

## Application Form

Dear Gallerist,

We look forward to receiving your application for the 2019 edition of PHOTOFAIRS | Shanghai at the Shanghai Exhibition Center. This will be the sixth edition of Asia Pacific's leading international art fair dedicated to photo-based artworks. The Fair welcomes presentations of contemporary photography, moving-image, installations and new technologies such as VR and AI alongside works by classic masters.

There are two sectors within PHOTOFAIRS | Shanghai 2019, each offering a different focus and stand rate. Galleries are welcome to submit proposals across both sections of the fair – Main and Platform – but each proposal must be different.

For advice on the different sectors and the artists you wish to bring please contact: [applications@worldphoto.org](mailto:applications@worldphoto.org)

### Main

The Main sector welcomes applications from international galleries presenting ambitious solo or group artist exhibitions of modern and contemporary artwork. Presentations may feature emerging and/or established artists.

### Platform

PHOTOFAIRS understands the challenges faced by galleries when deciding to enter a new territory or those founded in the last five years. In recognition of this, Platform offers a lower stand rate to galleries fitting **one** of the following specifications:

- First time participating in a Chinese art fair (excluding HK)
- Be founded during or after 2014

## Application checklist

**Please check that you have included all documents by marking an  in the boxes below.**

- |  |  |
|--|--|
| <input type="checkbox"/> Completed application form (pages 3-4)                              | <input type="checkbox"/> Short description of your stand proposal  |
| <input type="checkbox"/> List of artists represented   | <input type="checkbox"/> CV of each artist that you are proposing to exhibit   |
| <input type="checkbox"/> Brief history of the gallery (max 500 words)                        | <input type="checkbox"/> 2 small jpgs (each at least 800 pixels wide and 72 dpi) of works by <b>each</b> of your proposed artists. Please ensure that these are properly labeled with full image captions. |
| <input type="checkbox"/> Exhibition history for the past year and/or the upcoming year       |  |
| <input type="checkbox"/> A list of all planned/confirmed fair participations for 2018 - 2019 |  |

## Important Dates | 2019

**June - July** | Censorship deadline

**September 19 - 20** | Collectors' Preview & VIP Preview (by invitation only)

**September 21 - 22** | Public Opening Days

## Stand Package

### Includes

- Standard walling & lighting\*
- Power Socket
- Wifi
- Furniture (2 chairs, 1 table)
- Stand Signage
- Chinese / English speaking translators
- Presence on PHOTOFAIRS website
- Presence in PHOTOFAIRS online catalogue
- Exhibitor passes & collector invitations
- Inclusion in the Fair's communications campaign (PR/Marketing)

### Excludes

- Telephone connection
- Secure Art Storage
- Insurance
- Additional Walling
- Additional Lighting
- Freight costs
- Bank charges and/or fees

### \*Walling & Lighting

Walling is 3mH (9.84ft) and 30cm wide and painted white. 30% of the allocated stand size will be provided in linear metres of walling free of charge (e.g. A 30 SQM booth will receive a minimum of 9 linear metres of wall). The placement of the stand whether inline or on a corner also affects the running length of wall provided. Successful applicants will have the opportunity to order additional walling and lighting from the Exhibitor Manual.

## Payment

Payments are made in three parts:

30% Booth Deposit | To be paid within 14 days of receipt.

35% Invoice | June 14, 2019

35% Invoice | July 26, 2019

If you would like to discuss payments in further details please contact: [applications@worldphoto.org](mailto:applications@worldphoto.org)

**\*Note:** All invoices will be sent in Hong Kong Dollars (HKD)

**Stand costs must be paid in full prior to the galleries arrival onsite.**

### For any questions please contact

Georgia Griffiths

Group Fair Director

[georgia@worldphoto.org](mailto:georgia@worldphoto.org)

+44 77 874 34930

# Application Form

Submit to [applications@worldphoto.org](mailto:applications@worldphoto.org)

<b>Name of Gallery</b> <small>(Please note: All gallery names will be written/ formatted according to the Fair's House style)</small>			
<b>Year Gallery Founded</b>			
<b>Gallery Owner(s)</b>			
<b>Gallery Owner(s) emails</b>			
<b>Gallery Address</b>			
<b>City</b>			
<b>Post / Zip Code</b>			
<b>Country</b>			
<b>All Gallery Locations</b> <small>(Please note: we will use these locations across marketing/press materials)</small>			
<b>Telephone</b>			
<b>Website</b>			
<b>Facebook</b>		<b>Twitter</b>	
<b>Instagram</b>		<b>Wechat</b>	
<b>Gallery Director</b>			
<b>Gallery Director email</b>			
<b>VAT Number (EU Galleries)</b>			

# Application Form

## Contact Person for PHOTOFAIRS | Shanghai participation:

Title	
First Name	
Surname	
Job Title	
Email	
Phone Number	
Mobile Number	

## The undersigned Gallery is applying for which sector (please check **ONE** box with an x):

Main		Platform	
25sqm   92,500HKD		25sqm   80,625HKD	
30sqm   111,000HKD		30sqm   96,750HKD	
40sqm   148,000HKD		40sqm   129,000HKD	
50sqm   185,000HKD		50sqm   161,250HKD	
60sqm   222,000HKD		60sqm   193,500HKD	

This application form does not form a binding Contract and all applications are subject to the written acceptance from the Fair Management. The decision of the Selection Committee is final and unsuccessful applicants will have no right to make a claim against the Fair Management in respect of this decision. Upon written notification of acceptance, a contract will be formed between Photo Shanghai Company Limited, World Photography Organisation Inc, the Organiser of PHOTOFAIRS, and the applicant gallery and payment for the first installment of the Fee for the Stand will be due within 28 days from the notification. Participation in the Fair is subject to this application form and the attached terms and conditions. Please sign below to acknowledge the acceptance of the terms set out in this application form and the attached terms and conditions.

Name (in CAPITAL letters)

Signature

Date

\_\_\_\_\_

# Terms & Conditions

## 1. DEFINITIONS.

In these Terms and Conditions, the term "Exhibitor" means any person firm or company who has made application for and who has been granted Space in the Exhibition. The term "Exhibition" means PHOTOFAIRS | Shanghai 2019. The term "Organisers" means Photo Shanghai Company Limited, World Photography Organisation Inc or its lawful assigns. The term "Space" means the area in the Exhibition applied for or allotted to the Exhibitor. The term "Exhibition Services" means services which are inclusive within the m2 space rate such as publicity material, security, cleaning, traffic management, exhibition catalogue listing and any other services which the Organiser may from time to time offer at their discretion.

2. THESE TERMS AND CONDITIONS shall be construed in accordance with English law and shall be deemed to include all other Terms and Conditions or Rules and Regulations issued from time to time by the Organisers including the Rules & Regulations document and the Exhibitor Manual. The Exhibitor also agrees that this contract is subject to the terms of the agreement between the Organisers and the venue owner under which the Organisers have licensed the premises of which the Space is part.

## 3.1. APPLICATIONS FOR SPACE.

Applications for space must be made on the Organisers' official Application Form. The Organisers reserve the right to accept or reject any application. Application for Space by the Exhibitor and the allotment of Space by the Organisers shall constitute a contract subject to these Terms and Conditions and the Rules and Regulations outlined within the Exhibitor Manual. Space is allocated according to walling configurations which is 3m high and 30cm deep. It is acknowledged that an allotment of space by the Organisers shall also include exhibition services. Where an application has been made by a person acting as agent, factor or licensee, he shall disclose this to the Organisers.

## 3.2. SIGNATORIES

The person or persons signing the Application Form on behalf of the Exhibitor shall be deemed to have full authority to do so on behalf of the Exhibitor and the Exhibitor shall have no right to claim against the Organisers that such person or persons did not have such authority.

## 4. LICENSOR AND LICENSEE.

Upon acceptance of the Application Form by the Organisers there shall be a contract between the Organisers and the Exhibitor subject to these Terms and Conditions. As regards any space allotted the relationship of licensor and licensee shall exist between the Organisers and the Exhibitor. In case of non-payment of any sum due from the Exhibitor (whether formally demanded or not) or of any other breach or non-observance by the Exhibitor of any of these Terms and Conditions the Organisers shall have the right to revoke his license and re-enter upon the allotted space to remove and exclude the Exhibitor and all persons therefrom without prejudice to the right to recover all sums payable by the Exhibitor hereunder and without prejudice to any other right or remedy available to the Organisers.

## 5. PAYMENT TERMS.

Each Exhibitor is responsible for settling all accounts for ancillary charges and expenses incurred in connection with PHOTOFAIRS | Shanghai 2019, which are initiated by him, his agent, representative or contractor and must discharge all such liabilities forthwith when called upon to do so.

The Exhibitor shall pay in the following installments:  
30% Booth Deposit (14 days from notification from the Fair Management confirming your acceptance)  
35% June 14, 2019  
35% July 26, 2019

The Organisers reserve the right to close, have removed or confiscate any stand and/or exhibits belonging to any Exhibitor who has not fulfilled his obligations relating to payments. In this agreement VAT and any other applicable tax has been shown separately. The appropriate amount of tax deemed payable will be calculated at the time of invoice and such tax shall be deemed payable when the charge to which it relates is deemed payable.

If any of the above payments are fourteen days in arrears (whether demanded or not) the Organisers shall have the right to charge interest on the overdue amounts from fourteen days after the due date, at a rate of 2% above the base lending rate of the National Westminster Bank plc from time to time. Such interest shall accrue after as well as before any judgement and shall accrue on a daily basis compounded for the overdue period with three monthly rests. In addition if the above payments are fourteen days in arrears the Contract may at any time thereafter be terminated forthwith by notice in writing by the Organisers to the Exhibitor. In such event all payments made shall be forfeited and the balance of the payments shall become due and payable forthwith together with any accrued interest.]

## 6. CANCELLATION/REDUCTION OF SPACE.

(i) In the event that an Exhibitor either wishes to cancel his space booking or reduce the size of his space booking after acceptance by the Organisers or fails to meet any of the payment obligations (whether as to the amounts or dates of payment) detailed herein or in the Space Application Form then the Organisers reserve the right (but without being obliged to do so and without prejudice to any other right or remedy available to the Organisers) to apply cancellation/reduction charges and to reallocate such space.

The cancellation/reduction charges shall be as follows:

Before 1 July 2019 50%

From 1 July 2019 onwards 100%

(ii) If the Exhibitor wishes to cancel or reduce the size of his stand then written notice of such wish must be forwarded to and received by the Organisers by Recorded Delivery Post at 9 Manchester Square, London W1U 3PL. For the avoidance of doubt the Organisers shall not be obliged to accept the Exhibitor's notice of cancellation.

(iii) Notwithstanding that the Organisers may resell or reallocate the cancelled stand space (or the space by which it is noticed) after payment of the cancellation charges, the Organisers shall be under no obligation to reimburse all or any part of such cancellation/reduction charges.

## 7. DURATION OF EVENT.

Details of Exhibition hours are given in the Exhibitor Manual. During these times, stands must be manned by the exhibitor's staff.

## 8. EXHIBIT PROFILE/REMOVAL OF EXHIBITS

Only exhibits pertaining directly to the Art Industry will be allowed. The Organisers reserve the right to have removed from the hall any exhibit or item complementary to an exhibit not conforming in their opinion to this Regulation. The Organisers reserve the right to require the Exhibitor to remove any exhibit or category of exhibit if the Organisers in their absolute discretion consider that the same is libelous of an obscene nature or may infringe the rights of any third party or which the Organisers consider in their absolute discretion to be undesirable or detrimental to the Exhibition, other exhibitors or the general commercial interests of the Organisers or any associated company.

## 9. RELOCATION.

For the avoidance of doubt any contract between the Organisers and the Exhibitor for space is only for the area of such space and no acceptance by the Organisers of the Exhibitor's Application Form or allocation of the Exhibitor's name to any particular part of any Exhibition floor plan or stand number will constitute any agreement warranty or representation by the Organisers that the Exhibitor is entitled to exhibit at the Exhibition in such particular location and the Organisers reserve the right without being required to give notice to the Exhibitor to alter the layout of the Exhibition floor plan or position of any stand at any time.

## 10. OTHER EXHIBITORS.

Whilst the Organisers shall act in good faith, the name of any exhibitor which may appear on any floor plan or stand number or any statement made by or on behalf of the Organisers that any exhibitor is booked to attend the Exhibition provisionally or otherwise shall not constitute any warranty representation or undertaking by the Organisers that any such exhibitor will attend the Exhibition or attend at any particular location.

## 11. SPACE NOT OCCUPIED.

The Exhibitor must occupy the space allotted to him by show opening time on the first day of the Exhibition. Any Exhibitor failing to do so will be deemed to have cancelled his space booking. In this event the Terms and Conditions relating to Cancellation will apply and the Organisers may resell or reallocate such space.

## 12. PROMOTION AND REPRESENTATIONS.

Whilst the Organisers shall use their reasonable endeavours to organise and promote the Exhibition in such manner as they consider appropriate the Organisers reserve the right to amend or vary the manner or methods of such organisation and promotion and therefore any statements made by or on behalf of the Organisers as to audience projections or methods or timing of promotion shall constitute only general indications of the Organisers' promotion and organising strategy and shall not amount to any representation or warranty. Any application for stand space or any acceptance thereof by the Organisers shall not be conditional on the presence or location or absence of any other exhibitor at or from the same or any other Exhibition and any reference to such conditionality shall not apply to any contract for space between the Organisers and the Exhibitor for Exhibition stand space.

## 13. ASSIGNMENT.

The Exhibitor shall not be entitled to assign sublet or grant licenses in respect of the whole or any part of the Space allocated to him, or assign or otherwise deal with his rights and obligations hereunder nor may any cards advertisements or printed matter of persons who are not bona fide Exhibitors be exhibited or distributed on any stand. This shall not apply to persons firms or companies being subsidiaries agents or principals of the Exhibitor and who are duly listed with the Application Form at the time of booking. The Organisers shall be entitled to assign the benefit (subject to the burden) of the contract for space without notice to or consent from the Exhibitor.

## 14. EXCLUSION OF PERSONNEL.

The Organisers reserve the right in their absolute discretion to exclude or remove from the Exhibition any person whose presence is or is likely to be undesirable and the Organisers may exercise such rights notwithstanding that any person is the servant agent or contractor of the Exhibitor or otherwise in any way connected or associated with the Exhibitor.

## 15. ERECTION OF STANDS.

All Stands - No Exhibitor will be permitted to display any exhibit in such a manner as in the opinion of the Organisers obstruct the light or impede the view along the open spaces or gangways or to occasion inconvenience or otherwise affect the display of other exhibitors. A dimensioned drawing and full details of the Organisers' shell scheme stand will be provided to each Exhibitor in the Exhibitor Manual or shortly afterwards. Exhibitors may be permitted to appoint another contractor for interior work to the shell scheme subject to the Organisers' prior written consent being obtained. Exhibitors must provide the organisers with full details of their stand contractors and sub-contractors. Exhibitors must also ensure their contractors and sub-contractors are aware of and comply with all Terms and Conditions and Rules and Regulations for the exhibition as issued from time to time by the Organisers. Stand Walls - A minimum of 30% linear wall of the perimeter of the Stand, will be provided by the Organisers.

## 16. FIRE PRECAUTIONS.

All materials used for building, decorating or covering stands must be of non-flammable material. Exhibitors must comply with all instructions given by the relevant authorities to avoid the risk of fire or any other risk.

## 17. DANGEROUS MATERIALS.

The following are excluded from the Exhibition: explosives, detonating or fulminating compounds, and all dangerous or harmful substances, including primings, fireworks, etc. Primings, fireworks, matches and similar objects can only be exhibited in the form of imitations, and on condition that they contain no inflammable matter.

## 18. ATTENDANCE.

The Exhibitor acknowledges that the Organisers shall not be held responsible for the failure of all or any other contracted Exhibitors to attend the Exhibition or the failure of any number of attendees to attend the Exhibition for any reason.

## 19. POSTPONEMENT OR ABANDONMENT.

The Exhibitor shall not have any claim against the Organisers in respect of any loss or damage whatsoever consequent upon the Exhibition failing (for whatsoever reason) to be held or the Exhibition venue being or becoming wholly or partially unavailable for the holding of the Exhibition for whatsoever reason. If by re-arrangement or postponement of the period of the Exhibition or by substitution of an alternative venue for the Exhibition or by means of any other reasonable matter or thing the Exhibition can be held the contracts for space shall be binding upon all parties save that the same shall be deemed to be varied so as to allow for any necessary change in venue, dates or period of the Exhibition, stand size, location or otherwise.

## 20. INDEMNITY.

The Exhibitor shall fully and effectually indemnify the Organisers against all costs claims demands proceedings and losses whatsoever made against or incurred by the Organisers as a result of the Exhibitor exhibiting advertising promoting selling or supplying any goods or services at the Exhibition.

## 21. INSURANCE AND EXCLUSIONS.

(i) Exhibitors shall make sure that they are fully covered by insurance including, but not restricted to, all risks on their property, exhibits or articles of any kind, employers' liability, minimum of 5,000,000 RMB public liability and comprehensive protection against any loss or damage caused by any circumstance whatsoever whether by reason of fire, water, theft, accident or of any other cause. The Exhibitor shall insure against, indemnify and hold the Organisers harmless in respect of all costs, claims, demands and expenses to which the Organisers may in any way be subject as a result of any loss or injury arising to any person (including members of the public or the Organisers, staff, agents or contractors) or property whatsoever caused as a result of any act or default of the Exhibitor, his servants, agents or contractors or invitees. If the Organisers so demand the Exhibitor shall provide proof to the Organisers that the Exhibitor has adequate insurance cover. In addition, Exhibitors may wish to take insurance for losses and wasted expenditure in the event of the Exhibition being cancelled, abandoned or curtailed. Exhibitors must ensure that their temporary staff and the staff of their agents or contractors are insured against claims for workman's compensation. The period for which such insurance shall be maintained shall run from the time the Exhibitor or any of his servants, agents or contractors first enters the Exhibition grounds, and continue until he has vacated the Exhibition grounds and all his exhibits and property have been properly removed.

(ii) The Organisers their servants or agents shall not be liable for any loss or damage (including consequential or indirect loss or damage) suffered by the Exhibitor his agents, contractors or invitees whether such loss or damage arises from breach of a duty in contract or tort or in any other way (including loss or damage arising from the Organisers negligence) and which shall include (but not by way of limitation) loss of profits; loss of contracts, loss of or damage to property or goods of the Exhibitor or any other person, or (but only so far as such injury is not caused by the Organisers' negligence) personal injury to the Exhibitor or any other person.

(iii) The Organisers shall not in any event be held responsible for any restriction or conditions which prevent the construction, erection, completion, alteration or dismantling of stands or the entry, siting or removal of exhibits, or for failure of any services or amenities provided or contracted to be provided by the venue owner or other third parties.

(iv) The Organisers shall not be liable in respect of any contract entered into between the Exhibitor and any official contractor appointed by the Organisers for the negligence or default of any such contractor, its servants or agents.

## 22. BANKRUPTCY.

In the event of the Exhibitor becoming bankrupt committing any act of bankruptcy going into liquidation or having a Receiver or Administrator appointed in respect of any of its assets then the Organisers reserve the right to terminate the contract with the Exhibitor forthwith and the Terms and Conditions relating to Cancellation shall apply.

## 23. FORCE MAJEURE.

The Organisers shall not be liable to the Exhibitor by reason of any cancellation or part time opening of the Exhibition, either as a whole or in part, for any non performance of their obligations under this contract or for any amendments or alterations to all or any of the Rules or Regulations of the Exhibition in each case to the extent that such occurrence is due to circumstances not within their control.

## 24. GROUP STANDS.

Contracting parties for group stands are responsible for ensuring that all Exhibitors within their group are fully aware of, and agree to abide by these Terms and Conditions and by regulations outlined within the Exhibitor Manual of the Exhibition.

## 25. DATA PROTECTION - PRIVACY

By signing the Application Form the Exhibitor is consenting, under all relevant data protection legislation, to the Organiser communicating with Exhibitors by telephone, fax, email and by post and using its personal information for the following purposes, namely: for the Organiser's internal purposes which will include accounts processing, internal analysis of Exhibitors, inviting Exhibitors to other events organised by the Organiser or its group, disclosure of information to contractors who provide services in respect of the Exhibition (including but not limited to shell scheme, security, registration, cleaning and freight contractors, caterers and electricians), disclosure to direct mailing contractors and disclosure or transfer of Exhibitor's personal data to members of the Organiser's group worldwide to allow the group to further develop its business and its services to Exhibitors. Please contact the Organiser in writing if you do not wish your personal information to be used in any of the ways mentioned above.

## 26. WAIVER.

The failure of the Organisers at any time to enforce any provision of these Terms and Conditions or the Rules and Regulations shall not affect their right thereafter to require complete performance by the Exhibitor nor shall the waiver of any breach of any such provision be taken as or held to be a waiver of any subsequent breach or be a waiver of the provision itself.