



2 0 1 2 APPLICATION

October 19 • 20 • 21
Jacob Javits Center NYC

Promo Code: _____

AMERICAN ART MARKETING

email hello@americanartmarketing.com call 800 834 9437
fax 845 355 2444 write PO Box 480, Slate Hill, NY 10973
www.americanartmarketing.com

I am applying to ART OFF the MAIN

Artist Last Name, First Name (print name exactly as you would like it to appear in show program) _____

Company Name _____

Address _____

City, State, Zip _____

Collaborator Last Name, First Name (complete only if work is a collaborative effort) _____

Email Address _____

Website () _____ () _____

Phone Number _____ Cell Phone Number _____

HARD WALL #1 & #2

- HARD WALL #1** - 5'w x 10'h...\$785
- HARD WALL #2** - 10'w x 10'h...\$1390
- Corner (open, no wall)...\$150
- Corner (outside wall extra 4 feet)...\$350

Hand Carry Rules Apply (see FAQ's)

WALLS

Floor Space in Front of Wall

10'

- INCLUDES**
- 10' high white finished Hard Walls
- One 250 Watt Halogen Light per every 5'
- Show Directory Listing with advertising opportunity
- Online Artist's Directory with link to artist's website
- Booth Sign
- Storage on site
- 24 Hour Security
- 6 Complimentary Tickets & unlimited number of discount postcards

Additional lighting can be ordered directly from the Javits

HARD WALL #3 & #4

- HARD WALL #3** - 4'd x 10'w x 10'h...\$1985
- HARD WALL #4** - 4'd x 20'w x 10'h...\$3970
- Corner (open, no wall)...\$150
- Corner (outside wall extra 4 feet)...\$350

10'-20'

WALLS

Floor Space in Front of Wall

4' 10'

- INCLUDES**
- 10' high white finished Hard Walls
- One 250 Watt Halogen Light per every 5'
- Drayage
- Show Directory Listing with advertising opportunity
- Online Artist's Directory with link to artist's website
- Booth Sign
- Storage on site
- 24 Hour Security
- 10 Complimentary Tickets & unlimited number of discount postcards

Additional lighting can be ordered directly from the Javits

NEW - HARD WALL GALLERY - NEW #5, #6 & #7

EXHIBITOR/S

- HARD WALL #5** - 10'd x 10'w x 10'h \$4700 Single Multiple
- HARD WALL #6** - 10'd x 15'w x 10'h \$5500 Single Multiple
- HARD WALL #7** - 10'd x 20'w x 10'h \$6300 Single Multiple
- Corner (outside wall extra 10 feet)...\$1685

Hand Carry Rules Apply (see FAQ's)

- Drayage (see FAQ's) ...\$350

10'-20'

WALLS

10'

- INCLUDES**
- 10' high white finished Hard Walls
- One 250 Watt Halogen Light per every 5'
- Show Directory Listing with advertising opportunity
- Online Artist's Directory with link to artist's website
- Booth Sign
- Storage on site
- 24 Hour Security
- 10 Complimentary Tickets & unlimited number of discount postcards

Single exhibitor, continue to fill out this application.
Curators or groups of independent artists wishing to share Hard Wall Gallery Space, please contact Show Director **Richard Rothbard** for additional costs and information: richard@americanartmarketing.com | cell phone (845) 661-1221

Additional lighting can be ordered directly from the Javits

ARTISTS WHO WISH TO SUPPLY OWN BOOTH

Artists who have their own booth displays, please contact Show Director **Richard Rothbard** for more information: richard@americanartmarketing.com | cell phone (845) 661-1221

NEW - PEDESTAL SPACE - NEW

- 5' x 5' ...\$400

Provide your own pedestal

Hand Carry Rules Apply (see FAQ's)

- INCLUDES**
- Show Directory Listing with advertising opportunity
- Online Artist's Directory with link to artist's website
- 6 Complimentary Tickets & unlimited number of discount postcards
- Sign
- Storage on site
- 24 Hour Security

POLICIES & PROCEDURES

Standards & Rules

- All work displayed must be original in concept and must have been created by the accepted applicant.
- Reproductions must be signed and numbered, and marked 'reproductions', and cannot make up more than 20% of the display.
- Any willful violation or misrepresentation regarding the work as defined in our rules will result in forfeiture of space.
- No sale signs are permitted. All signs must have a professional look. No hand written signs are permitted.
- An application is a commitment to participate. Refunds will be made according to specific guidelines found under Deposits & Refunds
- Artist will be selected by an experienced and well-established curator.

Selection Process

- Artists will be selected by an experienced and well established curator.

How To Apply: Mail in Application: Please submit the following materials

1. Completed Application Form

2. Artist Statement

- Include artist statement and brief bio. If accepted, your bio will be use for promotional purposes.

3. Images

- Images are required for each category entered, four of your artwork and one of your display in digital format on CD or DVD. (Artists applying for Hard Wall do not have to submit images of display.)
- Images should be labeled with the artist's name, a number (corresponding to the image descriptions), and the medium.
- Digital images are required for each category entered and may be submitted on a CD or DVD as uncompressed JPEG's or TIFF's, 300 dpi at approximately 5 x 7.

4. Application Fee & Deposit

- A application fee of \$25.00 must accompany each application.
- Deposit fee of \$200.00 will be charged to your account or check deposited only if you are accepted. These fees are nonrefundable
- Application fee and Deposit may be paid by credit card or check. If paying by check, please provide a separate check for application fee and deposit. Make checks payable to American Art Marketing.

How to Apply: Online Application: visit www.ContemporaryArtFairNYC.com and follow procedures online.

Deposits & Refunds

- Deposit fee will be charged to your account or check deposited **only if you are accepted**. Your \$200 deposit check secures your booth and is your commitment to exhibit. These deposits are not refundable.
- Application fees are non-refundable.
- All cancellations must be made in writing. An application is a commitment to participate. No refunds will be given within 120 days of the show. A 50% refund will be given prior to that date.

Payment Schedule:

- **Booth Fee payment.** The balance of your booth fee must be returned with your invoice and signed contract according to the due date in your confirmation letter.
- **Balance due payments received after postmarked due date must include a \$40.00 late fee.**
- A \$35 handling fee will be charged for all returned checks
- If you have a problem with payment, please contact us immediately for payment arrangements.

Important Note

- Your signed application form implies a contract with American Art Marketing affirming that you are ready, willing and able to participate in the event. Therefore, **all payments will be due, checks will be deposited, and credit cards will be charged on the balance due date, unless we have a verified written cancellation**

Questions? E-mail all questions to hello@americanartmarketing.com

The Javits Center Rules & FAQs

Booth Construction, Electrical & Freight Handling

- Freight handling, booth construction and electrical work must be performed by the Javits Union labor with certain exceptions described below.
- **Booth display ideas: pro panels, fabric covered wire panels, hinged hollow core door.**

Drayage (Onsite Freight Handling) if included in your booth package

- If Round trip on-site freight handling is included in your booth fee package, freight will be delivered to your booth space upon its arrival at the Jacob Javits Convention Center and returned to the loading dock at the close of the Fair. For those of you who will be shipping your goods, the decorator will receive shipments at their warehouse and deliver to the show for an additional charge.

Hand Carry Rules Freight/Moving Exhibitors May Do Themselves

- Curbside unloading with access to the elevators and escalator will be available as long as the following rules are adhered to.
- Hand carried items can be brought in through the front of the building (East side) at specified times.
- Parking locations will be assigned by the Event Manager
- Parking is limited to vehicles no larger than a Ford Econoline van.
- Vehicles must be attended by a licensed driver at all times.
- Exhibitors may use nothing larger than a two-wheeled baggage cart (plastic or rubber wheels only) to move their items. Hanging clothing racks with four wheels are allowed for moving hanging garments.
- "Pop-up" displays, equal or less than 10' in length, capable of being carried by hand by one person may be brought in.
- Exhibitors moving items must use the doors and routes designated by event management.
- Individuals moving these items must be employees of the exhibiting company and must carry identification with them to verify this fact.

Electrical Work Exhibitors May Do Themselves

- Exhibitors may plug in their own devices and equipment for properly ordered 110 volt electrical service of 1500 watts or less.
- Connect modems, printers, computers and keyboards.
- Install own light bulbs.
- Test and tune own equipment.
- Run their own communications cable between machines in the same booth above the booth carpet.
- Exhibitors may install and dismantle up to 4 of their own lights in booths 100 square feet or less **without** the use of tools or ladders.

Do not attempt to install your own lights if they do not fit into the guidelines. The electricians will be there to handle your lighting installation.

- **Outdoor canopies may not be used. You can use the frames but without tops.**
- **At the loading dock you may also be directed to drive a standard size van to the show floor to unload.**