



BALLARAT INTERNATIONAL FOTO BIENNALE

SEPTEMBER 4 to OCTOBER 4 2009

FRINGE PROGRAM EXHIBITOR KIT





BALLARAT INTERNATIONAL FOTO BIENNALE 2009
INFORMATION KIT FOR EXHIBITORS

Following is information we hope will help to make your show run as smoothly as possible during BIFB '09. Please read the information carefully. It is **very** important! Also enclosed are checklists of any outstanding paperwork, fees etc, that we require plus requirements and specifications for materials needed for the BIFB '09 official program and website. We need you to action these requests as soon as possible, and to pay heed to the issues of file size, formats and naming protocols. If you have any queries please call the office on 5331 4833 or email info@ballaratfoto.org.

In an effort to have a consistency across our branding and signage we would like all shows to conform to the same protocols. Detailed specifications on image labelling protocols are also enclosed.

BIFB '09 is managed by Ballarat International Foto Biennale, a not-for-profit incorporated association. The majority of exhibition and event venues are owned and managed independently of BIFB Inc. Except for the Core Program exhibitions, all shows hang subject to agreements between the exhibitor and the venue - **not** the exhibitor and BIFB Inc.

We would like to reiterate a few points regarding your BIFB'09 Fringe Exhibition Program

- Fringe Program shows, unless in a venue controlled by BIFB, hang by agreement between you and your venue;
- Insurance of works against theft or damage, if you feel the need, is your responsibility;
- Terms of sales of works, commissions, payments, schedules, etc., are subject to agreement between you and your venue;
- All shows to be hung prior to the opening of BIFB '09 on Saturday 4th September 2009;
- All shows to remain hanging until the close of BIFB '09 on Sunday 4th October 2009;
- Opening hours of your show and its supervision are subject to an agreement between you and your venue;
- Making, framing and presentation of your show is entirely your responsibility;
- Bump in and bump out of your show is your responsibility, but it must conform to the above dates;
- Transport of your show to and from the venue is your responsibility;
- Risk management, publicity and marketing, merchandise, official functions, signage, publications, overall funding and staging of the Main Program is the responsibility of BIFB Inc.

Our expectations are that in excess of 40,000 visitors will experience BIFB '09 over the festival period.

We congratulate you for being a part of the biggest photographic event in Australia and hope your BIFB '09 experience is both an exciting and profitable one, and will help with our overriding aim which is to raise the profile of photography and photographic art in Australia and in the eyes of the world.

We look forward to seeing your show on the walls at BIFB '09.

Kindest regards

Jeff Moorfoot
Festival Director BIFB '09
on behalf of the committee



BALLARAT INTERNATIONAL FOTO BIENNALE
September 4 – October 4 2009

OFFICIAL FRINGE EXHIBITION PROGRAM REGISTRATION FORM

Name of artist *[or representative if group show]*

Address

tel..... mobile

email

type of show *[circle]* solo collaboration group other *[name]*

approx number of works

genre or style of photography

show title

Your venue

venue address

contact person tel

I have read and understood the terms and conditions of participation in the BIFB'09 Fringe program and agree to abide by those conditions. I acknowledge I am solely responsible for any copyright clearances, model and property releases plus insurance of my works against damage or theft, and I indemnify BIFB Inc and their agents and venues against any consequence of any actions brought against having my work accepted and exhibited as part of BIFB'09

signed print name

date

enclosed is my payment for registration *[see page 2 for payments schedule]* for \$00

** shows cancelled prior to 12/6/2009 will receive a refund less \$75 handling fee. Shows cancelled after 12/6/2009 are not entitled to any refund.*

my payment is by *[circle]* cheque credit card details below bank transfer

visa mastercard bankcard direct debit *[circle one]*

card no _ _ _ _ / _ _ _ _ / _ _ _ _ / _ _ _ _

expiry date _ _ / _ _

cardholder _ _ _ _ _ _ _ _ _ _

amount \$ _ _ _ _ _ _ _ _ _ _

signed _ _ _ _ _ _ _ _ _ _

date _ _ _ _ _ _ _ _ _ _

Account Ballarat International
Foto Biennale Inc
BSB 633 108
Acc # 135184513

complete and return to PO Box 569 Daylesford 3460. Ballarat International Foto Biennale Inc ABN 70496228247



BALLARAT INTERNATIONAL FOTO BIENNALE Sept 4 – Oct 4 2009
VENUE / EXHIBITOR / EVENT AGREEMENT

Between **Venue**

Contact details:

address.....
 telephone..... mobile.....
 email.....contact person.....

Exhibitor or event

Contact details:

address.....
 telephone..... mobile.....
 email.....contact person.....

Event **opening** date Bump in date.....between

Event **closing** date Bump out date.....between

PLEASE REMEMBER NO LATE ARRIVALS, NO EARLY EXITS OF EXHIBITIONS

responsibility for preparing venue for event	event	venue	shared	other
responsibility for hanging of event	event	venue	shared	other
responsibility for manning of event	event	venue	shared	other
responsibility for official opening of event	event	venue	shared	other
responsibility for food and beverage at official opening of event	event	venue	shared	other
responsibility for bumping out of event	event	venue	shared	other
responsibility of restoring venue to original condition	event	venue	shared	other
responsibility for insurance of works against theft or damage	event	venue	shared	other
charge for use of space for duration of event	no charge	\$.....	inc GST	
agreed commission on sale of works and or merchandise	none	10%	20%	25% 30%
management of sales	event	venue		
payment to artist if sales managed by venue	days from close of BIFB09		
display of 3rd party signage	allowed	not allowed	negotiable	
hours of opening of event:				
Monday	to.....		
Tuesday	to.....		
Wednesday	to.....		
Thursday	to.....		
Friday	to.....		
Saturday	to.....		
Sunday	to.....		

other conditions of use.....

.....

This is not a legal document. It's purpose is to give the venue, the exhibitor /s or event, and the Daylesford Foto Biennale a list of agreed responsibilities for participation in BIFB 09. If insufficient space to note all conditions, attach another sheet. Please complete, duplicate and circulate so that event, venue and BIFB each have a copy.



BALLARAT INTERNATIONAL FOTO BIENNALE FRINGE ABOUT FRINGE EXHIBITION PROGRAM REGISTRATION

2009 REGISTRATION

Register for The Ballarat International Foto Biennale 2009 and join us in celebrating Australia's largest bi-annual photography event. Through an exciting range of exhibitions, public installations, lectures, projections, workshops and affiliate programs BIFB 09 will present a fantastic line up of more than 150 photographic events. We invite you to register your photography exhibition on any subject for the Fringe Exhibition Program.

Benefits of registration include:

- Exhibition listing with one reproduction in the BIFB'09 Official Program and website;
- Downloadable press quality photo on the BIFB'09 website;
- Extensive publicity and promotion of the festival;
- BIFB venue signage;

HOW TO PARTICIPATE

Participants organize their own exhibitions. The Fringe Program will run at Ballarat, Creswick, Clunes, Daylesford and *Trentham. Exhibitions must occur for the festival period during the month of September 2009, although they can begin before September 4, and end after October 4 – the Festival dates. That is no late arrivals, and no early exits from the Exhibition Program. We accept traditional exhibition venues as well as non-traditional exhibition spaces such as community centres, studios, cafes, shops, and restaurants. Fringe Exhibition listings from DFB 2007, are still online for you to browse. [go to www.ballaratfoto.org and click on the dfb'07 logo] Participants cannot register without a venue. Once you have a venue to exhibit your work in, you may register for BIFB 09 by completing the registration form included in your information kit or download from www.ballaratfoto.org/archive.htm/ and return with your payment to BIFB registration, PO Box 569 Daylesford Vic 3460. You may pay by cheque, credit card or bank transfer.

** The Trentham Fringe Program is based around alternative process photography. You can only participate in the Trentham Fringe if your work comes under this category, although such exhibitions are not restricted only to Trentham. To this end the Trentham Fringe will be a curated program. If you want to participate in the Trentham Fringe, send your alternative / historic process exhibition proposals to Ellie Young ellie@goldstreetstudios.com.au*

Registration closes Friday June 12 2009 or when all available venue space has been taken [whichever comes first]. Participation fee including GST is payable upon registration (please see fee details below). Fees are due upon registration.

Earlybird and Non-Profit Registration Deadline: April 15, 2009

Registration Deadline: June 12, 2009

Official Program Content Deadline: June 12, 2009

Upon the Official Program Content Deadline the website is closed and exhibition listings are published as entered. There are very specific requirements for this content material. Please consult the BIFB'09 Official Program Requirements in the Exhibitor Checklist.

2009 FEES including GST

\$250 Registration includes

- program listing [exhibition details with 100 words of description, one print quality image, cropped square],
- one website profile [exhibition details with 100 words of description, one web quality image],
- press quality image made available to press & publicists.

There are very specific requirements for this content information. Please consult the BIFB'09 Official Program Requirements in the Exhibitor Checklist.

[\$225 BIFB Members Registration, Early-bird \$210]

Non-Profit Registration - Reduced fee for organizations with proof of registered non-profit status. Contact the office for information and verification of your status before registering.

Questions? Please email us at fringe@ballaratfoto.org or call us on [03]5348 5703



BIFB '09 EXHIBITION & VENUE SIGNAGE & LABELLING* PROTOCOLS

The BIFB will supply all external sandwich boards or posters or banners and directional signage for BIFB '09.

All weather banners will be placed at the major entry points to all towns hosting BIFB '09 events signifying participating festival events in their area. Directional signs will be placed to indicate to visitors the proximity to BIFB '09 venues in rural areas.

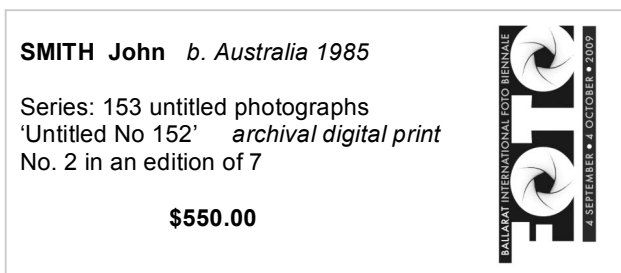
We are asking all BIFB '09 venues to display their sandwich boards or posters or banners in the most prominent and highly visible position to attract the maximum number of visitors. *Note: all external signage remains the property of the BIFB

The BIFB will supply an A4 exhibition panel for each BIFB '09 show, with the name of the artist, title of show and any show sponsor logos. This panel will be foamcore-mounted and should be displayed prominently within your venue as part of the exhibition.

For consistency in our signage, we ask that you conform to the following protocols and specifications in print labelling:

All descriptive labels to be positioned left-hand corner, approximately 10cms below each work, Ideally labels should be mounted on foamcore or cardboard and attached with blutac. If works in a show are different sizes, then alternately labels should be placed to the left of individual works at a consistent height

sample label



Type is 14pt Helvetica or Arial. You can download the BIFB logo from the press archive page at the website,

www.ballaratfoto.org.



BIFB'09 EXHIBITION CHECKLIST

artist show title.....

The Ballarat International Foto Biennale is a huge logistical undertaking, with 150+ events staged over 75+ separate venues. We have masses of data which need to be processed, so your attention to the following - in detail - will help us to fit the bits that go together to make BIFB '09 run as smoothly as possible. *If you don't understand the technical stuff, please seek assistance from someone who does.*

PLEASE SUPPLY THE FOLLOWING INFO & MATERIAL BY FRIDAY JUNE 12, 2009

- *Completed Venue/Exhibitor Agreement Form
- *Event Registration Fee \$.....
- *Completed Fringe Event Registration Form
- *Digital Files – to specifications of size, cropping and label requests, across Program, Web and Media/Public Relations
- *100 word Exhibition statement written in the third person

When supplying information for 1. The Program, 2. The Web, 3. Media/Public Relations - *Please supply all the materials in the format and file size specified, including labelling your files with your initials and the end use of the image covering print, web and public relations – e.g., jmprintquality.jpg, jmweb.jpg, jmpr.jpg*

1. BIFB'09 OFFICIAL PROGRAM - requirements

ONE ICONIC IMAGE from your show. Images reproduced in the official program will have a **square** finish. If your image proportions are other than square, send a detail **cropped** square. Images should be jpegs level 10 -12, 300dpi, 5cms x 5cms, and RGB. Please do not send images that are not adjusted to these specifications. Label the image with your initials and program eg **jmprint.jpg**

A 100 WORD DESCRIPTION of your show - written in the third person. Please spell check, and supply text either in the body of an email, or in an unformatted word document. Please no exotic text formats and fonts, mixed font sizes, etc., etc. Keep it simple!

SPONSOR LOGOS specific to your show. Supply as either 300dpi TIFFs around 5cms X 5cms or eps files.

2. BIFB'09 WEBSITE - requirements

The following materials are required for your listing in the **BIFB'09 WEBSITE** <http://www.ballaratfoto.org>.

A 100 WORD DESCRIPTION of your show - written in the third person. Please spell check, and supply text either in the body of an email, or in an unformatted word document. Please no exotic text formats and fonts, mixed font sizes, etc., etc. Keep it simple!

Digital File of an image cropped square, 72 dpi, 300 x 300 pixels

Please label the file for the web with your initials and end use, eg jmweb.jpg

YOUR URL if you have a website, supply that address to us, and we will include a link to it. In return, we would appreciate a link back to www.ballaratfoto.org - the wider we can spread our networks the greater the BIFB '09 audience will be.

SPONSOR LOGOS specific to your show. Supply as either 300dpi TIFFs around 5cms X 5cms or eps files.

3. MEDIA & PUBLICITY - requirements

If you want a bio and hi res image available to the media/public relations supply a 100 word bio and iconic image [jpeg/rgb 300dpi scan, max A4 or 21 x 29 cms] and label it with your initials and end use – eg jmpr.jpg

You can contact our publicist Fiona Brook on 0407 900 840 or by email to fiona@dballaratfoto.org

SENDING THE REQUESTED INFORMATION TO BIFB

Send files over 2MB to ballaratfoto.upload@gmail.com and also send an email to info@ballaratfoto.org to confirm images have been sent to gmail. Or burn to CD and post to PO box 569 Daylesford 3460

These requirements are not meant to be difficult. BIFB '09 runs with a very small core of volunteers. Anything that lessens the number of tasks we have to do means that we can get more things done more efficiently within the incredibly tight deadlines we are working to.

Please don't make us chase you for information, and please don't file this away for action sometime further down the track. It is extremely important that you action ASAP. Deadline for BIFB'09 Official Program materials is June 12th 2009 . If we don't have your stuff by then your show won't be listed in the program!