

Guidelines for participant applications

Potential participants can submit applications to take part in the VIENNAFAIR 2010 in five categories:

ESTABLISHED

Contemporary-minded art galleries in existence for more than five years, thus **founded before 2005**, are permitted to submit applications for this section. There are 50m², 75m², 100m² and 125m² available. All stands measure 7m front-edge to back-wall.

Price/m²: €159,-

YOUNG

Contemporary-minded art galleries not in existence for more than a maximum of five years, thus **founded in or after 2005**, are permitted to submit applications for this section. There are 25m² and 35m² available. The 25m² stands measure 3.5m front-edge to back-wall. The 35m² stands measure 7m front-to-back, as do the 'Established' stands.

Price/m²: €159,-

BRIDGE AREA

Art galleries with their headquarters in **Albania, Bosnia-Herzegovina, Bulgaria, Estonia, Georgia, Croatia, Latvia, Lithuania, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Czech Republic, Turkey, Ukraine or Hungary** are entitled to exhibit at the VIENNAFAIR 2010 at reduced prices. Stand size 25m². All stands measure 3.5m front-edge to back-wall.

Price/m²: €134,-

Erste Bank will again be subsidising the stands of a limited number of selected galleries. All 'Bridge' applications are automatically entered for the selection process.

ZONE1 – Section for individual presentations

ZONE1 offers an opportunity to showcase solo displays, particularly installations and extended displays. There is a limit to the number of projects in ZONE1. Applications will only be accepted to present the works of one single artist and this artist may be no older than 40 years of age.

Stand size: 20m²

Price per presentation: € 3,420,-

EDITIONS

Section for prints and multiples. The 'Editions' category only allows one-of-a-kind exhibits and photos for the purpose of rounding off the works on offer. The maximum proportion of such exhibits to the overall works on show in this section may not exceed 20%. Stand size: 20 m².

Price per presentation: € 2,740,-

All application forms and conditions for participation can be found at:

www.VIENNAFAIR.at/exhibitor. Closing date for submissions: **30th November 2009**

I. Essential basics

1. Goals

a) The VIENNAFAIR is an exhibition for trading and contact creation in internationally recognized modern art of the 20th and 21st centuries. The special task assigned to this international art exhibition is to provide a commercial platform for excellent, trans-regionally operating galleries fulfilling international standards of prestige and importance. Particular attention should be paid to the holistic and authentic presentation of the work of galleries, clarity of structure of the event as a whole and accordance with the respective themes set for the various sections of the fair. The REED MESSE WIEN GmbH (aka „REED“) will invite galleries, museum directors and collectors, in cooperation with the show advisory committee and the Exhibition director, whose participation they consider to benefit the goals of the VIENNAFAIR. Decisions as to which galleries are ultimately admitted and what they may exhibit, shall be the prerogative of an admission committee.

b) The VIENNAFAIR offers

- an overview of the international modern galleries
- contact care and intensification with collectors and museums and growth in the potential numbers of collectors of contemporary art of all ages
- an expansion of the domestic and foreign groups of people interested in art and, above all the introduction of young people to the art world
- special attention to the involvement of galleries from Central Europe in line with trade fair conceptual guidelines
- support for the establishment of a European centre for modern art in Vienna.

2. Organisers

The Exhibition director is responsible for the design and forming of the VIENNAFAIR, in cooperation with the exhibition advisory committee and REED. The fair is carried out by REED.

II. Customer acquisition

1. Application to participate

The handing over or distribution of application forms by Reed does not constitute an invitation to the VIENNAFAIR and shall not be considered a basis for claims to a right for admission. Applications received after the 30th November 2009 will not be considered.

2. Admission requirements

a) The VIENNAFAIR is only open to applicants dealing in art produced in the 20th and 21st century, and whose agendas (including the registered programme) comply with the stated quality requirements.

b) Galleries which are founded in the years 2005 to 2009, are admitted for the exhibition area "Young Galleries".

c) For "Bridge" only galleries will be admitted, which have their head office in Estonia, Latvia, Lithuania, Poland, Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Russia, Ukraine, Georgian Republic, Serbia and Montenegro, Bulgaria, Romania, Albania, Bosnia-Herzegovina or Turkey.

d) Galleries will only be admitted on production of suitable evidence to prove that the registered programme corresponds with the requirements and the goals of the VIENNAFAIR (point I.1.).

e) The following are necessary and valid requirements:

- Evidence of continuous activity as a gallery
 - for at least the last 2 years
 - in self-owned exhibition facilities
 - with regular opening hours at least 5 days a week
 - the public must have unlimited gallery access during the stated regular opening hours
- The applicants are obliged to be constantly involved in gallery activities on a full time basis
- Gallery activity must be confirmed by proof of
 - at least 4 exhibitions annually in the rooms of the gallery
 - original invitation cards to such public exhibitions
- Fulfilment of the admission and selection criteria must be backed up with
 - the registered programme in which the artist has to be described and commented on
 - the gallery schedule
 - a maximum of two exhibition catalogues per registered artist
 - a maximum of five pictures of recent works of the registered artist
 - an up-to-date biography with the relevant exhibition information about each artist

At the same time it is also necessary to prove that the € 133.30 admission fee (incl. 20% VAT and 1% contract fee) has been paid to the REED account with the proof of transfer accompanying the registration forms. On rejection of an application the admission fee remains the property of REED. On acceptance the admission fee is accredited to the applicant.

Application documents will not be returned.

f) Applicants who register for a joint stand with not more than one other gallery must individually meet all of the admission requirements. They may not make reference to the documents submitted by their partner gallery. Applications for a joint stand are treated separately for the purposes of the approval process. Each application can be approved or rejected separately. Minimum size of the joint stand is 75 sqm. At least one of the partner galleries has to have its head office abroad.