



DIALOGUES

Curators: María and Lorena de Corral + Catalina Lozano

ARCOmadrid 2017

Exhibitors Guide

22nd – 26th February 2017

Hall 7 & 9

Summary

1. Agenda

2. Catalogue

3. Payments

3.1 Credit card payment

3.2 Bank transfer

4. Booths

5. Guests

5.1 VIP Guests

5.2 Professional and General Invitations

6. Acreditations

6.1 Exhibitors

6.2 Support team: shippers, handlers, etc

7. Communication and Marketing

8. ARCOmadrid Contacts

9. Useful information

9.1 Access to the fair

9.2 Information about access for exhibitors and shippers' vehicles

1.- Agenda

WHAT

WHEN

- First instalment of € 1.500*
- Catalogue information and images
- Names and contacts of VIP guests
- Exhibitor passes names

23rd September 2016

* Compulsory for the allocation of your booth at ARCOmadrid 2017

- € 2.000
or
- **100% with prompt payment discount (5%)**

31st December 2016

- € 3.500

20th January 2017

- Press images

From 17th October 2016

- Entrance of works

20th & 21st February 2017 - From 8.30 am to 2 am

- Fair schedule

**February 22 – 10am. to 8pm
February 23 to 26– noon to 8pm**

- Exit of works

26th February – 8.30 pm to 2 am / 27th February – 8.30 am to 2 pm

2.- Catalogue

All participating galleries in ARCOmadrid 2017 will have a double page in the catalogue.

Please enter www.materialarcomadrid.ifema.es to upload the images and captions:

IMÁGENES PARA EL CATÁLOGO / IMAGES FOR THE CATALOGUE

Por favor adjuntar aquí las imágenes para el catálogo y los pies de foto. / Please attach here the images for the catalogue and the captions.
Características de las imágenes: formatos .TIF, .JPG, .EPS a 300dpi y máximo 14cm. de base. / Details of the images: .TIF, .JPG, .EPS format. 300dpi and maximum 14cm. of base

- 2 imágenes para el catálogo / 2 images for the catalogue

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Pie de foto / Image footer

**CATALOGUE MATERIAL DEADLINE:
23rd September 2016**

3.- Payment

FIRST INSTALMENT	€ 1.500€*	23rd September 2016
SECOND INSTALMENT	€ 2.000 or 100% with prompt payment discount (5%)	31st December 2016
FINAL INSTALMENT	€ 3.500	20th January 2017

* Compulsory for the allocation of your booth at ARCOMadrid 2017

3.1.- Payment with Credit Card

Send an e-mail to secretariadearco@ifema.es with the following information:

Cardholder's name

Card number

Expiration date

CCV

Amount

3.2 – Bank transfer

Transfer indicating the name of the gallery + ARCOmadrid 2017 to:

IFEMA - INSTITUCIÓN FERIAL DE MADRID

VAT Number: Q-2873018-B

Address: IFEMA, Feria de Madrid. Avda. del Partenón, 5 - MADRID 28042 ESPAÑA

Bank accounts:

BANKIA

IBAN ES09 2038 0626 0160 0002 5280

Swift: **CAHMESMMXXX**

Address: Gabriel García Márquez 1, 1ª planta – 28232 Las Rozas (Madrid)

BBVA

IBAN ES89 0182 2370 4000 1429 1351

Swift: **BBVAESMM**

Address: Paseo de Recoletos 10, Ala Sur, planta 1 – 28001 Madrid

SANTANDER

IBAN ES64 0049 2222 5115 1000 1900

Swift: **BSCHESTM**

Address: Parque Ferial Juan Carlos I – 28014 Madrid

CAIXA BANK

IBAN ES93 2100 2220 1102 0020 2452

Swift: **CAIXESBBXXX**

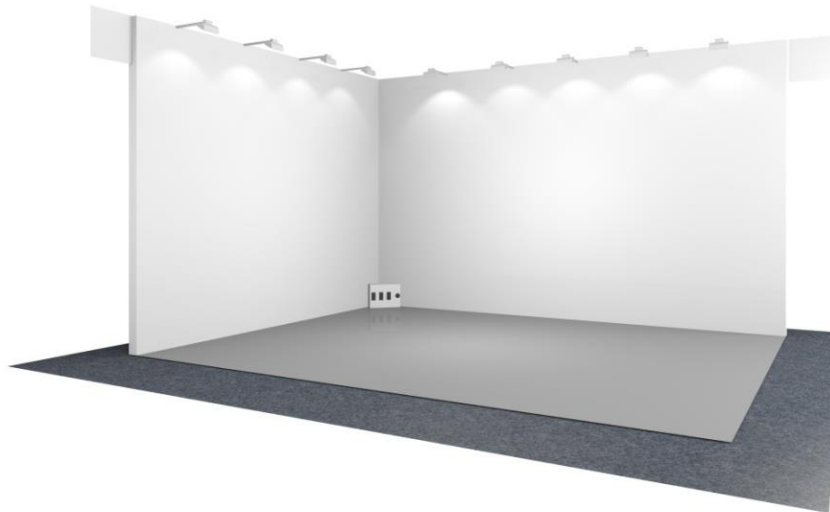
Address: Paseo de la Castellana 51, 3ª planta – 28001 Madrid

4.- Booths

After the first payment of € 1.500, from September on you will receive a plan of your booth in where you will be able to see the location and dimensions. From December onwards, the building company will send you the final plan for you to be able to indicate the changes, the exact locations of the spotlights etc.

4.1.- Booth features:

- Every gallery has the right to three walls
- Booth height 3,66m
- 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 5sq.m. of stand.
- Paint: Walls covered with plastic white paint.
- Signs: Standardized lettering, (including commercial name, city/country and stand number).
- Flooring: Grey PVC.



5.- Guests

5.1.- VIP

Every gallery can propose a number of VIP guests. The VIP pass includes:

- Access for two people to the fair and to the VIP Lounge of ARCOmadrid 2017
- Possibility of being part of the VIP Programme activities

Access to VIP passes form

DEADLINE: September 23rd 2016

***Please notice that after that date we cannot guarantee the name of your gallery will be included in the letter sent to your VIPs**

5.2.- Invitations

All galleries will receive a number of invitations according the dimensions of their booths (please see chart below). There are four different kinds of invitations:

- **OPENING Invitation:** valid for 1 access the Opening day (February 22)
- **PROFESSIONAL Invitation:** valid for 1 access on the 22 or 23
- **PUBLIC Invitation:** valid for 1 access on the 24, 25, or 26
- **1 Day VIP Invitation:** valid for 1 access any day of the fair

BOOTH DIMENSIONS	35 sqm
OPENING INV.	10
PROFESSIONAL INV.	25
PUBLIC INV.	25
1 DAY VIP PASSES	5

Galleries will receive these invitations in December. Galleries can purchase invitations to the special price of € 15 up to 500 units.

6.- Accreditations

6.1.- Team of the gallery

Due to security reasons, access to the Fair will only be allowed to those exhibitors holding a personalized badge with name and surname.

EXHIBITORS PASSES FORM

Deadline: 23rd September 2016

Galleries will received their personalized badges in December

6.2.- Support team

The function of this pass is to accredit service companies working for exhibitors that, not being exhibitors, are essential for the accomplishment of the entrance and exit of goods and for the assembly and dismantling of stands (shippers, installers, artists...). **Not valid for access during the fair.**

ENTRANCE/EXIT OF WORKS FORM

Deadline: 10th February 2017

- Valid: 20th & 21st February from 8.30 am to 2 am of the next day.
26th February: from 8.30 pm to 2 am of the next day.
27th February: from 8.30 am to 2 pm

Passes can be collected at the counters located at the Northern Entrance of IFEMA, from 19th to 21st February 2017.

7.- Communication and marketing

7.1.- Press and Social Media

From **October 17th** all the galleries will be able to share images of the artworks they are presenting at the fair with the ARCOmadrid press department to disseminate among the media and Social Network. Please go to www.materialarcomadrid.ifema.es and upload the images on the following fields:

IMÁGENES PARA PRENSA / PRESS IMAGES

Características de las imágenes: formatos .TIF, .JPG, .EPS a 300dpi, máximo 10cm. de base y 2MB / Details of the images: .TIF, .JPG, .EPS format, 300dpi, 10 cm base and 2MB

- 4 imágenes para la prensa / 4 press images

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Press contact at ARCOmadrid: Iciar Martínez de Lecea: iciar.martinez@ifema.es

For its specific dissemination on Social Networks please send the gallery updates, news about your artists, etc, to arcomadridrrss@gmail.com
ARCOmadrid Social Networking Profiles: **FB** www.facebook.com/feriaARCO / **Twitter:** @feriaARCO / **Instagram:** @feriaARCO

7.2.- First Collector

In 2017 we will implement again the First Collector programme which over the last years has provided to those interested in art the access to the acquisition of artworks in ARCOmadrid. The Arte Global team will contact the galleries in December, but you can contact them at any moment in: eh@arteglobal.es

8.- ARCOmadrid contacts

- **Carlos Urroz**, Director
direccionarco@ifema.es / 0034 91 722 5840
- **Maribel López**, Comercial Management and Curated Programmes
maribel.lopez@ifema.es / 0034 91 722 5103
- **Carmen Tasende**, Co-ordination, Partners and Special Exhibitors
carmen.tasende@ifema.es / 0034 91 722 5016
- **Gala González**, General Programme galleries and curated programmes
gala.gonzalez@ifema.es / 0034 91 722 5350
- **Macarena Hormaechea**, Marketing and communication
macarena@ifema.es / 003491722 5010
- **Ana Álvarez**, Expert Forum, Professional Meetings, Special Guests and Web
ana.alvarez@ifema.es / 0034 91 722 5080
- **Gori Gómez**, Publishers, Magazines
ggomez@ifema.es / 0034 91 722 5303
- **Juana Arana**, Collectors and VIP Programme
arcovip@ifema.es / 0034 91 722 5102
- **María Ana Fernández**, ARCO Foundation, and Social Programme
mariana@ifema.es / 0034 91 722 5840
- **Iciar Martínez de Lecea**, Press Officer of ARCOmadrid
iciar.martinez@ifema.es / 0034 91 722 5177
- **Servifema / Invoice and Payments**
servifema@ifema.es / 902 22 16 16 / 0034 91 722 30 00

9.- Useful information

ARCOmadrid 2017 – Halls 7 & 9

9.1.- Access to the fair:

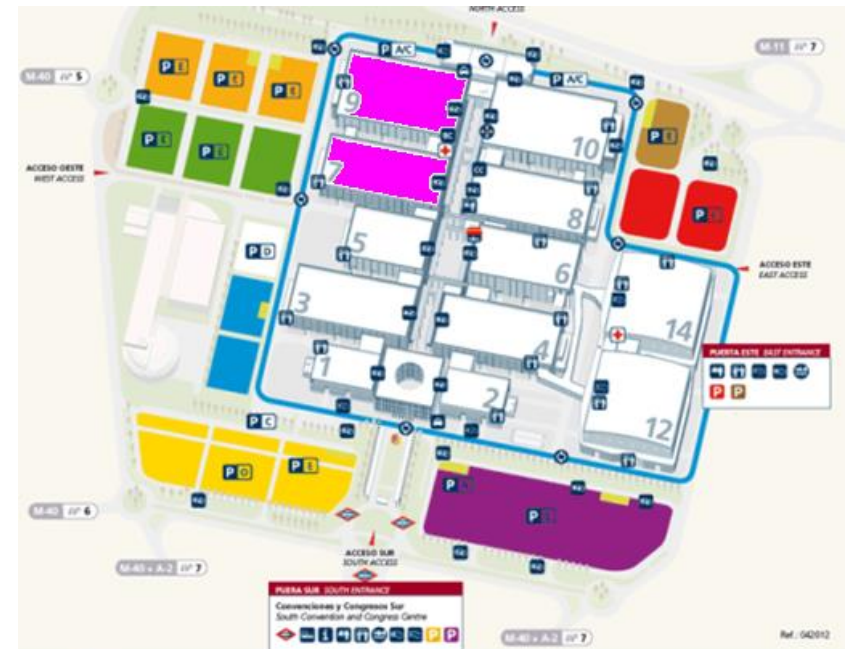
Car: A-2 Exit 7, M-40 Exits 5, 6 y 7 y M-11 Exits 5 y 6

Underground: Line 8. Subway Station Campo de las Naciones

Buses: Line 112. Mar de Cristal / Alameda de Osuna / Feria de Madrid

Line 122. Avda. América / Campo de las Naciones / Feria de Madrid

Line 828. Universidad Autónoma / Alcobendas / Canillejas / Feria de Madrid



INFOIFEMA	APARCAMENTOS CAR PARKS	OTROS APARCAMENTOS OTHER CAR PARKS
BUSINESS CENTRE	NARANJA, VERDE, MARRÓN Y ROJO ORANGE, GREEN, BROWN AND RED	Club Feria Oro Autocares Coaches
Convenções y Congresos	Visitantes y expositores abonados Visitors and patchholding exhibitors	Club Feria Plata y Club Feria Prensa Club Feria Press
Punto de encuentro Meeting point	AZUL BLUE	Visitas a las oficinas Office visitors
Atención al expositor Exhibitor assistance	Expositores abonados Patchholding exhibitors	
Acreditación de visitantes profesionales Trade visitor registration	AMARILLO YELLOW	
Acreditaciones de prensa Press accreditations	Visitantes y visitas a las oficinas Visitors and office visitors	
Acceso a los pabellones para expositores Exhibitor access to exhibition halls	VIOLETA PURPLE	
Toquillas para el público Tickets for general public	Abonados permanentes Permanent pass holders	
Pague aquí su ticket de aparcamiento Pay here for your parking	Visitantes y expositores abonados Visitors and patchholding exhibitors	
Parada del BusFeria BusFeria stop	VERDE GREEN	
Servicio médico Medical centre	Discapacitados físicos Disabled	
Policia Nacional Police		
Transporte público Public transport		

9.2.- Information about access for exhibitors and shippers' vehicles

As of January 1, 2009, vehicles may only remain inside of Feria de Madrid, for loading and unloading operations, for the following limited time periods:

- a) Vehicles with a maximum authorized load of more than 3,500 kg: Three (3) hours.
- b) Vehicles with a maximum authorized load less than or equal to 3,500 kg: Two (2) hours.
- c) Regular cars and vans: One (1) hour

(EXCEPTIONAL VARIATIONS IN THESE TIMES SHALL BE PROPERLY REPORTED)

Those stays which last longer than the above times will be penalized with a “dissuasion fee” of:

One hour: **20 € (0.33 € per minute)**

Maximum charge per day: **100 €**

As an alternative, you may use a truck parking area for transport vehicles, and the Orange/Green or Brown/Red parking areas for cars and vans.

Check the parking fees on the back side of this page and, if you work in assembly, take advantage of the special price for Assembly/Dismantling, using the exclusive entrance way for assembly personnel, which you will find on display in these parking lots. If you are an exhibitor, we recommend that you acquire the **Exhibitor Parking Area Card** at SERVIFEMA.

If you are unable to perform or complete the loading/unloading of your truck in the time allotted, you may access the truck parking area (paid) by **using the same ticket that you were given upon entering** Feria de Madrid, though bearing in mind that:

It you remain in the truck parking area for one hour or less, upon exiting you may use up the unused loading/unloading time.

If you remain in the truck parking area for more than one hour, you will once again have the total maximum time granted for your vehicle.

LET US REMIND YOU THAT, FOR WORKPLACE SAFETY REASONS, IT IS ABSOLUTELY PROHIBITED TO PARK IN FRONT OF THE LARGE FREIGHT ENTRANCE DOORS.

CHARGES:

Dissuasion fee for maximum time surpassed:

- One hour: 20 € (0.33 € per minute)
- Maximum charge per day: 100 €

To be paid at the automatic payment machine closest to the exit gate.

Truck parking fee:

- One hour: 6 € (0.10 € per minute)
- Maximum charge per day: 30 €

To be paid at the automatic payment machine in this parking area or any other, using the ticket received upon accessing the Fairgrounds.

Special Assembly / Dismantling Fee: 1 € per visit during the day.

One visit is equal to 1 entrance + 1 exit, with no time limit between the two, during one single calendar day. Starting at midnight on the following day, a new visit will be charged.

