



- to give selected commercial exhibitors the chance to present themselves at ILLUSTRATIVE.
- to give participants visibility in a highly publicised, popular, cultural event.
- to enable direct communication between exhibitors, visitors and artists.

## Participation conditions for Illustrative Zurich 2008

1. Aims of ILLUSTRATIVE
  - a) ILLUSTRATIVE is a platform for contemporary graphics and illustration as well as for related artistic objects. A curated exhibition is in the centre of ILLUSTRATIVE. The artists were invited by the art director or the art curatorium. As a consequence, the ILLUSTRATIVE is *not* an art fair focusing on the mediation or the selling of art. It is not possible to apply for the main exhibition, although artists and artist collaborations may apply within the realms of the newcomer award "Young Illustrators Award". A nomination for the award can lead to an inclusion in the main exhibition.
  - b) As a platform for contemporary graphics and illustration, next to the exhibition itself, the ILLUSTRATIVE offers exhibition spaces to be designed by companies within the exclusive area "Illustrative Forum". Creative agencies, publishing houses and institutions like universities are especially suitable.
  - c) With the forum, the ILLUSTRATIVE aims

### 2. Organiser

Illustrative e.V.  
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[www.illustrative.de](http://www.illustrative.de)

The executive board of Illustrative e.V. decides in accordance with the art director and the art curatorium about the concept and realisation of the „Illustrative Forum“.

### 3. Date of event

ILLUSTRATIVE 2008 is shown in Hall 9, Exhibition Centre Zurich, Thurgauerstr. 11, 8050 Zürich-Oerlikon from October 17 to October 26, 2008.

Opening night (invitation only) October 17, 2008

Opening hours October 18 to October 26, 2008, 11 am to 8 pm.

### 4. Selection procedure and affirmation of attendance

To participate in the „Illustrative Forum“, please fill in and sign the application and send it to Illustrative e.V, Gormannstr. 23, 10119 Berlin. With sending your application you accept the participation conditions.

Closing date: August 25, 2008

Applications that the Illustrative e.V. receives after August 25, 2008, have no right to be considered.

If the Illustrative e.V. sends you an application form, this does not entitle you to be accredited. Only the written accreditation by Illustrative e.V. leads to a contract between the exhibitor and Illustrative e.V.

#### 5. Accreditation

- a) To guarantee a sufficient forerun, the selected exhibitors will be informed immediately. An admissions committee selects the participants to be included in ILLUSTRATIVE 2008. The committee's decision will be sent to you in writing and is binding for the applicant and Illustrative e.V.
- b) Only exhibitors whose works directly relate to contemporary graphics, illustration or related art objects will be admitted to ILLUSTRATIVE 2008. To avoid a typical fair character, the exhibition spaces described under 1.b will be designed in a unique and creative manner. Admission is decided on the basis of the written application.

#### 6. Decision of admission

- a) The admissions committee is enabled to guarantee conditional admission. In this case the contract is only valid, if the applicant fulfils the conditions of the admissions committee.
- b) The applicant is neither entitled to admission, nor to a certain space. All spaces are situated in a prominent position close to the entrance.

- c) With handing in the application, the applicant acknowledges the decision of the admission committee as binding.

#### 7. Exclusion of liability

In case the application to the ILLUSTRATIVE 2008 is rejected, the Illustrative e.V. is not liable for the applicant's expenditures (i.e. working time or money) due to the application.

#### 8. Space rate

Exhibitors have to pay an all-inclusive fee of EUR 150,- per day (excl. tax) when exhibiting throughout the festival (10 days) or EUR 200,- (excl. tax) when exhibiting for only five days. The fee includes the following services:

- Presentation space of 15 qm
- 3 stall walls, 310 cm high, painted white
- Flat charge for energy costs
- Signage of the space
- Lighting
- Cleaning of the space
- Use of art storage
- Exhibitor's pass
- Tickets to the opening night

#### 9. Size and placement of stand

It is not allowed to pass your allotted stand or parts of that stand to third parties, neither renting or for free. The exhibitor is obliged to use the stand adequately throughout the contracted period. Further claims are excluded. For important reasons, the organiser is allowed to make changes to the stand until two weeks before the event takes place.

#### 10. Withdrawal

After admission, a withdrawal or a reduction of space is not possible or only with the

explicit agreement of the Illustrative e.V.  
However, prior to the decision of the admission it is possible to withdraw at any time. If you renounce usage of the allotted space, the full fee is to be paid. This claim also applies if the space is rented to a third party. The Illustrative e.V. may withdraw if

- a) the full fee is not paid by the deadline stated in the invoice and the exhibitor does not pay within the given extension;
- b) 12 hours prior to the official opening no visible work has taken place on the designated stand;
- c) the exhibitor violates domestic authority and does not stop doing so after being given notice.

#### 11. Storage

A free space for storage (for exhibition material and packaging material) will be available to you for free. Use of the storage is at your own risk. The Illustrative e.V. neither takes responsibility nor liability for damages or loss of stored goods.

#### 12. Surveillance, insurance and exclusion of liability

The Illustrative e.V. is responsible for the general surveillance of the exhibition centre, of the outside area and controls the entrances. Inside the exhibition centre each visitor or exhibitor must have a valid admission ticket or exhibitor's pass and must show this on demand to surveillance staff. The surveillance and security of individual stands is not included in this general surveillance. It is strongly recommended to secure all exhibited goods accordingly and to contract sufficient insurance.

The Illustrative e.V. does not contract insurance for your stand. The Illustrative e.V. is also not liable for any damage or loss of your exhibition goods or equipment unless

resulting from the Illustrative's intent or negligence. The exhibitor is liable for all personal or property damages or economic loss that results from the construction of his stand, from his stand equipment, his exhibition goods or their usage and from his staff.

#### 9. Construction and deconstruction for exhibitors

##### Construction:

October 13 – October 16, 2008  
all day

October 17, 2008  
until 2pm

##### Deconstruction:

October 27/28, 2008  
all day

#### 10. Catalogue

The ILLUSTRATIVE 2008 publishes a catalogue. Each exhibitor may book 1/1 page (4 colour) for a price of EUR 300,- (excl. tax). The publishing house that is responsible for the production will inform you about the deadline for printing data. Each exhibitor who is part of the catalogue will receive a copy of the catalogue.

#### 11. Domestic Authority

The Illustrative e.V. is domestic authority of hall 9.1 during the whole period of construction, deconstruction and throughout the event.

#### 12. Oral agreement

Oral agreement that surpasses the limits of the contract is only binding if confirmed in writing.

### 13. Data protection

According to §23 of the Bundesdatenschutzgesetz, the Illustrative e.V. saves a copy of all exchanged data.

### 14. Force majeure, disqualification of exhibitors

In case of force majeure or other decisive reasons, the Illustrative e.V. is allowed to reschedule the event, to shorten it or to prolong it. Under these extraordinary conditions, the exhibitor has neither a right to compensation nor to withdrawal.

Exhibitors who act against the rules of the event can be excluded from the event immediately. They are liable for the full amount of fees and all extra costs.

### 15. Place of fulfilment and jurisdiction

Place of fulfilment is Zurich, Switzerland. The jurisdiction for all mutual obligations is Berlin. German conditions and German law apply exclusively to all contracts.