

MARCH 20-23 | 2025

VIP PREVIEW MARCH 20

PALM BEACH COUNTY CONVENTION CENTER

APPLICATION/CONTRACT PAGE 1 OF 2

## COMPANY INFORMATION

COMPANY LEGAL NAME

GALLERY NAME (AS IT SHOULD APPEAR IN ADVERTISING)

ADDRESS

CITY STATE

ZIP/POSTAL CODE COUNTRY

TELEPHONE SOCIAL HANDLE  
@

WEBSITE ADDRESS

CITY (AS IT SHOULD APPEAR IN ADVERTISING/SIGNAGE)

## BILLING INFORMATION

INVOICE CONTACT NAME

INVOICE EMAIL ADDRESS

INVOICE ADDRESS  SAME AS ABOVE

CITY STATE

ZIP/POSTAL CODE COUNTRY

## CONTACT INFORMATION

DIRECTOR NAME

DIRECTOR MOBILE PHONE

DIRECTOR EMAIL ADDRESS

ASSISTANT DIRECTOR NAME

EMAIL ADDRESS (TO RECEIVE FAIR INFORMATION)

OWNER NAME

OWNER EMAIL OWNER PHONE

We understand that by providing this information Informa Markets Art, LLC d/b/a Palm Beach Modern + Contemporary or Show Management will use my information for marketing the event.

This application/agreement (the "agreement") when signed electronically via acceptance of the website terms or when provided signed in its printed form by the applicant and then accepted via Informa Markets Art, LLC's formal approval letter becomes a binding agreement regarding participation in the contemporary art exhibition in West Palm Beach known as Palm Beach Modern + Contemporary ("the Exhibition").

Application and proper application fees and deposit should be returned to Informa Markets Art, LLC by January 20, 2025 at the address set forth on the signature page of this agreement. An application received after this date will not guarantee consideration by the selection committee or show management, or placement due to space availability. Palm Beach Modern + Contemporary is scheduled to take place March 20-23, 2025 in West Palm Beach, Florida.

### WE PROPOSE TO EXHIBIT:

Paintings  Prints  Video  Installations  Sculpture  Photography  
 Other (explain):

### STAND REQUEST:

Included in the stand cost: 12' (3.65 m.) high perimeter hard walls, one standard table with two chairs, booth signage, drayage, lighting as described below, and one image in the online catalog. There are mandatory additional fees for additional stand lighting, additional walls, additional signage, special construction, rigging, miscellaneous electrical services, shelving, sculpture pedestals, sculpture drayage and labor furnished for exhibitor supplied materials. Minimum stand size is 300 square feet (27.9 square meters). In addition to the booth fees, there is a mandatory cooperative advertising fee of \$1,600. A wireless internet fee of \$135 is mandatory for all exhibitors and will allow for the connection of up to three devices for the duration of the fair. Corner stands will have a surcharge of \$545 per corner.

### APPROXIMATE BOOTH DIMENSIONS AND PRICING:

Please indicate preferred booth size below: (All pricing is in US dollars)

<input type="checkbox"/> 300 sq. ft./27.9m <sup>2</sup>	Includes 9 lights	\$18,900	\$63.00 / sq ft
<input type="checkbox"/> 400 sq. ft./37.2m <sup>2</sup>	Includes 12 lights	\$25,200	\$63.00 / sq ft
<input type="checkbox"/> 500 sq. ft./46.4m <sup>2</sup>	Includes 15 lights	\$31,500	\$63.00 / sq ft
<input type="checkbox"/> 600 sq. ft./55.8m <sup>2</sup>	Includes 18 lights	\$37,800	\$63.00 / sq ft
<input type="checkbox"/> 700 sq. ft./65.1m <sup>2</sup>	Includes 21 lights	\$44,100	\$63.00 / sq ft
<input type="checkbox"/> 800 sq. ft./74.4m <sup>2</sup>	Includes 24 lights	\$50,400	\$63.00 / sq ft
<input type="checkbox"/> 900 sq. ft./83.7m <sup>2</sup>	Includes 27 lights	\$56,700	\$63.00 / sq ft
<input type="checkbox"/> 1000 sq. ft./93.0m <sup>2</sup>	Includes 30 lights	\$63,000	\$63.00 / sq ft
<input type="checkbox"/> 1100 sq. ft./102.3m <sup>2</sup>	Includes 33 lights	\$69,300	\$63.00 / sq ft
<input type="checkbox"/> 1200 sq. ft./111.6m <sup>2</sup>	Includes 36 lights	\$75,600	\$63.00 / sq ft

Stand size indicated on this application is an approximation. Final booth size may vary depending on booth design and available exhibition floor space. Final booth size will be charged using a pro-rated square footage rate determined by the booth size (see pricing table above).

Show Management strictly prohibits the installation of video or NFT artwork on the outside aisle walls of any participating gallery. Show Management requires that galleries, who are showing small objects on pedestals that can be easily removed by hand, order a closet for safe storage during non-show hours. It is strictly prohibited to store any artwork / packing materials behind the walls of the exhibition stand. All artwork in storage must be elevated off the floor at all times.

**COMMENTS:**

**BOOTH PLACEMENT:**

Informa Markets Art, LLC does not guarantee requested booth placements and/or specific fair configuration. Informa Markets Art, LLC reserves the right to make changes in booth assignments and/or fair configuration at any time. All booth placements and fair design are at the sole discretion of Informa Markets Art, LLC.

**COLLABORATIVE MARKETING**

I agree to take part in the collaborative marketing efforts of the fair as defined in the exhibitor manual.

**INTELLECTUAL PROPERTY**

Exhibitor grants Informa Markets Art, LLC all rights necessary to: (i) reproduce, display, distribute, or otherwise use the materials provided or made available to Informa Markets Art, LLC, in connection with the show (including, without limitation, for the promotion of the show) and (ii) license, sublicense or otherwise authorize third parties to do any of the foregoing. Exhibitor represents that any materials provided or made available to Informa Markets Art, LLC are either exhibitor's own original work or that exhibitor has gained copyright or other applicable consent, license or permission from any relevant third party, in each case such that exhibitor has the right to make such materials available to Informa Markets, LLC for the foregoing purposes and for any other purpose set forth in the Terms and Conditions.

**PROPOSED EXHIBITION:**

**INITIAL**

(submit by EMAIL only to [applications@artpbfair.com](mailto:applications@artpbfair.com))

We require a single pdf file of max. 5MB in size for all information required below:

1. List of the artists you plan to exhibit at the fair.
2. No more than a total of 10 JPEG images (embedded within pdf) of the artists you propose to exhibit, along with a brief biographical information and image details for the artists.
3. List of your gallery's fair participation history over the last three years.
4. Include in Subject of Email: PALM BEACH MODERN+CONTEMP-[GALLERY NAME]-Proposed Exhibition Materials

**+ CLICK HERE TO SUBMIT PROPOSED EXHIBITION MATERIALS**

**DEPOSIT REQUIREMENTS:**

Please remit a deposit of \$500 USD per 100 square feet (9.3 square meters) and non-refundable application fee of \$265 USD with the application. No application will be processed without the required deposit amount. Deposits are non-refundable unless Informa Markets Art, LLC declines the application. US checks should be made payable to Informa Markets Art, LLC. No foreign checks will be accepted.

**Wire Transfers:**

Please call +1 (305) 517-3349 for wire transfer details.

**Credit Card Payment:**

All fees set forth in this application reflect a 3% discount for payments made via cash, checks or bank wire transfers. Payments made using credit cards are not entitled to the cash, check and bank wire transfer discount and the applicable fees will be recalculated accordingly.

To pay deposit via credit card please visit:

<https://payments.informalexhibitions.com>

We accept MasterCard, Visa and American Express.

**APPLICATION AGREEMENT:**

1. This Exhibitor Application and Contract (this "Agreement"), completed in its entirety and accompanied by the requested information and materials, constitutes an application for exhibit space in Palm Beach Modern+Contemporary. It is subject to review and approval by Informa Markets Art, LLC. All applications will be accepted or declined at the sole discretion of Informa Markets Art, LLC.

2. Accepted applications will be approved via Informa Markets Art, LLC's formal approval letter after the selection process and dated by Informa Markets Art, LLC to become a binding contract. Applications that are not accepted will be refunded the full deposit less the application fee of \$265.

3. All exhibitors agree to be bound unconditionally by the Informa Markets Art, LLC Terms and Conditions, [available via this link](#).

4. If accepted, the balance of the booth cost shall be paid by Exhibitor in accordance with the assigned payment schedule of 50% due upon invoice date but no later than by February 3, 2025 and the remaining balance by March 3, 2025. In the event Exhibitor fails to make such payments on schedule, Informa Markets Art, LLC reserves the right to reassign Exhibitor's booth location and/or offer said booth location to other Exhibitors. Exhibitor shall remain fully responsible and liable for any and all obligations as set forth in this Agreement.

5. This Agreement between the above named exhibitor (herein called "Exhibitor") and Informa Markets Art, LLC (herein called "Art Miami"), along with the Exhibitor Service Manual and the [Terms and Conditions](#) govern the terms and conditions of the parties' relationship.

**I HAVE READ THIS AGREEMENT IN ITS ENTIRETY**, including the [Terms and Conditions](#), and agree to be bound by the Terms and Conditions herein.

Enclosed is our deposit of \$ \_\_\_\_\_ for \_\_\_\_\_ square feet/m2 to be applied toward the booth fees.

**AUTHORIZED SIGNATURE**

**DATE**

The authorized signature acknowledges full agreement with the attached Conditions of Participation, and that he/she has carefully read the Conditions of Participation and fully understands its meaning.

**Application Deadline: JANUARY 20, 2025**

**PLEASE COMPLETE, SIGN, AND DATE APPLICATION & RETURN TO:**

Informa  
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Fort Lauderdale, FL 33316  
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