

ART

SD12

ART SAN DIEGO
CONTEMPORARY ART FAIR

Presenting Sponsor:



2012
SEPT 6-9



ART | ART SAN DIEGO | 2012

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NEW ART CITY

MORE THAN 60 LEADING GALLERIES FROM THE USA, CANADA, EUROPE, LATIN AMERICA, AND ASIA WILL BE TAKING PART.

ART SAN DIEGO 2012 returns with the fourth edition of the Fair **September 6th – 9th, 2012**. Last year's fair received record attendance with over **8,000** collectors, curators, museum directors and art enthusiasts. Strong sales were reported by galleries and the event received extraordinary media attention, and has become one of the largest attended cultural events in San Diego.

The theme of **ART SAN DIEGO 2012** is "**New Art City**" suggesting a new way of expressing the Art Fair. Re-location to **Balboa Park** gives us the opportunity to develop an "*urban compound*" both inside the venue and throughout the grounds of **Balboa Park**. The show layout will include districts each with its own character, dedicated to the following disciplines: **contemporary art, contemporary product and furniture design, mid-century and modern art**, and an area designated for **experimental works**. Each district will have its own social center allowing places to sit and talk with artists, dealers and experience art in motion.

Our proximity in **Balboa Park** allows us to collaborate with many of San Diego's leading museums including the **Museum of Photographic Arts, San Diego Museum of Art**, and the **Timken Museum** – this year we have developed a rich **VIP program** through partnerships with these local institutions.

STAFF

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Show Producer
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For details about the Art Fair, visit:
www.ArtSanDiego-Fair.com



More than **60 leading galleries** from the USA, Canada, Europe, Latin America, and Asia will be taking part. In addition to the gallery booths, special features include gallery curated exhibitions, contemporary furniture design, **"Spotlight Artists"** featured in solo-artist exhibitions, video-based works featured in **"IN/TO Creating Short Film Program"**, artistic interventions in public spaces **"Art Labs"**, San Diego focused exhibitions **"Made in San Diego"**, and the introduction of emerging artists and curators **"LaunchPad"**.

ART SAN DIEGO IS COMMITTED TO SUPPORTING AND SHOWCASING EMERGING AND PROMISING ARTISTS. WE TAKE RISKS; WE ENJOY SURPRISES. WE LOVE TO SPOT TALENT AND INTRODUCE THEM TO NEW AUDIENCES.



NEW VENUE: Located in scenic **Balboa Park**, the **38,000 Balboa Park Activity Center** was designed by award-winning architect **Rob Wellington Quigley**. Beautiful landscaping, public art and spacious outdoor plazas at the north and south end of the building provide excellent sites for the fourth edition of **ART SAN DIEGO**.

The **Balboa Park Activity Center** is conveniently accessible to downtown, major freeways and offers ample free parking. The building is located in walking distance to **26 major museums** in **Balboa Park**. Major plans are underway to create a world-class expo celebrating **The Balboa Park 2015 Centennial Celebration**. **ART SAN DIEGO** will be well positioned over the next few years to ramp up enthusiasm for this celebration.

BALBOA PARK ACTIVITY CENTER

2145 Park Blvd.,
 San Diego, CA 92101

ATTENDANCE: Since its launch in 2009 **ART SAN DIEGO** has nearly doubled in attendance each year. In 2011 we attracted over **8,000 collectors** and in 2012 we are anticipating **over 10,000**. Through our involvement with local art institutions, our collector club program and through client entertainment with our Sponsors and Museum Partners we are connected with over **40,000 collectors** and **art enthusiasts**.

VIP PROGRAM: This year our location in **Balboa Park** will give us the opportunity to expand our **VIP Program** in conjunction with our museum member partners in the park. Private tours of top collector's homes, curated-led tours of museums, artist talks, cocktail receptions and many other exclusive events are planned to enrich the experience for our **VIP Guests**. Our luxury car sponsor will provide complimentary shuttle to and from museums for **VIP Guests** throughout the park.

SPONSORS & MUSEUM PARTNERS.



UBS Financial Services is the **Presenting Sponsor**, and other sponsors include **Hub International Services, Chubb Personal Insurance, Winston Art Group, San Diego Magazine, Craters & Freighters, The Frame Maker, Artworks San Diego, and Collectrium.**

Museum Partners include Museum of Photographic Arts, Museum of Contemporary Art San Diego, San Diego Museum of Art, Oceanside Museum of Art, The Center Museum, California Center for the Arts, The New Children's Museum, San Diego, Athenaeum Music and Arts Library, Torrance Art Museum, Mingei International Museum, Timken Museum of Art, The Gotthelf Art Gallery, San Diego State University Art Council, The Museum of Latin American Art, Lux Art Institute and the SDSU Downtown Gallery.

SAN DIEGO:
CALIFORNIA'S
2ND-LARGEST
CITY, AND 7TH
-LARGEST CITY
IN THE U.S.

2012 MARKETING & PROMOTION.

Partnering with San Diego's leading cultural organizations and presenting sponsor, **UBS Financial Services, ART SAN DIEGO Contemporary Art Fair** will promote itself through an aggressive, targeted and sophisticated advertising, marketing and public relations campaign that will reach the international, national and regional buying audience. Our target audience is the high net worth individual focused on the arts.

- **MUSEUM MEMBER PROGRAM:** Discounted and complimentary tickets given to top donors and Museum Members.
- **SPONSOR PARTNERS:** UBS Financial Services will entertain over 2,000 clients at ART SAN DIEGO through special events.
- **CULTURAL PARTNERS:** Promotion through direct mail and email to their member lists.
- **TARGETED VIP OUTREACH:** Direct mailing to an exclusive list of curators & collectors.
- **ADVERTISING & EDITORIAL COVERAGE:** Across numerous consumer and art publications.
- **DIRECT MAIL CAMPAIGN:** To over 20,000 qualified contacts receive direct mail pieces.
- **EMAIL ANNOUNCEMENTS & INVITES:** Sent out monthly (Feb-Sept) to database of over 40,000 qualified contacts. Email promotions through Museum and Cultural Partners and email promotions through media partners.
- **PRESS RELEASES:** Sent monthly to editors and writers of regional and national arts, luxury, and news publications.
- **COLLECTOR INNER CIRCLE RECEPTIONS:** ART SAN DIEGO will host several collector receptions leading up to the Fair that will spotlight galleries and artists who will be participating in the Fair.
- **CATALOGUE:** Featuring images, contact information, and artist rosters for every participating gallery.



EXHIBITOR FACILITIES.

- **70+ booths** are available ranging in size.
- Walls are **12' high** and equipped with trusses for standard **90 watt lighting**.
- **Extra lights, flooring** and walls will be available at competitive rates.
- **Exhibition space** will be over **36,000 sq.ft.** offering 12' aisles
- **Indoor / Outdoor Sculpture areas** available for exhibitors (from **\$1,500 to \$2,500**).
- **Art handlers** and volunteer gallery liaisons will be available to handle all exhibitor needs.
- Includes **one page** in the exhibitor **catalogue** and access to the **UBS VIP lounge**.
- **Wi-Fi internet** access.
- **Easy load-in and load-out, ample parking.**
- **24-hour** on-site security.
- **Food service** throughout the venue.
- **Collector Services** desk will be available to assist in shipping, packing and delivery of purchased artworks.



Our official show shipper is **Craters & Freighters**. For a low rate artwork that has been sent to **Craters & Freighters** will be delivered to your booth by **6:00 am Wednesday** morning. If you are bringing your artwork with you, please bring to the venue during this time. You may retrieve your artwork the morning of the 5th to install.

<p>WEDNESDAY 5</p> <p>GALLERY SET UP 9 am – 8 pm</p> <p>SEPTEMBER</p>	<p>THURSDAY 6</p> <p>GALLERY SET UP 9 am – 2 pm</p> <p>PRIVATE PREVIEW 5 pm – 7 pm</p> <p>OPENING NIGHT 7 pm – 9 pm</p> <p>SEPTEMBER</p>	<p>FRIDAY 7</p> <p>FAIR DAY I 12 pm – 7 pm</p> <p>SEPTEMBER</p>	<p>SATURDAY 8</p> <p>FAIR DAY II 12 pm – 7 pm</p> <p>SEPTEMBER</p>	<p>SUNDAY 9</p> <p>FAIR DAY III 12 pm – 5 pm</p> <p>BREAK DOWN 5 pm – 9 pm</p> <p>SEPTEMBER</p>
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ART SD12

Presenting Sponsor:
 UBS

ART SAN DIEGO | 2012
CONTEMPORARY ART FAIR | SEPT 6-9

APPLY WITH THIS FORM

FAX – [+1] 858.876.1699

MAIL TO – Art San Diego 2012
2658 Del Mar Heights Road
Suite 502, Del Mar, CA 92014

APPLY ONLINE

ONLINE FORM – www.ArtSanDiego-Fair.com
E-MAIL TO – Info@ArtSanDiego-Fair.com

EXHIBITOR APPLICATION FORM

SUBMISSIONS DEADLINE – May 15, 2012

EXHIBITOR APPLICATION

ART FAIR SCHEDULE

GALLERY SET UP	Wednesday, Sept 5 /	9 am – 8 pm
GALLERY SET UP	Thursday, Sept 6 /	9 am – 2 pm
PRIVATE PREVIEW	Thursday, Sept 6 /	5 pm – 7 pm
OPENING NIGHT	Thursday, Sept 6 /	7 pm – 9 pm
FAIR DAY 1	Friday, Sept 7 /	12 pm – 7 pm
FAIR DAY 2	Saturday, Sept 8 /	12 pm – 7 pm
FAIR DAY 3	Sunday, Sept 9 /	12 pm – 5 pm
BREAK DOWN	Sunday, Sept 9 /	5 pm – 9 pm

EXHIBITOR PACKAGE

- There is a **\$500** mandatory **advertising fee** per gallery (subject to Curatorial Acceptance)
- **60+ Booths** are available
- Walls are **12' high**, painted white, and equipped with trusses for standard interior perimeter lighting
- **Booth rental includes:** (2) Chairs, waste paper baskets, booth signage and Exhibitor VIP passes
- **Extra** lights, walls, furniture and flooring will be available at competitive rates
- Exhibition space will cover **38,000 sq.ft.** offering 10' aisles
- Art handlers / volunteer gallery liaisons will be available
- **(1) Color page** in show catalog
- **Signage** on Exhibitor's Booth
- An Allocation of **VIP passes** and **Preview Tickets**

EARLY ACCEPTANCE / RETURN GALLERY

Submit your application prior to **March 1, 2012** and receive the following:

- **20% off** the published **booth price**.
- **Customized email blast** designed with your Gallery Name / Image.
- **Image / Artist** featured in **monthly email blast** sent to **10K Art Collectors**.

CONTACT

EXECUTIVE DIRECTOR –

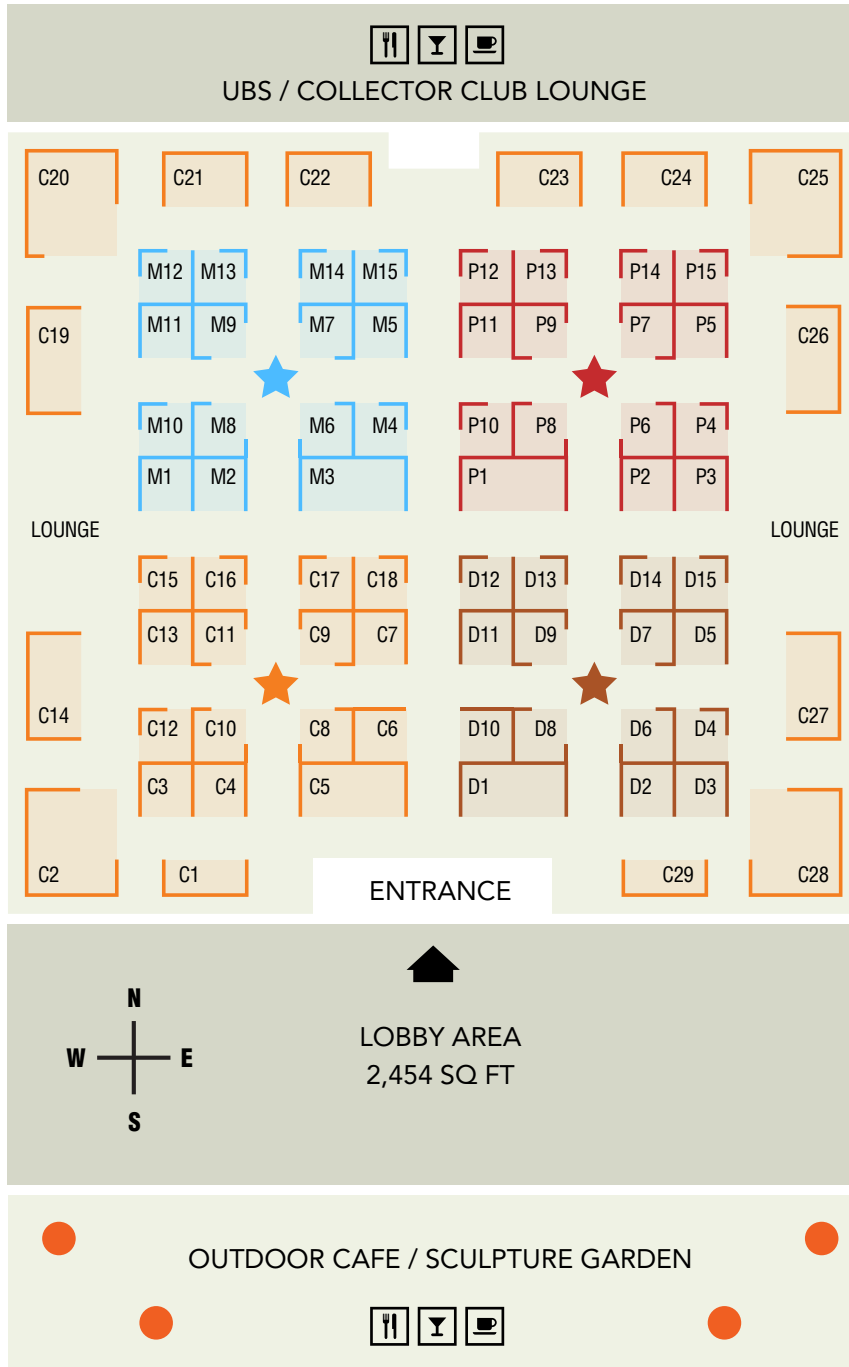
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MANAGING DIRECTOR –

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GALLERY SALES –

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- CONTEMPORARY ART
- CONTEMPORARY ART & FURNITURE DESIGN
- MID-CENTURY & MODERN ART
- SOLO-ARTIST CURATED BOOTHS
- SCULPTURE SPACES
- ★ LOUNGE / TALKS / MEET & GREET

SPACE	SIZE	REGULAR PRICE	RETURN PRICE
12' x 12'	144 sq. ft.	\$ 4,500	\$ 3,600
12' x 24'	288 sq. ft.	\$ 8,500	\$ 6,800
12' x 36'	432 sq. ft.	\$ 11,500	\$ 9,200
Unique Size	Custom sq. ft.	\$ 32.00 per sq. ft.	\$ 26.00 per sq. ft.
Solo-Artists Curated Booth	Custom sq. ft.	\$ 25.00 per sq. ft.	\$ 20.00 per sq. ft.
Indoor Sculpture		\$ 2,000	\$ 1,500
Foyer Sculpture		\$ 1,500	\$ 1,000
Outdoor Grounds Sculpture		\$ 1,000	\$ 750

GALLERY INFORMATION

Gallery Name

As it should appear in all advertising & signage

Address

City

State/Province

Zip/Postal Code

Country

Phone

Fax

Website

Artists on View

Contact Person

Title

Contact Email

Contact Cell Phone

Signature

METHOD OF PAYMENT

Please make checks payable to "BTB-Art INC."

Please bill my Credit Card
Mastercard Visa AMEX

Cardholder's Name

Card Number

Expiration Date

Security Code

Billing Address

City

State/Province

Zip/Postal Code

Country

Billing Phone

Date

Title

Signature

For Questions please call **Ann Berchtold**
858.254.3031
 or email aberchtold@artsandiego-fair.com

TERMS OF APPLICATION.

- **No Application Fee** is necessary to apply.
- This application becomes a **contract** only upon acceptance of the **Curatorial Board**. After acceptance, exhibitors will be required to pay **50%** of the booth fee, with the remaining **50%** due no later than **June 15, 2012**.
- **Accepted applicants** agree to the rules and regulations detailed in the **Terms & Conditions of Participation**.
- Upon review by our **Curatorial Board** you will be notified regarding acceptance, and booth assignment. Special requests concerning location and space will be considered, but cannot be made a condition of participation.

TERMS & CONDITIONS OF PARTICIPATION.

SHOW LOCATION

Balboa Park Activity Center. 2145 Park Blvd., San Diego, CA 92101 USA

GENERAL TERMS

ART SAN DIEGO Contemporary Art Fair (ASD) is a project of **BTB-Art, Inc (BTB)**. These Terms and Conditions of Participation govern gallery ("Exhibitor") participation in the ART SAN DIEGO Contemporary Art Fair ("the Show"). ASD reserves the right, at any time, without notice, to issue additional conditions or regulations for participation in ASD or to alter ASD exhibition hours or logistical arrangements. Submission of the ASD Exhibitor Contract constitutes Exhibitor's agreement to be bound by and acceptance of the conditions set forth below, and of any subsequent conditions made by ASD related to the Show.

GENERAL SHOW DATES

- **Wednesday, September 5** / 9am – 8 pm (Gallery Load-in)
- **Thursday, September 6** / 7 pm – 9 pm (Opening Night Party)
- **Friday, September 7** / 12 pm – 7 pm
- **Saturday, September 8** / 12 pm – 7 pm
- **Sunday, September 9** / 12 pm – 5 pm

ACCEPTANCE AND EXHIBITION CRITERIA

Exhibitor guarantees that all information provided by Exhibitor is accurate and complete and that all artworks submitted for exhibition are authentic. ASD reserves the right to cancel any exhibitor contract at any time on the basis of false, inaccurate or misleading information or if Exhibitor fails to comply with the terms and conditions of participation. ASD has the right to require complete details of a proposed exhibit - if applicable - and reserves the right to prohibit the exhibition of any piece at ASD discretion.

EXHIBITOR PACKAGE

- 12 ft. high perimeter walls (painted white)
- Basic lighting
- 24 hour security
- Drayage (at the Fair)
- An allocation of VIP Passes and Preview Tickets
- Gallery page on ASD website
- Signage on Exhibitor's Booth
- Appointed Liaison from ASD staff to assist on-site

ALLOCATION OF SPACE

Booth space for the Show will be allocated and determined by ASD Management.

Reasonable efforts will be made to accommodate Exhibitor requests concerning booth space; however, ASD may, in its sole discretion, change the location of the allocated space or alter the shape of the booth if circumstances demand. ASD reserves the right to rearrange the layout of unoccupied areas, and to alter entrances and exits to and from the exhibition space, halls, cafe and aisles. Exhibitor may not display art or position tables, chairs or other furniture outside its booth. In order to maintain uniformity of the Show space, Exhibitor may not alter or paint the walls or signage without ASD's prior approval.

BOOTH SHARING

No Exhibitor may share or sublet a booth either partially or entirely without written permission of ASD Management. Decisions regarding the approval of shared booths rest solely with ASD.

CONDITIONS OF PAYMENT

Payment of the total booth rental must be made in two installments; one-half of the booth rental is due within **15 days** of invoice date (issued by ASD upon receipt of signed contract from Exhibitor). The remaining balance is payable on or before **June 15th, 2012**. A finance charge of **1.5% monthly (18% annually)** will be charged to any payments not received by the due dates published on the invoices. If the first payment is not received within **15 days** of the invoice date, ASD may offer the booth to another gallery. If Exhibitor's invoices are not paid by the due dates, or if Exhibitor's Booth(s) costs have not been paid in full **28 days before** the Show's opening day, ASD reserves the right to impose a late charge of up to **10%** of the balance due. Nonpayment of invoices will constitute a breach of the Exhibitor's agreement with ASD and in such event ASD has the right to cancel Exhibitor's Agreement, reallocate Exhibitor's Booth(s) and retain all of Exhibitor's payments made to that date with Exhibitor remaining liable for all unpaid invoices.

WITHDRAWAL FROM CONTRACT

If Exhibitor cancels this Agreement by **April 15th, 2012**, he/she will forfeit all deposits paid to ASD and remain liable to pay any unpaid invoices due prior to cancellation date. If Exhibitor cancels this Agreement between **June 15th, 2012** and event date, **September 1st, 2012**, he/she will remain obligated to pay the full amount of the Booth rental and all other costs which may have been incurred by ASD in connection with this Agreement. Any Exhibitor who fails to occupy his/her booth by **12 noon on September 5th, 2012** will forfeit his/her right to occupy the space and ASD will claim full rights to that space. In such event, the Exhibitor will remain liable for the full rental and any additional costs incurred by ASD.

TERMS & CONDITIONS OF PARTICIPATION.

INSURANCE INDEMNIFICATION AND EXEMPTION FROM LIABILITY

Each Exhibitor must obtain property and public liability insurance coverage for damage or loss to persons or property due to fire, theft, burglary, breakage, leakage and water damage, and the risks of transport of artwork and other materials to and from the Show. In any event, Exhibitor assumes all risk of loss related thereto. Exhibitor must provide ASD with a certificate of public liability insurance as proof of coverage no later than **June 15th, 2012**. Certificate must name ASD as an additional insured under such policy. ASD will not be liable to Exhibitor for any direct, incidental or consequential damages or loss to Exhibitor and/or its property arising from or connected with Exhibitor's participation in the Show. The provision of security at the Show does not imply an assumption of liability by ASD with respect to Exhibitor's property.

Exhibitor will indemnify ASD, and hold harmless ASD and The Balboa Park Activity Center and each of their respective principles, agents, contractors, and employees against any and all loss, suits, claims, damages, judgments, expenses, and costs (including without limitation, legal fees and amounts paid in settlement) in connection with any claim whatsoever including, but not limited to copyright infringement claims resulting from the acts, omissions or negligence of Exhibitor, its employees, agents or contractors.

SECURITY

ASD will provide **24-hour-a-day uniformed security** guard for the Show beginning the first day that art work is delivered to the premises and ending when dismantling and load out is complete. Exhibitors are required to comply with any security procedures requested by ASD or ASD's security service. Exhibitor recognizes that by participating in the Show, he/she assumes security risks that cannot be eliminated by ASD's security service and that ASD does not secure insurance coverage for any individual booth or installation.

To maintain security, no artwork can be removed from the Show premises unless it is accompanied by an ASD purchase slip or under the control of a person carrying an exhibitor's pass (the "Exhibitor's Pass"). This procedure shall remain in place from the beginning of the set-up period through the completion of dismantling. Exhibitor representatives are required to wear an Exhibitor Pass at all times while at the Show.

TAX

Exhibitor is solely responsible for compliance with California State sales tax requirements. Failure to comply may result in additional interest and penalty charges on all tax liabilities. It is each Exhibitor's responsibility to make the appropriate tax payments and filings. ASD bears no responsibility for the failure of Exhibitor to comply with California State sales tax requirements.

ELECTRICAL SERVICES

ASD will provide common area lighting, but shall not be liable to Exhibitor for any loss or damage due to failure or interruption of electrical services. Under no circumstances is Exhibitor allowed to install his/her own power connections or lights. Fire, safety and security regulations must be strictly adhered to by all Exhibitor agents, contractors, employees or representatives at all times.

MAINTENANCE

ASD will be responsible for keeping the common areas of the Show location site clean. Exhibitor is responsible for maintaining his/her Booth and is required to leave the Booth in the same condition in which it was found, reasonable wear and tear expected. All hardware and signage within booth space must be removed by the Exhibitor or management will remove at Exhibitor's expense.

ADDITIONAL CONDITIONS

ASD is entitled in the case of compelling reasons (including terrorist activity) or of Acts of God to cancel, postpone, shorten or extend the Show. Should any contingency beyond the reasonable control of ASD prevent the Show from taking place, Exhibitor shall have no right or claim of any damages of any kind, arising or alleged to arise by reason of any postponement, extension, shortening or cancellation of the Show. ASD may retain such part of Exhibitor's Booth payment as shall be necessary to recompense it for expenses accrued until the time of such contingency. ASD shall not incur any liability whatsoever in the event of cancellation of the Show.

ASD reserves the right to expel from the Show any Exhibitor who violates these Terms and Conditions (the "Expellee"). Upon expulsion, Expellee will remain liable for the full amount of Booth rental and any additional charges incurred, including indemnification liability. While ASD will do its best to reasonably ensure it uses reliable contractors, agents and employees, ASD will not be liable for any failure to act by its contractors, agents and employees.

The Terms & Conditions shall be governed by the laws of the State of California and shall govern all matters arising from the Exhibitor's participation in the Show. All judicial proceedings brought against an Exhibitor arising out of or relating to its participation in the Show may be brought in any State or Federal Court of competent jurisdiction in the State, County and City of California in the United States of America.

These Terms & Conditions of Participation constitute the final and Exclusive Agreement between BTB-Art Inc. and Exhibitor.

Signature