

**Deepbridge Chester Arts Fair 2020**  
**13-15 November at Chester Racecourse**

**Terms and Conditions**

**The Organiser:**

The Organiser of Chester Arts Fair (CAF) is Black Mango Art, office; Suite C, 2<sup>nd</sup> Floor, 9 Abbey Square, Chester, Cheshire, CH1 2HU. Telephone 01244 952020

**A. Application for Participation and Admission**

1. You declare your intention to participate by returning the application form completed in full. With your written application you accept the terms and conditions of participation set out below as binding. These terms and conditions ensure the smooth running of the event, and we therefore ask that you read through this page carefully.
2. Your application to Chester Arts Fair is only valid if the application form, together with the application fee (deposit), is received by the dates agreed in our email communications
4. Acceptance into the 2020 Arts Fair does not necessarily guarantee a stand at subsequent fairs. In addition, Chester Arts Fair is not obliged to send application forms for future events to the gallery without being requested to do so, and is not obliged to notify the artist of the application deadlines or any changes in the deadlines.

**B. Participation Fees and Payment Terms**

1. A late payment penalty will be levied for any payments received after the due dates.
2. Failure to make payment within a reasonable timescale may result in the cancellation of the stand booking. Cancellation charges will apply should this be the case. Any Exhibitors with outstanding stand balances or extras balances on the opening date will not be allowed to exhibit.
3. Any projecting or overhanging elements, pillars, installation connections and other permanent internal fittings in the stand space do not entitle you to any reduction in the participation fees or other costs.
4. Cancellations - Should an Exhibitor wish to cancel their booking after acceptance by the Organisers, notice must be given in writing and sent to the Organisers. All stand payments made are non-refundable
5. Where stands are re-allocated; the Organisers shall be under no obligation to refund all or part of the cancellation charges.
6. The organisers reserve the right to apply cancellation charges as above for any Exhibitor who fails to make their payment obligations both in terms of amounts and due dates.

## **C. Stands and Allocation**

### **1. The following is included in the price:**

- ◇ Fully erected stand partition walls;
- ◇ Exhibitor name and stand number signage;
- ◇ Floor covering;
- ◇ Exhibitor Passes;
- ◇ Inclusion in Fair Guide;
- ◇ Exhibitor profile plus two to four images on [www.chesterartsfair.co.uk](http://www.chesterartsfair.co.uk);
- ◇ Complimentary, Preview and VIP invitations;
- ◇ Extensive marketing campaign;
- ◇ PR/media campaign;
- ◇ Secure storage facilities;

2. Other services can be arranged at an additional cost: telephone, catering, additional walls, additional lighting, powerpoints, rental furniture, exhibition staff, etc. Details can be obtained from Emma Davenport [info@blackmango.co.uk](mailto:info@blackmango.co.uk).
3. Any requests for a special stand location expressed in the application process will be considered. In this instance if agreed, this will be confirmed to the artist in writing.
4. The location and precise size of a stand will be decided by CAF.
5. Artists that satisfy the highest standards in terms of their stature and importance, matched by the quality of their artwork will be given priority for the most prominent stands.
6. In allocating a stand, we will weigh the interests of the artists under review against the general interest of the Fair. Priority will be given to artists that enhance the stature of CAF. Such artists, presenting work of optimal quality will be included for the general interest of all participants.
7. Appeals relating to stand allocation will be processed in a fair manner.

## **D. Exhibitor Obligations**

1. The exhibitor is obliged to provide all works exhibited with a brief description (artist, title, year, technique, number of copies and price). The declaration of prices may be replaced by a price list displayed on the stand. In the case of cast sculptures, numbering and name of caster must also be declared.
2. The exhibitor is obliged to comply with instructions and rectify complaints made by the Fair without delay. Should the exhibitor refuse, admission can be revoked and the stand closed with immediate effect (such a decision by the Fair being final). If doubts about the authenticity or condition of one exhibit are voiced by a member of the Fair, the object must be removed immediately from the exhibition stand and held in the

storage area for the duration of the Fair.

3. Non-compliance with an instruction of the Fair is also grounds for exclusion from subsequent editions of Chester Arts Fair.
4. For marketing purposes, you will be required to submit:
  - An artist Profile (not to exceed 100 words)
  - Minimum of 5 digital images (.jpg or .gif) representing the style of work you intend to show
5. Artists cannot sub-let their space or any part of it without prior permission.
6. You are responsible for your own insurance of your work and public liability to a minimum of £2 million. Exhibitors should also consider abandonment and cancellation insurance in case the event is cancelled or should you need to withdraw from the Fair.
7. All work displayed must be for sale. There are no upper limits on values of Art Works but the minimum value of works on sale is £40.
8. All work must be clearly priced and should include VAT where applicable. Prices should be displayed next to artworks.
9. Please ensure that there is consistency between the price of the artworks shown at the Fair and the prices shown in your gallery or website.
10. No Artist's work should be shown on more than two stands.
11. All Exhibitors should arrive within sufficient time to fully allow them to furnish their stand on Friday 16<sup>th</sup> November. Please note that there will be a drop off zone at Chester Racecourse, after which all vehicles must be moved to the public parking area.
12. The Organisers reserve the right to make appropriate changes to the floor layout at anytime for operational purposes.
13. Please note that the maximum weight capacity for the hanging system is (10kg). We are able to hang pieces of up to 20kg by using a reinforcement system. The cost of this per metre is £80 plus vat per metre.
14. In the first instance, any complaints or queries you may have during the Fair should be brought to the attention of the Fair Directors at the time (i.e during the Fair) in order that a solution can be found.