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|  <p>INDIA ART FESTIVAL™ India's Contemporary Art Fair</p> | <p><i>Democratizing Art Viewing and Buying Since 2011</i></p> <p>Virtual India Art Festival</p> <p>Venue: Online</p> <p>01 April to 30 June 2021</p> |  <p>Mumbai Art Fair</p> |
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Application Kit:

Virtual India Art Festival 3rd edition: 01 August to 30 Oct 2021

Virtual India Art Festival 4th edition: 01 Dec 2021 to 28 Feb 2022

Introduction:

The Covid-19 pandemic getting prolonged day by day made us to search for the alternative way if exhibiting, viewing and buying Art ! It is high time we start our activities like it started in other business spheres. The pandemic made us alter ways to continue with our contemporary life and compelled us to shift from the 'conventional' presentation of 'visual art' to the digital platform 'Virtual India Art Festival. Today, most of us by choice or otherwise are using electronic devices more than any other times, looking for ways to connect, to share, collaborate and show our art to visual arts audiences!. The virtual India Art Festival (<https://indiaartfest.in/>) a specially designed online art fair is an effort to engage 'visual art audiences' with the Exhibitors. Virtual India art festival is our commitment as cultural organizer to answer urgencies surrounding the lives of thousands of artists in India.

The visitors from entire world – art enthusiasts, art buyers, art-makers and art connoisseurs - to the virtual India Art Festival enjoying this stimulating fusion of contemporary art with the virtual reality. The first edition was a great success considering the new medium to view and buy art. The thousands of artworks exhibited through fully 3D stalls have instant online buying facility. The visitors can engage in real-time voice or text chat in the booths with the exhibitors sitting in the safety and comfort their galleries, studios or homes!.

Important Deadlines :

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| <p>Booking a booth at Virtual India Art Festival 3rd edition Deadline for booking</p> | <p>15 July 2021 or till booths are available (Only 100 stalls are available)</p> |
| <p>Artworks submission with for display and E-Catalogue</p> | <p>15 June to 15 July 2021</p> |
| <p>Artwork sale procedure and sale proceeds – only for online buying (In 99% cases, art buyers directly contact exhibitors and buy directly from art galleries or artists)</p> | <p>For online buying: The 12% GST and 5% payment gateway charges (total 17%) are added in the artwork price given by the exhibitors. The payment of online buying comes in the IAF account which we transfer to respective exhibitor after artwork is</p> |

India Art Festival: 305 Owners Industrial Estate, Gabriel Road, Mahim West, Mumbai 400016 Tel: +91 22 4445508-9, M: +91 8976044104-5-6-7-8 | 9820737692

E: indiaartfestival@gmail.com | info@indiaartfestival.com W:

www.indiaartfestival.com | www.eindiaartfestival.com | www.mumbaiartfair.in | IAFDirector: +91 7400009978

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| | delivered to the buyer by the exhibitor (by Courier etc.) |
| Booth Cancellation is not allowed once booth is booked for any reasons | |

General Information:

India Art Festival : The virtual India Art Festival (vIAF) houses ‘Galleries pavilion’ featuring approximately 50 booths and “Artists’ Pavilion” showcasing independent artists either as a solo booth or group of artists.

Booth Booking Procedure

There are only 100 stalls available at virtual India Art Festival.

For booking a booth at virtual India Art Festival, please write to indiaartfestival@gmail.com, info@indiaartfestival.com or indiaartfestival2014@gmail.com

Call / whatsapp on +91 8976044104-5- 6-7 / +91 9820737692 / 7400009978

On confirmation of availability of booth from our office, booth charges payment can be paid online to our Bank Account given below and intimation can be sent to us about payment. Or payment also can be made online by credit/debit card at <https://indiaartfest.in/book-a-booth/>

The booths are numbered serially from G01 to G50 in the art galleries pavilion and A1 to A50 in the artists pavilion. The booth number will be allotted to art galleries and artists on first come first served basis – that is next available booth number as per the booth sequence once exhibitors make the payment. The navigation for visitor to visit all booths is simple as booths are placed serially in the ‘exhibition hall’ in very simple way.

The booth charges payment will be accepted online only and provision to courier the cheque with application form is not available now due to COVID-19 pandemic.

Though simple email or whatsapp is enough to book the booth, however if exhibitor wish, s/he can mail scanned copy of application form available in here to the concerned booking executive or at indiaartfestival@gmail.com, info@indiaartfestival.com or whatsapp/call on +91 8976044104-5- 6-7 / +91 7400009778 / +91 9820737692

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Booth Cost:

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| Booth for Group show | INR30000 /- + 18% GST = INR.35400 For Overseas Exhibitors = \$500 | Total 21 Artworks can be displayed in the booth |
| Booth for single Artist – Solo Show | Rs.20,000/- + 18% GST = INR.23,600 For Overseas Exhibitors = \$350 | Total 15 Artworks can be displayed in the booth |
| Two Panels for artist | Rs.10,000/- + 18% GST = INR.11800 For Overseas Exhibitors = \$175 | Total 7 artworks can be displayed (3 Artists common booth) |

Payment Information :

Online transfer to:

Beneficiary Name: RUTURAJ INDOARTFEST PVT LTD

Bank Name : HDFC Bank Ltd.

Current Account Number : 59240000000001

Bank Branch : Bombay Scottish School Premises Mahim West, Mumbai – 400016

RTGS /NEFT IFSC Code : HDFC0000541 / **Swift Code:** HDFCINBB

Standard Features:

- 3D Stall with 6 Panels and 21 artworks display capacity
- Buy now button with instant buying facility (payment goes to organisers account)
- Exhibitor Catalogue/business card for visitor pickup (download)
- Live Voice/Text chat for instant communication
- Display of Number of cumulative visitors on the floor and booth
- Artist's name on the each wall top, Booth Fascia/logo at suitable place inside/on the booth
- Official virtual IAF catalogue entry
- Inclusion of exhibitor name in advertising, marketing & publicity campaign

Payment Schedule

Payment of 50% is to be made along with the booth application and remaining 50% payment is to be made one month before the date of VIAF.

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Application Form

(Strike out whichever is not applicable)

Application for booth/wall at Virtual India Art Festival 01 Aug-30 Oct 2021 | 01 Dec – 28 Feb 2022

We would like to apply for booth at VIRTUAL INDIA ART FESTIVAL to be hosted from 01 Aug 2021 to 30 Oct 2021 and/or 01 Dec to 28 Feb 2021 and agree to abide by the terms and conditions mentioned herein the application kit and at www.indiaartfestival.com | www.mumbaiartfair.in. As per terms and conditions of virtual India Art Festival, we are aware that the booth once booked will not be cancelled on any grounds and payment made by us will be fully forfeited if we decide not to participate at any stage of the art festival.

Name of the Exhibitor/Gallery/Artists :
 Gallery Directors/Partners/Artists :
 Detailed Correspondence Address :
 All Mobile and Tel Numbers :
 Email IDs of all participants :
 Application for Booth (Size) / Wall : Fixed Booth size / Wall Size
 Names of the all participating artists :
 Fascia Name on the booth :
 Name of booking executive :

I/we agree to participate willing in the virtual India Art Festival and ready to abide by all terms and editions.

Name & Signature of the Exhibitor

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Terms and Conditions:

- For the Purpose of terms and conditions, the India Art Festival is to be read as virtual India Art Festival here
- The Exhibitors applying for booth at India Art Festival **agree to observe and abide by the Terms & Conditions** of participation at INDIA ART FESTIVAL / Mumbai Art Fair as mentioned below.
- The **organisers reserve the right to modify, change or issue new terms, conditions & rules of participation** at IAF/MAF for efficient and the safe operation of India Art Festival/Mumbai Art Fair
- The organisers **reserve the right to allocate** the booth at India Art Festival / Mumbai Art Fair
- The booth once booked cannot be cancelled for any reasons at any time. **Exhibitors are requested to book the booth only if they will never cancel booking as we do not have cancellation policy.**
- Further, in case Art Festival/fair is cancelled, abandoned or suspended fully or in part due to the reason beyond the control of organisers, such as war, terrorist attacks, weather conditions, fire, natural calamities, national emergency, law & order problem, labour dispute, venue owners dispute/problems, Pandemics, or any other cause beyond organiser's control, **the organisers will either re-schedule the art festival edition or repay only the proportionate part of booth rent paid by the Exhibitors, after deducting all the expenses incurred on the art festival/fair** including office establishment, advertising & marketing etc right from announcement of the art festival/fair till date.
- If virtual IAF web application, the platform for hosting virtual IAF faces any issue on account of power blackout at the exhibitors', visitors' or server provider's end, and/or IAF web-app becomes unstable due internet issues, speed etc or server disruption for the reasons beyond the control of the organiser, the exhibitors cannot claim refund and IAF will host the event for lost period/days to make up for any such disruption, either partial or full. However, organisers assure that the best server available in the world will be hired to host the virtual IAF.
- **The Exhibitors cannot cancel or reduce the size of the booth once booking is done.** Further, we wish to put it on record that exhibitors participated on their own in the art festival after going through complete enquiries, pros & cons and not due to any allurements from the organisers. It is requested to book the booth after considering all aspects as booth once booked will not be cancelled on any reasons whatsoever and booth charges paid till date will be fully forfeited. In such cases, if amount is not fully paid before payment deadline, the organisers can dispose of booth in whatever the way they think fit to recover their losses due to cancellation/non-payment of dues. The payment made by the exhibitors will neither be refunded nor adjusted in any future editions of India

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Art Festival. The payment made will also be not adjusted even in the current edition towards the booth of any other exhibitors even if in close blood relation.

- **Artworks of only living artists are allowed to be exhibited in the India Art Festival/Mumbai Art Fair.** The paintings/sculptures by 'Deceased (Non-living)' artists (Bombay School, Bengal school, old masters, modern masters and progressive group artists) are strictly prohibited to be displayed in the India Art Festival irrespective of sound provenance / authenticity of any nature. India Art Festival do not intend to display artworks of deceased artists only to position India Art Festival as a contemporary Art Fair for living artists – which include living established, masters and upcoming artists.
- Art Galleries or artists cannot sublet booth without prior approval from the organisers. **Maximum three booth attendants are allowed in the booth** including gallery director, manager or any of the participating artists.
- The Exhibitors, who book the booths after last entry date for IAF Catalogue, will miss their name in the VIP Preview guide as well as IAF catalogue. No argument in such late booking cases will be entertained from any exhibitors.
- The booth will not be kept reserved beyond one week if 25% booking amount is not made within a week from date of booking. Please note, the booth allocated or charges paid for booth are non-transferable/not refundable.
- Please note that if full payment is not made as per schedule, the organisers reserve the right to cancel the booking and will retain the payment already paid and dispose of aforesaid booth as per their discretion. Anyone booking the booths after above dates has to make full payment at the time of booking itself.
- Mumbai Art Fair and India Art Festival booth cost is available in our application kit online and complaints either from galleries or artists regarding overcharging of booth space in the cases of mutually sublet booths won't be entertained by India Art Festival.
- Art Galleries, Art Dealers who regularly stage public exhibitions on their own space/public galleries or on their websites can apply for a booth at India Art Festival. Booth can be booked jointly by two galleries or independent artists for the group or solo shows.
- The organisers will not return any documents, material & CDs submitted to India Art Festival for any purpose.

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- The Application will be considered valid only when full booth booking amount is paid or if amount is transferred online to the beneficiary account mentioned under payment information.
- The applicants can issue a Demand Draft/Cheque in favour of “RUTURAJ INDOARTFEST PVT LTD” payable at Mumbai, India.
- On acceptance of application and allocation of booth, the Exhibitor by default enters into a contract with the organisers wherein the Exhibitors agree to participate and abide by the Terms & Conditions of INDIA ART FESTIVAL.
- Organisers reserve the right to cancel the booth booking if any of the terms & conditions are violated by the Exhibitors. In this eventuality, the booth booking amount may be forfeited in part or full by the Organisers. In such cases, organisers can ban the exhibitors from participation in the future editions of India Art Festival /Mumbai Art Fair.
- 12% GST is applicable on the sale of artworks in the virtual India Art Festival for independent artists & Art Galleries irrespective of turnover.
- The Exhibitors shall only display the works of artists they have declared in the Application Form. The organisers reserve the right to bar display of any work which does not figure in the proposed list of the Exhibitor. In case of any controversy or objection to any of the exhibits raised by anyone, organisers have full right to take such exhibit off the display with or without consent of the exhibitors.
- The participation in the official IAF catalogue published by the organisers is obligatory for the Exhibitors. The organisers reserve the right to edit/modify/re-size any catalogue information/text/images supplied by the Exhibitors.
- All verbal communication, consents and approvals shall be considered valid only if confirmed in writing/email by the organisers. The disputes, if any, are subject to be settled only by the law enforcement agencies under the jurisdiction of Mumbai, India.
- The Exhibitors cannot claim monopoly selling rights in the art festival/fair for particular artists or particular genre, as other exhibitors may also be selling same artists or genre but different work of art as such.

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