



ECHO – ART, DESIGN AND TECHNOLOGY

FAIR APPLICATION

APPLICATION DEADLINE: JANUARY 11, 2019

ECHO - ART, DESIGN AND TECHNOLOGY | MANARAT AL SAADIYAT, ABU DHABI

VIP PREVIEW & CELEBRATION: FEB. 7. 2019

FAIR DATES: FEB. 7-9, 2019

Please complete the application below, and **email us** (tatiana@miceintl.com) with any questions or special requests.

ALL FIELDS REQUIRED:

Please list information exactly as it should appear in all printed materials, including the Exhibitor Guide, badges, signage, etc. ECHO – art, design and technology, will print exactly what you provide us.

EXHIBITOR NAME	
NAME OF MAIN CONTACT	
TITLE OF MAIN CONTACT	
ADDRESS	
STATE/PROVINCE/REGION	
ADDRESS LINE 2	COUNTRY
CITY	
ZIP/ POSTAL CODE	
TELEPHONE	
CELL PHONE	
EMAIL ADDRESS	

WEB ADDRESS

SOCIAL MEDIA

COMPANY LEGAL NAME

OWNER NAME

OWNER EMAIL

OWNER PHONE

For galleries:

PROPOSED ARTISTS (FIRST NAME, LAST NAME, MEDIA)

YEAR GALLERY WAS ESTABLISHED

MARKETING AGREEMENT

Please note that in submitting this Agreement, you acknowledge your understanding that ECHO – art, design and technology will use the provided information for marketing the event.

We Agree & Understand



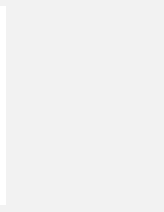

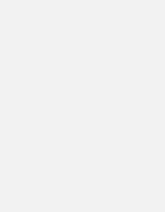
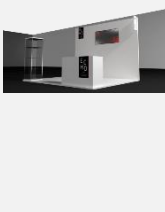
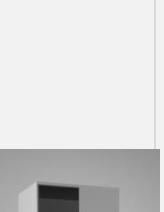
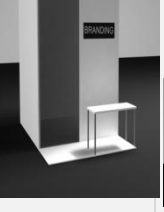
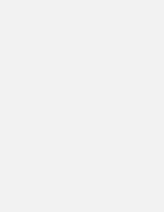

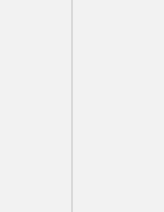
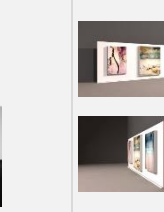
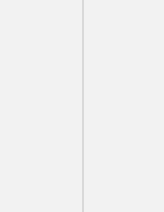

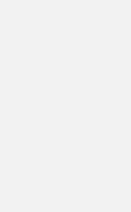

WORKS PROPOSED TO EXHIBIT

- Installations
- Media art
- Digital art
- Virtual art
- Interactive art
- 3d printing
- Cyborg art
- Art as biotechnology
- Performance art
- Fashion tech

BOOTH REQUEST/APPROXIMATE BOOTH DIMENSIONS AND RENTAL PRICING

Booth size indicated on this application is an approximation. Final booth size may vary depending on the design and available floor space. Final booth size will be charged using a pro-rated square footage rate.

DEADLINES	PARTICIPATION FEES						
	space size : 3 sq m		space size: 9 sq m				
Participation fee - SPECIAL RATE- (valid till June 1st, 2018)	AED 1,000 / USD 290		AED 2,000 / USD 500				
Participation fee - Early bird - (from June, 1st - September, 1st 2018)	AED 1,500 / USD 400		AED 3,000 / USD 800				
Participation fee - General - (from September 2nd, 2018 to January 11, 2019)	AED 1,800 / USD 500		AED 4,000 / USD 1,000				
DESCRIPTION	BOOTH SELECTION						
Booth typology	MINI STANDS	ANIMATOR BOOTH	BIO -TECH BOOTH	MAPPING BOOTH	INSTALLATION BOOTH	GALLERY WALL	FASHION TECH BOOTH
Who can exhibit?	Start ups, entrepreneurs and innovators.	Animators artist, creative agencies and design institutes	Bio - tech artists	Animators artist, creative agencies and design institutes	Artists and innovators	Art galleries and artists	Fashion tech creators and concept stores

<i>What to exhibit?</i>	Art-tech & innovative gadgets	Video animation artworks	Bio - tech researches, products and creations	Mapping artwork on an object or surface	Showcase a light installation that requires a dark environment	Art -tech canvas and art pieces	Fashion collection that merged with technology	
<i>Visuals</i>	 	 	 	 	 	 	 	 
<i>Sizes</i>		3m length x 3 m depth x 2.5m height	3m length x 2.5 m depth x 2.5m height	2m length x 3m depth x 2.5m height (1x projector included)	3m length x 3 m depth x 2.5m height	1 panel (2,4 mH 1,2mL) (can sustain 25KG per panel)	2.5m length x 1.5 m depth x 2.5m	
<i>Location in the fair</i>	Atrium	Hall 1	Hall 1	Hall 1	Hall 1	Hall 1	Hall 1	
<i>Booth production fee</i>	Provided with the participation fee	AED 6,500 / USD 1,800	AED 4,500 / USD 1,250	AED 5,000 / USD 1,400	AED 5,000 / USD 1,400	AED 1,500 / USD 410	AED 6,000 / USD 1700	



Should you require a customized design or space, please send your info to tatiana@miceintl.com

BOOTH PACKAGE RENTAL PRICING INCLUDES

- Lights as indicated
- One standard table with two chairs and a waste basket
- Exhibitor badges
- Standard booth signage
- VIP passes and tickets to Fair
- Wireless Internet access
- Listing in Exhibitor Guide and online catalogue

A robust advertising and marketing campaign promoting the Fair regionally, nationally and internationally via social media, targeted emails, website visibility, print and online advertising is included.

Detailed information and order forms for additional lighting, walls, electrical services, furniture, special construction, paint color and other options are available to Exhibitor for additional fees and will be included in the Exhibitor Information Manual.

APPLICATION CHECKLIST FOR PROPOSED EXHIBITION

A single PDF file (max 5MB) for all info required below:

- JPEG images (a maximum total of 10, minimum size each of 450 x 550 pixels) of proposed artists' work and list of image specifications submitted.
- Details about the work/ company in 150 words
- Logo (if applicable)

Please attach images along with the completed application form to tatiana@miceintl.com

FEE REQUIREMENTS & PAYMENT SCHEDULE:

- **FIRST INSTALLMENT FEE:**
50% of booth rental fees due upon acceptance.
- **FINAL INSTALLMENT FEE:**
Remaining fees due: Jan. 1, 2019.

FAIR SCHEDULE:

- **EXHIBITOR MOVE-IN AND REGISTRATION:**
Feb. 5 – Feb. 6, 2019
- **VIP PREVIEW & CELEBRATION:**
Feb 7, 2019
- **FAIR DATES:**
Feb. 7 – 9, 2019

- EXHIBITOR MOVE-OUT:
Feb 9 – Feb 10, 2019

- Exact times TBA.

PAYMENT METHODS

1. Exhibitor application fee payment must be made online at <http://miceintl.com/payonline.asp>

Please make sure first and last name fields are filled in as per your current application form.

Please fwd. your payment receipt to the financial dept. of ECHO – art, design and technology to gina@miceintl.com

APPLICATION AGREEMENT

1. This Exhibitor Application and Contract (this "Agreement"), completed in its entirety and accompanied by the requested information, materials and fee, constitutes an application for booth space in ECHO-ART, DESIGN AND TECHNOLOGY. It is subject to review and approval by ECHO-ART, DESIGN AND TECHNOLOGY. All applications will be accepted or declined at the sole discretion of ECHO-ART, DESIGN AND TECHNOLOGY.
2. Accepted applications will be approved via ECHO-ART, DESIGN AND TECHNOLOGY's formal approval letter after the selection process and dated by ECHO-ART, DESIGN AND TECHNOLOGY. and shall then become a binding contract.
3. Exhibitor agrees to be bound unconditionally by ECHO-ART, DESIGN AND TECHNOLOGY [Conditions of Participation](#),
4. If accepted, the booth fees shall be paid by Exhibitor in accordance with the herein specified payment schedule. In the event Exhibitor fails to make such payments on schedule, ECHO-ART, DESIGN AND TECHNOLOGY reserves the right to reassign Exhibitor's booth location and/or offer said 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 and ECHO-ART, DESIGN AND TECHNOLOGY along with the attached Conditions of Participation and Exhibitor Information Manual govern the

terms and conditions of the parties' relationship. The authorized signature below 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.

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