemporary art, as well as a selection of ART and CULTURE MAGAZINES.

## **16 Promotional material**

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Below is a table with free of charge promotional material for the fair's different programmes.

The quantities assigned depend directly on the size of area contracted.

	SHARED MAGAZINES	INDIVIDUAL MAGAZINES & PUBLISHERS	OPENING	GENERAL PROGRAMME & DIÁLOGOS	GENERAL PROGRAMME & INSTITUTIONS
Area contracted	0-5 sq.m.	6-23 sq.m.	20-26 sq.m.	35-59 sq.m.	60-150 sq.m.
Opening inv.	2	5	10	20	20
Professional inv.	12	15	25	35	50
Public inv.	13	15	25	35	50
Catalogue	1	1	1	1	1
Exhibitor passes	2	2	5	5	10
1 day VIP inv.			5	10	20
VIP Passes			6	6	10

## 17 Booth assembly rules

### 17.1 Specifications of modular stand

- Stand open to aisles.
- Walls: 19 mm. thick chipboard mounted on both sides of 5 cm. thick frame, creating a 10 cm. thick and 3.66 m. high wall on which it is possible to hang objects at any point
- Frontspiece 50 cm. high and 10 cm. thick, maximum 7 m. length without 20 x 20 cm. supporting column.
- Power supply: electrical board with differential and magneto-thermal switch prepared for a supply of 130 W / sq.m. with 500 W sockets.
- Lighting: 1 x 300 W halogen light on 1 m. arm per each 5 sq.m. of stand.
- Paint: all walls will be painted in matte white plastic paint.
- Signage: using standard lettering, including commercial name, city of provenance and stand number.
- Floor: grey PVC.

### 17.2 Periods for entrance/exit of works – preparation of booth

- The booth will be handed over, totally constructed, on Monday 20th February, at 8:30 am.
- The **entrance of works and stand decoration** may be carried out at the following days and times:
  - Monday 20th, from 8:30 a.m. to 2 a.m. (Tuesday morning)
  - Tuesday 21st, 8:30 a.m. to 2 a.m. (Wednesday morning)
 During the days of the fair no preparation, construction or decoration work is allowed on booth.
- The **exit of works and stand decoration** may be carried out from Sunday 26th February from 8:30 p.m. to 2 a.m. the following morning and on Monday 27th February, from 8:30 a.m. to 2 p.m.

The hours for ARCOmadrid Secretariat during mantling and dismantling of stands is 8:30 a.m. to 8:30 p.m., Exhibitor Care (Servifema) from 8:00 a.m. to 8:00 p.m.

## 18 Optional extra services

### 18.1 Catalogue of services

The IFEMA services catalogue includes all the services provided by IFEMA which the exhibitor may contract, as well as fees and conditions. These services may be contracted on [www.arco.ifema.es](http://www.arco.ifema.es) in the "Exhibitors Area". There is a 15% discount on specified services contracted in the "Exhibitors Area" before 15th February 2017. This discount is not applicable to general services, design of booths, nor outdoor publicity services, rental of rooms or meeting halls, fair payment terminals nor other services specific to the fair.

**18.2 Advertising Services (publicity and sponsorship elements)**

A set of advertising and publicity services that will help you make the most of your participation at the fair and get the maximum return from your investment:

- Outdoor advertising: a wide range of strategically located supports in areas with guaranteed traffic of visitors and exhibitors at the exhibition centre.
- Sponsorship of promotional elements with logo or brand image: accreditation badges, other specific elements defined by individual exhibitor to be handed out to visitors.
- Balloons and inflatable elements to personalize your space.
- Banner on the fair's webpage.

**publicidadexterior@ifema.es / Tel: (34) 91 722 53 08 / 40**

**Final provision**

IFEMA shall not be held responsible for the opinions declared by the COMMITTEE or by any of its members, either before or after the meeting deciding on admissions, in relation with any of the Applications presented.

**Acceptance of the specific participation rules ARCOmadrid 2017 from the gallery or publisher**

The signatory of the Application Form declares to have read and be aware of the IFEMA General Participation Rules, as well as the Specific Rules for ARCOmadrid 2017, and agrees to fully accept and abide by them.

The signatory of the Application Form shall, to all effects, be considered responsible to the Management of ARCOmadrid 2017 as the representative of the applicant gallery or Publisher