



INTERNATIONAL
CONTEMPORARY ART FAIR
10. LOS ANGELES 

PUBLISHERS APPLICATION FORM

**Deadline to present this application form:
Friday 5 June 2009**

ARCOmadrid, International Contemporary Art Fair, in its 29th edition, presents a section called Publishers. This section includes publishers and bookstores with an integrated space at the Fair in a differentiated area. This section is addressed to the sales of art publications, especially contemporary art ones.

Please fill in and send by fax: 34 91 722 57 98, email: secretariaarco@ifema.es;
or post to ARCOmadrid Feria de Madrid / 28042 Madrid / SPAIN

I wish to apply for a 12 m² stand in the Publishers section at the price of **2,800 € + 7% VAT**

Mandatory catalogue insertion **1,600 € + 7% VAT**
Stand are fully fitted: this includes exhibition space, stand construction, electrical installation, carpet, sign with standardized adhesive lettering and cleaning prior to the opening of the Fair.

Exhibitors are required to subscribe Civil Liability Insurance and "Multifair" (Fire, Lightning and/or Explosion) Insurance for exhibited goods and own or leased decorative material, with premiums of 40.84€ and 48.48€ respectively. They are also required to pay 2.73€/sq.m. for general power hook-up and minimum supply (0,13kw/sq.m.) during the celebration of the Fair and during the goods entry/exit period.

PUBLISHER INFORMATION

Publisher

Company or Publishing Group

Fiscal Number

Director

Address

City

Postal Code

Country

Telephone

Fax

Mobile

E-mail

Web

1 Main activity

2 Publication to be presented at ARCOmadrid_ 2010

3 Publications

Yearly new publications on Contemporary Art

Distribution: Own

Others

National

Europe

America

Others

4 Publisher's shops

Number of shops

Opening hours:

Publishers section is reserved to Art publications, especially of Contemporary Art.

IMPORTANT NOTE:

The sale of the ARCOmadrid_ 2010 Official Catalogue or of original artwork is not permitted during the celebration of the Fair.

PROCEDURE

The Application form for participation in ARCOmadrid_ 2010 will be approved by IFEMA, considering the propositions made by the Advisory Committee. The participation of ARCOmadrid exhibitors is ruled by the Specific Participation Rules of ARCOmadrid_ 2010 in addition to the General rules of IFEMA available in www.ifema.es, applicable to all of its events. Both sets of rules will have to be understood by the participants.

Once the participation of your Publishing House in ARCOmadrid_ 2010 has been accepted, a contract form will be sent out to you, which should be filled in and returned to ARCOmadrid Secretariat by **20 July 2009**.

THE STAND

Stands are fully fitted: this includes exhibition space, stand construction, electrical installation, carpet, sign with standardized adhesive lettering, cleaning prior to the opening of the Fair.

THE ARCOmadrid SCHEDULE

Deadline for Application forms	5 June 2009	Deadline second 25% Payment	16 October 2009
Advisory Committee	30 June, 1 & 2 July 2009	Payment remaining 50%	8 January 2010
Confirmation of participation	8 July 2009	Assembly	15 & 16 February 2010
Deadline Contract Form + First 25% Payment	20 July 2009	Dismantling	21 & 22 February 2010
Deadline catalogue material	20 July 2009		

The information provided must be accurate and complete. Any deviation from reality could be cause for possible exclusion from ARCOmadrid_ 2010.

Name Position

Signature Date

The undersigned declares that the information herein is accurate.

Any personal details given by you shall be incorporated into an IFEMA computer file domiciled at Feria de Madrid (28042), Madrid, so that your participation in the fair can be managed. On sending us your details, you expressly authorise them to be used to carry out periodic communications, including by e-mail, to inform you of the fair activity - activities, contents and services - . You likewise give your consent for your details to be communicated, with a confidentiality undertaking, to the companies that collaborate with IFEMA in the organisation of fairs rendering auxiliary and added value services, exclusively for the purposes of forwarding you information about said services and attending to your orders. You may exercise your right to access, amend, challenge and cancel said details by writing to IFEMA: Datacom, apartado de correos 67.067 (28080), Madrid, or by e-mailing: datacom@ifema.es .

To be completed by ARCOmadrid:

Date of reception

Dossier N°

DEADLINE TO PRESENT
APPLICATION FORMS:
5 JUNE 2009

IFEMA CALL CENTRE

CALLS FROM SPAIN
INFOIFEMA 902 22 15 15
EXHIBITORS 902 22 16 16
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