

## FAIR CATALOGUE

Visitors will receive a high quality Fair Catalogue. This will not only be a guide to the Fair and its exhibitors, but will also highlight the many and varied aspects of buying art and antiques in the environment of a fair, with details of the highly important standards procedures that empower collectors to make their purchases with total confidence at the **Abu Dhabi International Fine Art and Antiques Fair**.

Exhibitors for both Fairs will receive a complimentary standard entry in the **Fair Catalogue** with company name, address, contact details, stand number and categories of exhibits. The Fair Catalogue offers an excellent opportunity for exhibitors to enhance their presence at the Fairs by taking a full colour advertisement with high resolution photography to reflect the quality of their best exhibits. The Catalogue will contain an exhibitor listing, messages from the Patrons, Theatre programme, statement from the Chair of the Standards Committee and a floorplan. The Catalogue will also reflect the logos and branding of our media partners and sponsors.

The **Fair Catalogue** is also a major opportunity for selected non-exhibitors to advertise their services in a separate section at the back of the Catalogue.

The Fair catalogue is an effective means for immediate response and in-depth detailed advertising. Each catalogue is:

- Produced only once a year with Fairs and will serve not only as a Guide for visitors but a valuable future reference book.
- Effective way to draw special attention to your company among royal families, VVIP's and high net worth individuals in the Middle East region.**
- Specially designed for the collector, this will be a reference source to major libraries, embassies, interior designers and chamber of commerce in the region

### CATALOGUE:

The Fair Catalogue will be produced with a print run of 7000 copies.

### PRICES FOR ADVERTISEMENTS:

Full-page colour ad in Catalogue for Exhibitors:.....US\$ 1,250

Half-page colour ad in Catalogue for Exhibitors:.....US\$ 995

Full-page colour ad in Catalogue for Non-exhibitors (excluding non-exhibiting antique dealers): .....US\$ 1,950

Half-page colour ad in Catalogue for Non-exhibitors:.....US\$ 1,200

### SPECIAL POSITIONS:

Full-page colour ad in Catalogue

Inside Front Cover or Inside Back cover (Exhibitors):.....US\$ 2,000

Non-exhibitors (excluding non-exhibiting antique dealers):..US\$ 3,000

Double page spread in Catalogue (Exhibitors):.....US\$ 2,500

Non-exhibitors (excluding non-exhibiting antique dealers):..US\$ 3,000

Opposite Contents page and Floor plan:.....US\$ 2,300

Non-exhibitors (excluding non-exhibiting antique dealers):..US\$ 2,800

Full page colour ad in Catalogue BACK COVER (Exhibitors):...US\$ 3,000

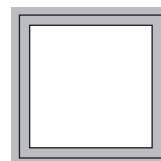
Non-exhibitors (excluding non-exhibiting antique dealers):...US\$ 4,000

### MECHANICAL DETAILS:

(width x height)

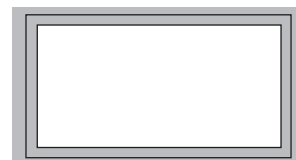
#### Full-page advert

Trim Size 210mm x 210mm  
Type Area 190mm x 190mm  
Bleed Size 216mm x 216mm



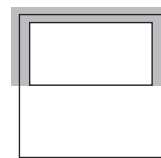
#### Double-page spread advert

Trim Size 420mm x 210mm  
Type Area 400mm x 190mm  
Bleed Size 426mm x 216mm



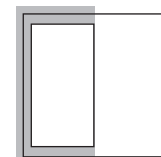
#### Half page horizontal

Trim Size 210mm x 100mm  
Type Area 190mm x 90mm  
Bleed Size 216mm x 106mm



#### Half page vertical

Trim Size 100mm x 210mm  
Type Area 90mm x 190mm  
Bleed Size 106mm x 216mm



## OFFICIAL CATALOGUE ADVERTISING BOOKING

EXHIBITORS WILL BE ENTITLED TO A ONE PAGE ENTRY IN THE OFFICIAL FAIR CATALOGUE  
WITHOUT CHARGE AS PART OF THEIR PARTICIPATION FEE.

COMPANY NAME: .....(BLOCK CAPITALS THROUGHOUT)

ALPHABETICAL LISTING: Please state which letter or name to be used:.....

ADDRESS: .....

.....

.....

CONTACT NAME: .....

TELEPHONE NUMBER: ..... FAX: .....

MOBILE: ..... E-MAIL: .....

WEBSITE: .....

CATEGORY OF EXHIBITS:.....

.....

.....

.....

I confirm that I would like to book an advertisement as follows:

☐ Full-page colour ad in Catalogue for Exhibitors: .....US\$ 1,250

☐ Half-page colour ad in Catalogue for Exhibitors: .....US\$ 995

☐ Full-page colour ad in Catalogue for Non-exhibitors (excluding non-exhibiting antique dealers): .....US\$ 1,950

☐ Half-page colour ad in Catalogue for Non-exhibitors: .....US\$ 1,200

### SPECIAL POSITIONS:

☐ Full-page colour ad in Catalogue Inside Front Cover or inside Back Cover (Exhibitors): .....US\$ 2,000

☐ Non-exhibitors (excluding non-exhibiting antique dealers): .....US\$ 3,000

☐ Double page spread in Catalogue (Exhibitors): .....US\$ 2,500

☐ Non-exhibitors (excluding non-exhibiting antique dealers): .....US\$ 3,000

☐ Opposite Contents page and Floor plan: .....US\$ 2,300

☐ Non exhibitors (excluding non-exhibiting antique dealers): .....US\$ 2,800

☐ Fullpage colour ad in Catalogue BACK COVER (Exhibitors): .....US\$ 3,000

☐ Non-exhibitors (excluding non-exhibiting antique dealers): .....US\$ 4,000

An Invoice will be send on submission of this Booking Form and Payment for the advertisement(s) will be due 2 weeks after the confirmation.

SIGNATURE: .....

NAME: .....POSITION: .....

In order to secure the advertisement at the agreed rate, please sign and return this order by fax to (+971) 2 4443987

\* This represents a binding commitment to book the advert at the rate denoted

\* The client reserves the right to cancel this booking within 1 week of the date with no signed penalty.

\* Cancellations received thereafter will be charged at 50% of the price booked