



DISCOVER
UNTOUCHED
MARKETS
OF IRANIAN ARTS & ARTISTS



23-26
NOVEMBER
2017

APPLICATION FORM

APPLICATION INFORMATION

Applying to Tehran Art Fair

ABOUT THE SHOW

The advent of art fairs around the 1950s revolutionized the art world. Art fairs forever changed the way we see and perceive art of artists around the world. In the recent decade we have witnessed a rapid expansion in the number and quality of art fairs. Nowadays, art fairs have become a familiar event for residents of many big cities and capitals around the world. As art fairs expand and influence the art world more, so do more visitors develop the habit of visiting these fairs just as an annual ritual. But, the upcoming Tehran Art Fair being a unique art event, will break such a habit and instead introduce visitors to a unique experience like they never had before. It will be held in a country with ancient origins and a rich culture that still looks very enchanting and mystical to the eyes of a foreigner. Tehran Art promises to open the gates to a whole new and different world of untouched beauties; the reason why we dare to say that Next, we will be the first.

The Tehran Art Fair will take place in Tehran, at the permanent international exhibition site of Post, Telegraph and Telephone, Tehran from the 23rd to the 26th of November, 2017.

The show will feature several sections including modern and contemporary art galleries, emergent artists section, video art section, seminars, talks, art workshops and various art projects.

GENERAL BOOTHS & THEIR APPLICATION FEE

The General Exhibition Booths will comprise the main fair section and will feature presentations of galleries active in the field of both modern and contemporary art. Tehran Art places a strong focus

on regional artists and galleries. The fee is 250 U.S dollars per application.

SELECTION & ADMISSION

Tehran Art endeavors to achieve a high standard of quality with regards to the artworks presented in the fair. With this goal in mind, Tehran Art is being professionally advised on the selection of exhibition/curatorial proposals by art advisors who are the experts in the industry in Iran; and this include leading curators and artists.

Admission decisions take into consideration the following criteria:

- The exhibition/curatorial proposal (strength, quality, dynamism and demonstration of the applicant's commitment to realizing the exhibition or project on a professional level);
- The quality of the gallery's overall programme;
- The gallery's record of collaboration with the artists represented, especially those proposed for Tehran Art;
- The gallery's past presentations and activities in various exhibitions including international art fairs;
- Limited availability of booths and competition for participation and,
- That the contents of the art works and projects comply with Islamic rules and the ethical guidelines of the Islamic Republic of Iran.

Where necessary, Tehran Art and/or its art advisors will contact applicants for more details or clarity on the exhibition/curatorial proposal, with the intention of making fully informed assessments on selections. Moreover, with the objective of collaborating with applicants towards optimizing their participation experience and enhancing visitor impressions at the fair, applicants may receive constructive feedback from Tehran Art and its art advisors on the exhibition/project content proposed.

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APPLICATION INFORMATION

CORRESPONDENCE ADDRESS:

Gallery/Dealer name: _____

Name of gallery director: _____

Gallery active since: __ / __ __ __ (mm/yyyy)

Address: _____

Postal/Zip code: _____ City: _____ Province: _____ Country _____

Website: _____ phone: _____

E-mail: _____

BRANCH GALLERIES:

Gallery present in other countries? Yes No

If yes, please state here:

City: _____ Country: _____

City: _____ Country: _____

CONTACT PERSON / STAND RESPONSIBLE FOR:

First name: _____ Designation: _____

Mobile: _____ Phone: _____

E-mail: _____

IMPORTANT DATES

22 Nov 2017	4pm - 8pm	VIP Opening
23 Nov 2017	2pm - 8pm	Vernissage
24 Nov 2017	10am - 20pm	Public View
25 Nov 2017	10am - 20pm	Public View
26 Nov 2017	10am - 20pm	Public View

APPROXIMATE BOOTH DIMENSIONS AND PRICING

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

160 sq. ft./15 m ²	Includes 6 lights	<input type="checkbox"/> Class A	\$270.00 / sqm	\$4,050.00
		<input type="checkbox"/> Class B	\$300.00 / sqm	\$4,500.00
		<input type="checkbox"/> Class C	\$330.00 / sqm	\$4,950.00
270 sq. ft./25 m ²	Includes 9 lights	<input type="checkbox"/> Class A	\$270.00 / sqm	\$6,750.00
		<input type="checkbox"/> Class B	\$300.00 / sqm	\$7,500.00
		<input type="checkbox"/> Class C	\$330.00 / sqm	\$8,250.00
320 sq. ft./30 m ²	Includes 12 lights	<input type="checkbox"/> Class A	\$270.00 / sqm	\$8,100.00
		<input type="checkbox"/> Class B	\$300.00 / sqm	\$9,000.00
		<input type="checkbox"/> Class C	\$330.00 / sqm	\$9,900.00
430 sq. ft./40 m ²	Includes 17 lights	<input type="checkbox"/> Class A	\$270.00 / sqm	\$10,800.00
		<input type="checkbox"/> Class B	\$300.00 / sqm	\$12,000.00
		<input type="checkbox"/> Class C	\$330.00 / sqm	\$13,200.00
480 sq. ft./45 m ²	Includes 22 lights	<input type="checkbox"/> Class A	\$270.00 / sqm	\$12,150.00
		<input type="checkbox"/> Class B	\$300.00 / sqm	\$13,500.00
		<input type="checkbox"/> Class C	\$330.00 / sqm	\$14,850.00
650 sq. ft./60 m ²	Includes 30 lights	<input type="checkbox"/> Class A	\$270.00 / sqm	\$16,200.00
		<input type="checkbox"/> Class B	\$300.00 / sqm	\$18,000.00
		<input type="checkbox"/> Class C	\$330.00 / sqm	\$19,800.00

PARTICIPATION PACKAGE

Each general booth is entitled to:

- Three perimeter walls in white finish, 3.5m high
- White wall-wash lights mounted on light trusses
- One electrical power socket for general use
- One name board
- Listing on website, foldout fair map/programme and relevant collaterals
- Worldwide and regional marketing and public relations undertaken by Tehran Art
- VIP passes
- Vernissage invitations
- Complimentary admission tickets
- Exhibitor passes

PAYMENT SCHEDULE

Summary:

EARLY BIRD	30 May 2017	Deadline for posting of application form
	20 June 2017	Application result for approval & preparation of invoice
	05 July 2017	Payment deadline for booth down payment
	01 Aug 2017	Remaining invoice
STANDARD	01 Sep 2017	Deadline for posting of application form
	15 Sep 2017	Application result for approval & preparation of invoice
	25 Sep 2017	Payment deadline for booth down payment
	15 Oct 2017	Remaining invoice

DESCRIPTION OF PAYMENT TYPES:

EARLY BIRD

For complete applications received on or before 30 May 2017 and notified of acceptance on 20 June 2017.

The price advantage is valid only if the successful applicant, upon acceptance of the application and exhibition proposal, meets the payment schedule specified above.

05 July 2017	Down payment (25% of booth price)
01 Aug 2017	Balance (25% of booth price)

Otherwise, the Standard Rate will apply and the Exhibitor will be billed accordingly.

STANDARD

For complete applications received between 30 May 2017 and 01 Sep 2017 and notified of acceptance on 15 Sep 2017.

REQUIRED DOCUMENTS CHECKLIST

Please check the required documents upon preparation.

- Brief description of the booth project at Tehran Art 2017
- A sketch of the stand for Tehran Art 2017 (regular stand: U-shape with a depth of 5 m)
- Brief description per exhibiting artist (max 150 words/artist)

- Maximum 5 visuals of works by the exhibiting artist(s) illustrating the project, works to be shown or recent work
- List of art works and projects proposed for the fair and a brief description for each work.
- Images* of works proposed for the fair
(*All images should be in JPEG format and at least 300 dpi in resolution. They must be labelled with complete captions including artist name, title, medium, dimension, and year and gallery credits).

SUBMISSION OF DOCUMENTS AND APPLICATION FEE

The selection of the applications will be based on the information in this form and on the documentation, sent as ONE PDF DOCUMENT (max 10 MB) to application@tehranartfair.com
Documentation sent by post will not be considered.

INFORMATION REQUIRED ON THE WEBSITE

The Selection Committee will visit your website. If the information underneath is not mentioned or updated on your website, please add it to your pdf document:

- Brief description of the gallery
- A CV of every artist you wish to show at Tehran Art 2017
- Installation view at the gallery (the committee is interested in the way you present your shows)
- Installation view of your stand from previous fair participations

With my/our signature, I/we acknowledge the acceptance of the terms set out in this Application Form and the attached Terms and Conditions.

Name: _____ Signature: _____

TERMS & CONDITIONS

Article 1: Definitions

- **Show:** Is the Tehran Art which is an annually and internationally held art fair, produced and managed by Tehran Art Fair.
- **Organizer:** Is Tehran Art Fair, the producer and manager of the Show.
- **Venue:** Is the place that the Show is being held on 2017. The Show is held in Halls ... of The Post, Telegraph and Telephone Museum.
- **Venue Owner:** Is The Ministry of Information and Communication Technology the governmental body which manages the Venue.
- **Exhibitor:** Is the applicant that is accepted by the Organizer as a registered exhibitor.
- **Application Form:** The present application form with all of its contents including this Terms and Conditions. This for is the only official means of applying for the Show.
- **Exhibits:** Art works and projects which are proposed by the Exhibitor in his Application Form and are accepted by the Organizer.

Subject to this Terms and Conditions, any interested gallery or dealer may apply to participate in the Show. Only on the Organizer's acceptance of an application is the applicant thereafter becomes Exhibitor, entering into a contract with the Organizer and agreeing to participate and abide by all the Organizer's Terms & Conditions by signing all of the relevant forms.

Article 2: Consent of personal data collection

1. To administer and/or manage interests in the Show, the Organizer, including his employees, affiliates, agents or related corporations, will necessarily need to collect, use, disclose and/or process certain personal data or personal information about the Applicant and/or the Exhibitor. Such personal data will be collected, used, disclosed and/or processed by the Organizer for the Purposes of:
 - a) Processing, administering and/or managing the Applicant's and/or the Exhibitor's interest in the Show, products, services and future events, as well as future launches and promotions of the Organizer;
 - b) Contacting the Applicant and/or the Exhibitor on matters relating to the Applicant's and/or the Exhibitor's interests in the Show, products, services and future events, as well as future launches and promotions of the Organizer;
 - c) Processing the Exhibitor's payment in relation to the Show, including without limitation the processing of the Applicant's personal data by the Organizer as well as its associated banks and legal advisors;
 - d) Inviting the Applicant and/or the Exhibitor to attend any corporate, arts and/or similar events;
 - e) Complying with all applicable laws, regulations and guidelines;
 - f) carrying out due diligence or other screening activities (including background and verification checks) in accordance with legal or regulatory obligations or risk management procedures that may be required by law or that may have been put in place by the Organizer;

- g) Carrying out the Applicant's and/or the Exhibitor's instructions or responding to any enquiries made by the Applicant and/or the Exhibitor;
 - h) processing and sending to the Applicant and/or the Exhibitor marketing, advertising and promotional information on products, future events, launches and promotions of the Organizer via postal mail, courier and/or electronic mail; (collectively, the "Purposes").
2. The Applicant and/or the Exhibitor also hereby acknowledges that the Organizer may/will also be collecting from sources other than the Applicant and/or the Exhibitor, personal data about the Applicant and/or the Exhibitor, for one or more of the above Purposes, and thereafter using, disclosing and/or processing such personal data for one or more of the Purposes.
 3. Such personal data of the Applicant and/or the Exhibitor will/may be disclosed by the Organizer to third party service providers or agents (whether in Singapore or elsewhere in the world where such service providers are sited) for one or more of the above Purposes, as such third party service providers or agents, if engaged by the Organizer, would be processing the Applicant's and/or the Exhibitor's personal data for the Organizer, for one or more of the Purposes.
 4. If the Applicant and/or the Exhibitor has any questions relating to the Organizer's collection, use and disclosure of the Applicant's and/or the Exhibitor's personal data, the Applicant and/or the Exhibitor may contact the Organizer's or such other person as the Organizer may designate, from time to time, whether by informing the Applicant and/or the Exhibitor through any letter, circular, notice, email or on the Organizer's website at www.tehranartfair.com.
 5. For the avoidance of doubt, in the event that Islamic Republic of Iran personal data protection law permits an organization such as the Organizer to collect, use or disclose the Applicant's and/or the Exhibitor's personal data without the Applicant's and/or the Exhibitor's consent, such permission granted by the law shall continue to apply.

Article 3: Conditions for application

3.1. Main Exhibitor

A gallery or dealer wishing to participate in the Show must submit to the Organizer the Application Form with complete supporting material by the stipulated deadline. The Application Form must be completed carefully and must include a legally binding signature by an authorized signatory. Incomplete or unsigned Application Forms will not be considered.

By submitting an Application Form, the applicant expresses his serious intention and commitment to participating in the Show. The Application Form and supporting materials, once submitted, remain the property of the Organizer and will not be returned. In case of withdrawal of the application by the Exhibitor or rejection of the application by the Organizer, the application fee will be returned to the exhibitor.

Once submitted, modifications to the Application Form are not permissible and will not be considered effective unless the Organizer agrees to the modifications in writing.

The Applicant/Exhibitor has to inform the Organizer of any changes of his address, contact details, business particulars or similar data within fourteen (14) days of such change(s). The number of exhibition spaces and the number of Exhibitors are

limited. An application does not constitute an automatic right of admission to the Show.

The Organizer will not entertain requests as a pre-condition for participation, such as the exclusion of competitors from the Show or a request for a specific booth location.

3.2. Co-Exhibitor

3.3. Change of the Venue

The Venue may be subject to change by the Organizer without prior notices. The Organizer will notice Applicants and exhibitors in writing of such changes only after they have been finalized.

Article 4: Rejection or acceptance of applicants

The Organizer will, in writing, inform all applicants of his final decision concerning each application.

In the case of successful applicants, the Organizer will state his acceptance of the Exhibitor and the Exhibits.

In the case of unsuccessful applicants, requests for reconsideration, followed by reasonable grounds, within one week of receipt of application outcome can be sent to the Organizer. The Organizer will review the request and will accept or reject them at his discretion. The outcome of such appeal review must be deemed final by applicants and the Organizer will not consider any further requests or appeals for reconsiderations. The Organizer is not obliged to state the grounds for his decisions at any point of the application review process.

Article 5: Conditions for admission

5.1. General

The Organizer has the sole and final discretion to decide on the admission of galleries, dealers, artists and exhibits to the Show and, where applicable, to certain exhibition sections of the Show. The Organizer will inform the Exhibitor in writing of his decision for which he is not obliged to give reasons.

The Organizer shall have the right to revoke and refuse admission already granted to the Show on one or more of the following grounds:

- If the Exhibitor has not fulfilled his financial obligations towards the Organizer according to the payment schedule stipulated. In such case the Organizer reserves the right to cancel with immediate effect the agreement concluded and re allocate the Exhibitor's booth to other applicants.
- if it should transpire that admission was granted based on false information provided by the Exhibitor or if the Exhibitor has falsely declared meeting the/any preconditions for admission;
- If the Exhibitor is no longer able to fulfill specific existent preconditions for admission;
- If the Exhibitor's conduct at a previous Show has given reason for justified complaints by visitors or other Exhibitors

The Organizer shall have the right to review the admission conditions and allow exceptions in justified cases.

5.2. Selection criteria of the admitted exhibits and permitted changes

The primary criterion for the admission of Exhibits is the quality of the proposed art works or projects for the Show (or specific exhibition sections of the Show, if applicable) Also all of the proposed art works or the projects must comply with Islamic laws and ethical guidelines of the Islamic Republic of Iran.

The Exhibitor is not permitted to display Exhibits not approved by the Organizer at any time during the Show.

The Organizer reserves the right to remove some or all of the exhibited art works that don't have admission criteria stated in the first paragraph, temporary or permanently from the Show and store them in a safe place until the end of the Show. Art works or projects that have been mistakenly removed by the Organizer, can be re installed on their previous location. Exhibitor is not entitled for any compensations regarding such removal or re installation of his art works and projects.

5.3. Supporting information for admitted exhibits

The Exhibits intended for exhibition must be listed in the supporting material accompanying the Application Form and the Organizer shall have the right to obtain detailed information on the individual Exhibits the Exhibitor intends to present. Only those Exhibits approved by the Organizer in writing may be exhibited.

Any later changes of the proposed Exhibits before the Show's opening must be communicated to the Organizer at least three (3) weeks before the Show's opening. Such changes shall not be effective unless approved by the Organizer in writing. The Organizer is entitled to remove, at the Exhibitor's expense, Exhibits which were not approved or which restrict access in the area surrounding the said Exhibit.

It is the Exhibitor's responsibility to supply accurate specifications, such as measurements, weights and other technical information (e.g. electrical wiring, media properties, etc.) in respect of the Exhibits and their display. The Exhibitor shall be solely responsible for any consequences resulting from inaccurate information concerning an Exhibit's specifications and liable for any resulting ancillary costs, in particular those incurred by the Organizer and/or the Venue Owner.

Article 6: Booth allocation and usage

6.1. Allocated booth location and area

Once admitted to the Show and all other admission requirements having been fulfilled by the Exhibitor, the Organizer shall inform the Exhibitor of the allocated booth area and booth location in the form of, respectively, a booth grid drawing and a positioning plan. The positioning plan is produced by the Organizer taking into consideration the relevance of the approved Exhibits in relation to the overall exhibition design and concept of the Show.

Due to technical reasons, the booth's actual dimensions, within a reasonable extent, may deviate from the dimensions indicated in the booth diagram. Such reasonable deviations do not entitle the Exhibitor to a reduction of the booth price nor give him a right to reduce or withhold any payments due to the Organizer.

The Organizer is entitled to deviate, to a reasonable extent, from the booth dimensions or to alter the configuration or location of the booth if necessary, in particular for reasons pertaining to the overall concept and impression of the Show or due to technical constraints.

The Organizer is not liable to the Exhibitor for any consequences arising from the location of the allocated booth.

6.2. Request for relocation of the confirmed booth area by the Exhibitor

Exhibitor's request regarding a specific booth relocation will be considered by the Organizer only if such relocation takes place in the same exhibition section as the primary location. The Exhibitor

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shall send such request in writing within ten (10) days of receipt of the booth grid drawing/positioning plan, otherwise the booth allocation will be considered final. The Organizer makes every effort to meet justified requests for changing the booth allocation. A final decision on objections to the booth allocation will be made by the Organizer within two (2) weeks of receipt of the objection. The exhibition section of Exhibitor's booth will be allocated by the Organizer at his discretion and Exhibitor's request regarding a specific exhibition section will not be entertained.

6.3. Request for Reduction of the confirmed booth area by the Exhibitor

If an Exhibitor requests to reduce his allocated booth area less than three (3) months before the Show, he continues to be liable for the full price of the originally allocated booth size and any additional ancillary costs incurred by the Organizer as a consequence of the request. If the Organizer succeeds in re-letting the excess booth area to another exhibitor, the Exhibitor who requested the reduction of his allocated booth area is liable to compensate the Organizer amounting to twenty five percent (25%) of the cost of the initial booth area, payable to the Organizer latest by the date of the Show's Private Preview, as defined in the Exhibitor Manual.

6.4. Booth subletting or transfer

Subletting of a booth or allowing third parties to use the booth or any part thereof, or assigning the booth or part thereof to third parties in any other way at any point before or during the show is strictly prohibited and forfeits the Exhibitor and/or cancels his Contract and also will lead to the Exhibitor's immediate exclusion from the Show. The Organizer reserves the right to remove, confiscate and destroy any Exhibits or belongings of such third parties. All of the mentioned acts by the Organizer will not oblige him to pay for any compensations to the Exhibitor and/or the related third parties.

Article 7: Payment conditions

7.1. General

Booth prices are stated in the Application Form. The prices for any additional services are listed in the Exhibitor Manual, which will be dispatched following the Exhibitor's admission. The Organizer reserves the right to lay down special terms of payment for individual Exhibitors.

7.2. Payment schedule

All payments must be made according to the payment schedule specified in the Application form and include the invoice number and client reference information. Special payment terms for applications received at short notice may apply.

7.3. Early Bird Discount

The reduced price for early bookings ("Early Bird Discount") is valid only if the Exhibitor has both met the application deadline including the submission requirements as specified in the Application form and paid by the specified deadlines. The Standard Rate will apply in case of late payment(s) and the Exhibitor will be billed accordingly.

7.4. Final invoice

If applicable, the Exhibitor will receive the final invoice for any additional services provided before the Show's official opening.

This final invoice is due the date as specified in the Application form. Any objections to the final invoice must be submitted to the Organizer in writing within two (2) days of the invoice's receipt otherwise the said invoice will be considered as final.

7.5. Late payment and debts

If funds due to the Organizer are not received by the deadlines specified in the Application form or as agreed otherwise, the Organizer reserves the right to cancel with immediate effect the agreement concluded, and re-let the Exhibitor's booth to the other applicants. In this case, the defaulting Exhibitor is liable to pay administrative costs amounting to 25% of the original total sum due to the Organizer, less any payments received, within fourteen (14) days of the respective invoice's receipt.

The Organizer must have received all payments due - or a legally valid proof of payments made - before the Exhibitor receives his Exhibitor Pass as stipulated in the Exhibitor Manual. Failure to do so will entitle the Organizer to, at its discretion, refuse the Exhibitor access to the Venue and/or clear the Exhibitor's booth immediately, at the Exhibitor's expense.

The Exhibitor hereby agrees to pledge to the Organizer all of the Exhibitor's Exhibits towards the satisfaction of any debt owing to the Organizer. Also by granting an irrevocable power of attorney to the Organizer, In the event that the Organizer does not receive all payments due by the Exhibitor before the Exhibitor sets up any Exhibit in the Venue, the Exhibitor hereby agrees that the Organizer shall have the right to retain possession of the pledged Exhibits, as well as the right to sell the pledged Exhibits and apply the proceeds of sale in satisfaction of all debts owing to the Organizer. The Organizer shall refund any surplus proceeds of such sales to the Exhibitor within fourteen (14) days of such sales. The Exhibitor shall bear all costs in relation to this action, including but not limited to the storage, transportation and appraisal of such Exhibits, as well as any legal expenses incurred.

Article 8: Renunciation or failure of participation on the part of the Exhibitor

If an Exhibitor cancels participation in the Show after receiving confirmation of participation, the Exhibitor is liable for 20% of the invoiced price of the booth as well as for any ancillary costs incurred by the Organizer.

If an Exhibitor cancels participation or fails to participate in the Show after receiving confirmation of the booth area and location ("Withdrawal"), the Exhibitor is liable for the full price of the booth as well as for any ancillary costs incurred by the Organizer.

If the Organizer succeeds in re-letting said booth to another Exhibitor thirty (30) days before the Show's Private Preview, as defined in the Exhibitor Manual, without financial loss, the withdrawing Exhibitor must pay compensation amounting to 25% of the original booth costs within fourteen (14) days of the invoice's receipt.

If said booth can be re-let to another Exhibitor only in part, the withdrawing Exhibitor is liable for the cost of the booth area that has not been re-let.

If the withdrawal occurs thirty (30) days or less before the Show's Private Preview, as defined in the Exhibitor Manual, the withdrawing Exhibitor is liable for the full price of the booth and any ancillary costs incurred, regardless of whether the booth can be re-let, either fully or in part, to another Exhibitor.

The Organizer reserves the right to dispose of booths that have not been occupied by the Exhibitor 24 hours or less before the Show's Private Preview. In this case, the Exhibitor loses his right

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to participate in the Show. Such Exhibitor is, however, still liable for the full price of the booth and any ancillary costs incurred. Furthermore, the Organizer reserves the right to charge other costs arising from the non-occupancy of the booth.

Article 9: Updating media platforms

Each Exhibitor, including Co-Exhibitors, must furnish and where required enter the required data in all media platforms of the Show, printed and/or digital (e.g. website, catalogue, online platform, etc.). The Organizer shall not be liable for any incorrect, incomplete or missing entries.

Article 10: Additional services

Additional services offered by the Organizer, including but not limited to booth equipment and technical interfaces, booth security, internet and catering, and other similar services must be ordered via specific forms provided in the Exhibitor Manual and the relevant costs must be paid within due dated stated in those forms.

Article 11: Exhibitor and Contractor Passes and access rules

11.1. Exhibitor Passes

The Exhibitor will receive a limited number of Exhibitor Passes valid for the duration of the Show (inclusive of the Exhibitor move-in and move-out period), for use by himself and his employees staffing their booths. These Exhibitor Passes allow free entry to the Show during the exhibition period.

11.2. Contractor Passes

The Exhibitor will receive Contractor Passes for any auxiliary contractors employed during the Exhibitor move-in and move-out periods. The Contractor Passes are only valid during the move-in and move-out periods and do not allow the holder to enter the Venue or the Show during the exhibition period.

Exhibitors' appointed and registered contractors must observe all rules and regulations set by the Organizer, the Official Show Builder and the Venue Owner while working at the Venue. The Exhibitor must ensure that all of his contractors and their employees are properly insured against workplace accident. The Exhibitor is the sole responsible for any damages and injuries that may be sustained in the event of such accidents to the contractors and/or properties. The Exhibitor is also responsible for any claims and compensations raised from such accidents. The Organizer does not hold any responsibilities regarding such accidents and their consequences. Foreign contractors must produce the necessary work permits and documents when required.

11.3. Infringement

All Exhibitor Passes and Contractor Passes are personal and non-transferable. Pass holders are not permitted to allow any non-accredited persons to enter the Show. In case of infringement, the Organizer reserves the right to cancel the Passes.

Article 12: Legal regulations and technical guidelines

It is the responsibility of the Exhibitor to obtain any official license or approval required and to ensure compliance with all regulations and other legal requirements in force in respect of his Exhibits. Exhibitors must follow the Show's technical guidelines, in particular those pertaining to booth construction and design as well as fire, insurance and safety regulations.

Article 13: Venue Owner rights

During the Show as well as during the Exhibitors' move-in and move-out periods the Exhibitor shall be subject to any by-laws, rules, regulations, terms and conditions of the Venue Owner. The Exhibitor must comply with all instructions given by the Venue Owner.

Article 14: General regulations and deadlines

14.1. Deadlines

All important schedules and deadlines are specified in the Exhibitor Manual and were explicitly agreed by the Organizer and the Exhibitor. Exhibitors are required to observe the deadlines set by the Organizer and make the necessary submissions and payments as specified to avoid late fees and charges where applicable.

14.2. Move-out period

Booths must not be vacated before the end of the Show. Removal of Exhibits and other items belonging to or in the possession of the Exhibitor must be completed by the end of the allotted move-out period. On expiry of this period the Organizer reserves the right to dismantle, remove and store Exhibits or any items belonging to the Exhibitor at the Exhibitor's expense. In such cases the Organizer will only be liable for losses of or damages to Exhibits if such losses or damages are due to deliberate action or gross negligence by the Organizer or his agents; except those circumstances, the Organizer does not hold any responsibility regarding any loss and damages resulted from mishandling of art works and booth equipment.

Article 15: Booth construction and design

All booths including those designed by the Exhibitor, will be constructed by the Official Show Builder appointed by the Organizer and must comply with regulations governing the overall design of the Show as well as fire and safety requirements. The Show regulations and other fire and safety regulations are published in the Exhibitor Manual. The Organizer reserves the right to prohibit construction of unsuitable or inadequately designed booths.

The Organizer must be informed of deviations to the standard booth design, if so desired by the Exhibitor. Such deviations (e.g. closed ceilings, changes in wall height, floor coverings, etc.) must be clearly indicated on the Exhibitor's booth grid drawing. The Organizer reserves the right to prohibit the requested deviations at his own discretion.

Article 16: Acceptance of booth condition

The Exhibitor has, at the time of moving in, the responsibility to verify the condition of his booth and to report any defect immediately to the Organizer. If the Exhibitor does not report any such defect to the Organizer, before the end of move-in period, the Exhibitor shall be deemed to have accepted the booth in the state it was found at the time of moving in.

Article 17: Booth operation

The Exhibitor must ensure that his booth is in operation throughout the Show's opening hours, without any interruption. The booth must be correctly equipped and staffed by the Exhibitors and/or his employees.

Exhibits must be presented only within the booth area, unless otherwise authorized by the Organizer in writing and their display outside of the booth area may be subject to additional

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costs. Light installations (e.g. neon, LED displays, etc.) may not be displayed on external walls of the booth, if applicable. The Exhibitor must inform the Organizer in advance of any high voltage light installations for advance clearance of display. Audiovisual works must be presented with a reasonably subdued volume at all times.

Posters or any other similar forms of advertising material are not permitted unless otherwise authorized by the Organizer in writing. Any form of display, objects or performance that could cause disturbance to neighboring Exhibitors or visitors are prohibited. Displays, objects or performances must not impede visitor traffic in the aisles. Any performances conducted in the booth must not cause disturbance to neighboring Exhibitors or visitors either visually, acoustically or spatially and must be approved in advance by the Organizer in writing.

Article 18: Authenticity and quality of exhibits

Exhibitors must guarantee the authenticity and legal provenance of their Exhibits presented at the Show. An Exhibit must not constitute an infringement of Intellectual Property Rights of third parties. Exhibitors must meet the quality standard defined by the Organizer throughout the Show duration.

Article 19: Change of exhibit displays

Exhibitors are required to take care so as not to cause disruptions and disturbance to the neighboring booths during any change of Exhibits. Exhibitors are permitted to change the Exhibits only before or after the Show's opening hours.

Article 20: Customs, Tax

Exhibits, including hand-carried Exhibits entering Singapore, must be appropriately cleared by Customs and any other relevant government authority. The Organizer makes every effort to ease the custom clearance as well as shipping out of the Exhibitors' art works but cannot accept any responsibilities regarding those matters. Additional information is available in the Exhibitor Manual.

Article 21: Insurance

Exhibitors must maintain adequate insurance cover in respect of all Exhibits and belongings at all times, especially during transport to and from the Venue and during the Show. Exhibitors are strongly advised to take out an all-risks insurance cover. Cover must also include booth installations against fire and similar hazards as well as third party liability. Exhibitor must also insure his contractors and employees against third party liabilities.

Article 22: Security

The Organizer will provide general security at the Venue. Additional security arrangements for an Exhibitor's booth are the responsibility of the individual Exhibitor. An Exhibitor may request, through the Organizer and at additional charges, for private security staff for his booth, subject to written agreement. The Exhibitor is encouraged to operate, at their cost, a private CCTV system for his booth during the Show. The Organizer cannot be held liable for any loss, theft or damage except in the case of security services offered by the Organizer.

Article 23: Technical installations

Electricity, telephone, fax, internet or other services at the Venue will be offered by third parties authorized by the Organizer. Additional charges may apply for such services.

Article 24: Cleaning up

General cleaning of the aisles and booths of the Venue will be provided. The Exhibitor is responsible for the tidiness of his booth and any cleaning works must be completed each day prior to or after the opening of the Show.

Article 25: Liability for exhibits, presentations, booth operation and auxiliary personnel

The Organizer does not assume any responsibility for exercising proper care of Exhibits and booth installations and rejects all liability for damages, theft and losses, both for the time during which the Exhibits are at the Venue and during the course of transportation to and from the Venue. The Organizer also declines all liability for damages resulting from performances, shows and presentations of an Exhibitor and from operating a booth. The Exhibitor is liable for damages caused by contractors and any other third parties engaged by the Exhibitor.

Article 26: Force majeure

The Organizer shall not be liable to the Exhibitor for any postponement, shortening, extension, cancellation, modification or temporary or permanent closing of the Show or parts thereof in the event that such acts are caused by laws, regulations or other acts of government or public authority, disruption of public utilities, lack of or delays in transportation, shortages of materials, utilities, or labor, strikes, lockouts or other labor disputes, war (declared or not), terrorism or other armed hostilities, fires, explosions, earthquakes, epidemics, typhoons, floods, tsunamis or other natural calamities or any other circumstance beyond the reasonable control of the Organizer ("Force Majeure"). In the event of Force Majeure, payments already made will be reimbursed to an Exhibitor after deduction of costs and expenses already incurred by the Organizer.

Article 27: General conditions

An Exhibitor contravening the provisions of the Organizer or the Venue Owner can be excluded from the Venue by the Organizer with immediate effect and shall be liable for the full cost of the booth and for any ancillary costs incurred.

Should translated versions of the Terms and Conditions or Exhibitor Manual or any other regulations give rise to differences of opinion in their interpretation, only the English language version shall be binding.

The Organizer reserves the right to issue special terms or conditions for an individual Exhibitor, in which case any special terms and conditions take precedence over the general ones.

Article 28: Entire Agreement

If any term or provision in this Terms and Conditions shall be held to be illegal or unenforceable, in whole or in part, under any enactment or rule of law, such term or provision or part shall to that extent be deemed not to form part of this Terms and Conditions but the enforceability of the remainder of this Terms and Conditions shall not be affected.

Article 29: Partial invalidity

TEHRAN ARTFAIR

This Agreement may only be amended or supplemented by written agreement signed by duly authorized representatives of both the Organizer and the Exhibitor.

Article 30: Modification

A failure by the Organizer to exercise, or a delay in exercising, any right or remedy under this Terms and Conditions shall not constitute a waiver of the right or remedy or a waiver of any other rights or remedies which the Organizer may otherwise have and no single or partial exercise of any right or remedy under this Terms and Conditions shall prevent any further exercise of the right or remedy or the exercise of any other right or remedy.

Article 31: Waiver

By signing the Application Form, the Exhibitor acknowledges the present Terms and Conditions, the provisions contained in the Exhibitor Manual and all other rules and regulations of the Organizer in force as being legally binding upon himself, including his employees, agents or any third parties commissioned by the Exhibitor. If the Exhibitor fails to acknowledge of the present Terms and Conditions and provisions which mentioned above, his agreement with the Organizer will be immediately cancelled and the Exhibitor will be liable for any penalties and compensations to the Organizer, mentioned in the present Terms and Conditions and any disputes must be resolved, using Article 34.

The Exhibitor also agrees that data pertaining to his participation may be processed by the Organizer and/or by third parties engaged by the Organizer and that said data may be forwarded by the Organizer to third parties commissioned by the Organizer to enable such parties to supply services required for the Show.

Article 32: Acceptance of the conditions

The headings are inserted for reference only and shall not affect the construction of the Terms and Conditions. Words importing the singular shall include the plural and vice versa, words importing the masculine gender shall include the feminine and neuter genders and vice versa, and words importing an individual shall include a company or corporation and vice versa. 'In writing' includes correspondences via electronic mail, facsimile, express mail (or similar courier service), air mail, or by personal delivery.

Article 33: Miscellaneous

All disputes and claims arising from or relating to the present contract including its conclusion, validity, termination or breach, and its interpretation or application shall be submitted to the Arbitration Center of the Iran Chamber (ACIC) for binding and final arbitration by one arbitrator in accordance with the Law of Statute of the Arbitration Center of the Iran Chamber and Arbitration Rules of ACIC. In addition to the applicable laws and regulations, the arbitrator shall take into account the relevant trade usages. The present arbitration clause shall be treated as an agreement independent of this contract and shall in any case be binding.

Article 34: Dispute Settlement

This Terms and Conditions, as well as the Application Form, constitute the entire understanding of the Organizer and the Exhibitor with respect to the subject matter contained herein, merging and superseding all prior understandings, whether written or oral, between the Organizer and the Exhibitor.

This Terms and Conditions as well as the entire agreement is legally binding for the signatories and their legal representatives. Third parties do not hold any rights to claim and/ or sue upon the items of this Terms and Conditions as well as the entire agreement.