



 Deepbridge

# CHESTER ARTS FAIR

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# WELCOME to Chester Arts Fair 2019

Chester Art Fair was created initially to help to artists elevate themselves with collectors and sell artwork to a regional audience. Following its success seven years on, the Fair has grown from strength to strength, which is demonstrated in its growing reputation both nationally and internationally. It is wonderful to see the success stories of previous exhibitors gaining recognition in the art world.

Chester Art Fair's mission is uncovering and nurturing new and innovative creative talent, allowing artists to forge direct relationships with potential buyers and gallerists. The most recent edition of the fair attracted over 5,000 art buyers, with guests including representatives from leading galleries and publishers. Celebrated for its unique and engaging visitor experience, it is now considered to be a platform to discover new and emerging talent.

Applications for Chester Arts Fair 2019 are now open and will close on 31st April. This deadline allows us to proactively promote our artists well in advance of the event.

We look forward to seeing you at the Fair in 2019.



## KEY DATES:

**October 2018** – Artist Applications Open for CAF2019

**April 2019** – Phase Two Artist Applications Close

**June 2019** – Deadline for submitting artist profiles promotional images and PR form.

**Thursday 14<sup>th</sup> November 2019** – Stand Set up AM. Exhibitors set up PM.

**Friday 15<sup>th</sup> November 2019** – Final set up. Preview Evening 6pm – 9pm.

**Saturday 16<sup>th</sup> & Sunday 17<sup>th</sup> November 2019**- Fair Opens 10.30am – 5pm.



**Chester** is a dynamic cultural destination with a reputation for presenting the very best in visual art through its public institutions, private collections and leading commercial galleries.

Chester Arts Fair is a highlight on the city's cultural calendar attracting a number of the most influential and affluent individuals and art enthusiasts from all over the county of Cheshire and the North.

The Fair takes place at Chester Racecourse each year, one of Chester's most prestigious venues. Centrally located in the heart of the city centre, the venue is connected by all major road networks allowing both exhibitors and visitors to find us with ease. Ample parking at the venue means there are no additional costs to exhibitors for loading,

unloading or keeping your vehicle at the Racecourse over the weekend.

In addition, the Fair ties in nicely with the opening of Chester Christmas Markets. Located in the centre of town just a short 10-minute walk from the Racecourse, this gives exhibitors the opportunity to explore Chester lit up with a warming Christmas glow and to enjoy a mulled wine or two. The opening of the markets also draws Christmas shoppers into the city and the Fair is the perfect place to continue their search for a special and personal gift.





**Chester Arts Fair** is the North's leading artist art fair, dedicated to creating a unique and memorable experience for all exhibitors. **Benefits of exhibiting include:**

- Inclusion in extensive marketing campaign including promotion across social media to 20,000 plus, monthly email marketing to database of CAF visitors, art buyers and collectors. In addition, where possible you will be included in press advertising regional and national newspapers and magazines.
- Exposure to high net-worth individuals and clients from major corporate sponsors and partners.
- Opportunity to meet new buyers and collectors from all over the North West including Cheshire, the Wirral, Liverpool, North Wales and as far as Manchester.
- Invite to exclusive exhibitor party throughout the weekend to network with other artists.
- Full support from the whole CAF team before, during and after the Fair whether you need advice on pricing assistance with setting-up or taking down, we are on hand to make the experience as seamless as possible.
- Opportunity to explore the City of Chester and meet buyers looking for those special, personal Christmas gifts. We work closely with our restaurant and hotel partners to ensure additional costs are kept as low as possible.







“Chester Arts Fair was a really exciting event for me and so well placed in Chester. It was extremely well run, I enjoyed meeting other artists and the number of visitors coming through the door was really encouraging, so delighted to have sold many paintings at the Fair.”

- Angela Scott, CAF exhibitor



# Who is Chester Arts Fair for?

During the 7 years that Chester Arts Fair has been running it has become apparent that one of the highlights for visitors is the opportunity to talk directly with the artists to find out the history of the work they are buying, the artists' background and influences and to develop a relationship before making a purchase. For that reason, in 2016, Chester Arts Fair became a predominantly artist only Fair, giving professional and emerging artists the opportunity to meet new buyers and collectors from all over the North of England and Wales and keep 100% of the profits.

As well as inviting buyers and collectors to the Fair, throughout the weekend a number of gallery representatives from Chester, Liverpool and Manchester, as well as smaller galleries in the area visit to also meet exhibiting artists and make business connections.

Chester Arts Fair welcomes professional and emerging artists working in a variety of visual arts to apply including painting, photography, sculpture, glass, ceramics, textiles, illustration and drawing and digital prints. Once you have completed and submitted your application form, the organisers will view your work online and should you be successful you will be offered a space for 2018.



“The best exhibition I’ve been to in years. The range and variety of work is most impressive. I really liked the demonstrations and the opportunities to talk to the artists before we bought our pieces.” Visitor

## What's included in the cost of exhibiting?

Included in the total stand price:

- 2.5M high x 1M width white display boards.
- Hanging system including 2 chains and 8 S-Hooks per 1M board.
- Name plinth for stand.
- Website presence including artist profile, 5-6 images and links to website and social media.
- Inclusion in extensive PR & marketing campaign in the lead up to the Fair
- Allocation of preview evening and weekend tickets.
- Inclusion in CAF Fair Guide.
- Food & drink discount vouchers from hospitality partners.
- Exhibitor passes (x2)
- Use of complimentary wrapping service.
- Use of storage room to re-stock stand with more work.

## Insurance

Exhibitors are responsible for insuring all their own artwork, fixtures and fittings for the duration of the Fair. Exhibitors must also have public liability insurance of no less than £2 million.

## Applications

Artists wishing to exhibit at Chester Arts Fair 2019 should complete the application form available online. After submitting the form, you will be notified by email if you have been successful.

## Stand are sold in the following dimensions:

3M (1x2M panels)

4M (1x2x1 - individual U-Shape)

5M+ (As above with two 1M side panels)

Prices start at **£675.00 for 3M** and increase by £225.00 per metre.



## Terms & Conditions

### Chester Arts Fair

16-18 November 2019, Chester Racecourse

#### The Organiser:

The Organiser of Chester Arts Fair (CAF) is Black Mango Art, office; Suite C, 2nd 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 2018 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 without standing 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. The Organisers have the right to apply 100% cancellation charges.
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 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 Barbar Hedley [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 pricelist 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 Fairs 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 16th 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 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.

## **Staff Contact Details**

**Laura O'Hare** Fair Director and Head of Sales  
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