



Follow these steps to prepare your participation proposal for Hybrid:

- 1) Carefully read the Rules of Participation.
- 2) Send the complete application form with the exhibition proposal including 5 artists (up to 6 in larger rooms).
- 3) Pay the application fee (300€) and send the confirmation of the transfer to the organization.
- 4) The organization will contact you to inform you whether your application has been successful or unsuccessful.
- 5) Fulfill the rest of the payments by the established deadlines.
- 6) Provide the fair organization with all relevant press material within the established dates and in the format required.

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RULES OF PARTICIPATION

These rules regulate the participation of exhibitors in the third edition of Hybrid Art Fair & Festival, which takes place from the 1st to the 3rd of March 2019 at the Hotel Petit Palace Santa Bárbara, situated at Plaza de Santa Bárbara, 10, 28004 Madrid.

Once potential participants submit their application to take part, it is assumed that they have understood and accepted these rules. Once the participant has been accepted by Boreal Projects (the organizers), these rules together with the completed registration form will become the contract between both parties.

Boreal Projects reserves the right to modify these participation rules.

APPLICATION FEE

Applications for participation will be accepted upon receipt of the application form and a deposit of 300€.

The deposit will be subtracted from the participation fee if your application is accepted. If your application is not accepted, it will be refunded in its entirety.

ADMISSION

Boreal Projects is not obliged to admit every applicant (potential participant) to the fair, i.e. a selection procedure will take place. A legal entitlement to admission does not exist. The organisation will make all decisions relating to admission, in line with the overall objectives of the fair. Please note that Boreal Projects will only admit artists that have been included in your participation proposal. If you are admitted, only the artists included in your proposal will be allowed to exhibit at the fair. Exhibiting the work of artists not included in a proposal approved by Boreal Projects is expressly prohibited.

The admission of all exhibitors will be communicated via email.

FEES FOR EXHIBITION ROOMS



Double Room
22 m² (Sleeps up to 2)

1050,00 €*



Quadruple or Sextuple Room
30/40m² (Sleeps up to 4 or 6)

~~4200,00 €*~~

SOLD OUT

* VAT

Fees for participation for exhibitors from the EU do not include VAT when the exhibitor's VAT number is registered to trade cross-border within the EU. Exhibitors from the EU who are not registered for intra-EU transactions must pay 10% VAT on top of the participation fee. If exhibitors are from outside the EU, no VAT is charged.

PAYMENT DEADLINES & METHODS

Once the exhibitor has received the email confirming the approval of their application, they will have a maximum of seven working days to pay the remainder of the participation fee. Failure to make the payments by the dates set out shall lead to cancellation of participation.

Bank Transfer payment:

Beneficiary: ASOC. BOREAL PROJECTS (NIF G87867305)

IBAN: ES07 0081 5735 4800 0158 1266 / SWIF/BIC: BSABESBB

Reference: Name of the exhibitor

Once the payment has been made, please send confirmation of the transfer.

Credit card payment: please request instructions at:

hybrid@boreal-projects.com

CANCELLATIONS

If an applicant withdraws their participation from the event, they will forego the entirety of the application fee (300€). Cancellations are permitted up to one month before the event. After this date, no payments will be refunded.

FORCE MAJEURE

In the event that Hybrid cannot take place, for reasons beyond the control of Boreal Projects or force majeure, Boreal Projects is entitled to move the art fair to another date or venue, to shorten or extend it, or completely cancel it. This does not give rise to any rights on behalf of the exhibitor, in particular, claims for compensation against the organizers.

INSURANCE

Participants will not be able to hold Boreal Projects responsible for any kind of loss, damages or accidents related to the material (artistic or otherwise), personnel or objects found within the room. Each participant should underwrite an insurance policy which will cover any liabilities that might occur prior to or during the fair.

DOMESTIC AUTHORITY

The organizers exercises domestic rights over the entire exhibition centre. The organizers are entitled to have exhibits removed from a stand if their display violates the applicable laws or is morally offensive or not in keeping with the event programme. In the event of serious offences against the rules of participation or the admission procedure guidelines, the organizers have the right to have the room closed or the exhibits removed.

Acoustics: the volume of performances during the event must be agreed with fair management and the rooms directly adjacent.

RESPONSIBILITY

The person signing these rules of participation must be the person checking in to the hotel and will be responsible for the room and the equipment inside. The repair of any damage caused by a participant will be at the exhibitor's expense.

The exhibitors will adhere to the opening and closing schedule of the fair, as well as the schedule for the reconditioning of the room.

SIGNATURE OF THE AUTHOURIZED REPRESENTATIVE:

DATE:

APPLICATION FORM

Name of the exhibiton space:

Director:

Year of Creation:

Address:

Telephone:

Email:

Web:

Social Media:

Artists suggested:

Invoicing details:

Business name or person:

Business address:

VAT registration number:

Chosen participation fee:

TECHNICAL INFORMATION

Dates

1st, 2nd and 3rd of March 2019

Check-in and exhibition set-up: Thursday the 28th of February from 14:00

Check-out: Monday the 4th of March at 12:00

Opening Hours

Friday: 11:00 - 21:30

Saturday: 11:00 - 22:30

Sunday: 11:00 - 21:00

Location

Hotel Petit Palace Santa Bárbara (Plaza Santa Bárbara 10, Madrid)

ROOMS

Double rooms are approximately 22m². Quadruple and sextuple rooms are between 30 and 40m². Each room can be used as accommodation for the participants for four nights [28th of February and from the 1st to the 3rd of March].

WiFi: the hotel offers free Internet connection in all the rooms. The hotel will provide all exhibitors with the password upon check-in.

EXHIBITING RECOMMENDATIONS

The best exhibiting format in any given room depends of the characteristics of that room. The organization will not be held responsible for pieces measuring more than 100 cm x 100 cm that cannot be hung. The organization recommends exhibiting pieces that are affordable in order to cater for the wide range of prospective buyers attending the fair. The organizers also recommend displaying the prices of the artworks on separate sheet of paper for visitors.

EXHIBITION SET-UP

Installation starts February 28th from 14:00 onwards.

The organization allows the use of 10 small “Hardwall Plastic Hooks”. The exhibitors are only allowed to make 10 perforations of 1 mm each on the walls of the room.

HOW TO DISPLAY ARTWORKS

Different ways of exhibiting unframed work:

- Artworks mounted on mat or mountboard can only be stuck to the wall using masking tape.
- Thumbtacks can also be used as they make 1 mm perforations.
- Exhibitors can hang unframed artworks using different material, such as binder clips, clipboards, string and clips, and even hangers for skirts or pants.

What you cannot do to the walls of the room:

- Blu-Tack: it leaves residue on the wallpaper.
- Double-sided tapes: it damages the wallpaper.
- Making more or larger perforations than allowed.

Bathroom walls:

Exhibitors are not allowed make any perforations on the bathroom tiles, but can stick artworks to them using different materials, such as double-sided tape, hanging strips and Blu-Tack. Before checking out of the room on Monday 29th, all tiles must be free of tape residue.

Support furniture:

The installation must be made by distributing the pieces around the available space and making the most of the different elements and features of the room. Removing any of the furniture from the room is

not permitted. Video art can be display on the flat-screen LCD TV. Quadruple and sextuple rooms are equipped with folding bunk beds that can be used as rails to hang hooks for heavier and bigger pieces.

Illumination:

The organization will not provide any extra lighting besides the existing lighting in the room. There are several white lights on the ceiling of the room, two bedside lamps and, depending on the size of the room, one or two wall lamps (warm light colour). Any other extra illumination must be provided by the exhibitor.

WHAT DOES PARTICIPATION INCLUDE?

- Accommodation during 4 nights (special discounts on further accomodation and car parking) in a four stars hotel.
- Exhibition space in the form of the hotel room with free WIFI, laptop computer and flat screen television.
- Welcome pack with 2 Exhibitor passes, 10 standard admission passes (participating artists have free access) and 10 *Hard Wall Hooks*
- Free access to our programme of activities and opening cocktail.
- Name of the exhibitor and picture of one artwork in the art fair's online catalogue, reference on the Hybrid website and promotion of your artists through our social media campaign.
- Art storage (limited) before the exhibitor's arrival.