



**Whitechapel
Gallery**

Dear LABF Exhibitor,

We're excited to be welcoming you to the Whitechapel Gallery as part of the London Art Book Fair 2015. In anticipation of the weekend, please read this information pack carefully; we hope it will be a comprehensive guide to all of the necessary information ahead of this year's Fair.

If you have any questions that you feel are not adequately answered here, please don't hesitate to contact bookfair@whitechapelgallery.org and we will do our best to get back to you as soon as possible.

We look forward to seeing you on 10 September!

Max & the LABF team

London Art Book Fair 2015 Exhibitors' Schedule

Thursday 10 September

13:00-17:00 Exhibitors arrive to set up stands. (Please arrive at 12:00 if you have a wall space)

18:00-21:00 Opening preview evening of the LABF 2015 (open to public)

Friday 11 September

10:00-11:00 Exhibitors' Breakfast

10:30-11:00 Exhibitors refresh stands as necessary

11:00-18:00 Fair open to the public

Saturday 12 September

10:30-11:00 Exhibitors refresh stands

11:00-18:00 Fair open to the public

Sunday 13 September

10:30-11:00 Exhibitors refresh stands

11:00-18:00 Fair open to the public

18:00-21:00 Exhibitors de-install

Overview

For the first time, this year's London Art Book Fair will take place entirely on the ground floor of the Whitechapel Gallery, across galleries 1 & 2. This should make setting up and closing down much easier than in previous years, without the need for access to gallery stairs and lifts. The floor plans for the Fair will be sent out to you in the run-up to the weekend.

We are very excited to announce a Scandinavian Regional Focus for the Fair in 2015, with support generously provided by the Embassies of Norway, Sweden and Denmark, giving us the opportunity to welcome a total of 12 publishers and presses from across the region.

Full details of the accompanying public programme will be published and promoted in the build-up to the Fair, across the Whitechapel Gallery and LABF websites and social media outlets. Listings will also be published in printed matter accompanying the LABF. The full LABF communications campaign is detailed at the end of this pack.

Your stand

Set-up

- Set-up of stands will take place from 13:00–17:00 on Thursday 10 September 2015. However, if you have wall space with your stand, please arrive one hour early, at 12.00.
- The Gallery will not accept any deliveries before 10 September. We have a very limited capacity for storage, and all necessary deliveries must occur on Thursday 10 September.
- The Opening Night for the Fair will begin at 18:00, and all stands should be ready one hour in advance.

What will we provide?

- Each stand will include a table, two chairs and a black tablecloth.
- The tables are 1830 x 760 mm long (6 x 2.5ft).
- The Whitechapel Gallery will create individual signage for your stand. This sign must be displayed on your stand at all times. Please do not bring your own signage; pop-up banners, large wall-mounted signage or other promotional devices that compete with neighbouring stands will be removed by the Whitechapel Gallery.
- The galleries will be evenly lit with exhibition-quality lighting.
- Each stand will be allocated two exhibitor passes for the weekend. This means that your stand should be staffed by no more than two people at a time.

What we need to know

- During the set-up period there will be a small team of technicians available to assist exhibitors who have booked wall space. Please inform us by Monday 31 August if you would like assistance with your installation, especially if you plan to hang any large or heavy items (shelves, framed works etc), as a technician is required to approve the installation.
- Requests for technical support should be sent directly to BookFair@whitechapelgallery.org. Technicians will be allocated a maximum of 30 minutes with each exhibitor. Please have your display mapped out in advance to make the most of the technician's time, and if possible please send us a plan of your installation along with your request.
- Please do not plan to use any heavy duty or double-sided tape/Velcro on the walls as this rips off the plaster. All gallery walls are drillable and made of plywood, but good drill bits are essential. We strongly encourage any exhibitors with wall space to bring along their own tools if possible, as this greatly speeds up the installation.
- Please note: technicians will be available only to those exhibitors who request support beforehand.

What do I need to provide?

- Wireless PDQ machines. Many exhibitors choose to run their stands with cash boxes without experiencing any negative impact on sales. However, if you wish to bring a wireless PDQ this should be hired directly from your bank, and operate on GPRS rather than Wi-Fi. Individual phone and internet points will not be provided.

- Bags for the sale of your books. Whitechapel Gallery will be unable to supply these.
- A trolley for transporting books during the set-up/de-installation (only if necessary). The gallery has a very limited number of trolleys available for use during the set-up/de-installation. If you do bring a trolley, please keep in mind that its storage will also be your responsibility.
- Limited stock. Please bring only as much stock as you will need for the weekend. All of your stock must be stored underneath your table throughout the weekend, as there is no additional storage available at the gallery. No stock may be left at the gallery after de-installation on Sunday 13 September.

Opening night

An opening night will be held on Thursday 10 September from 6–9pm. This will be open to the public, with no need to RSVP. The Gallery will invite guests including collectors, booksellers, distributors, artists, gallerists and the arts and literary press from its extensive mailing lists. All exhibitors will be sent an e-invite, which can be sent on to anyone that you'd like to come along.

During the Fair

Entry to the London Art Book Fair is free to the public at all times. Tickets for events during the weekend will be bookable in advance, and will be available through the Whitechapel Gallery website and box office.

For everyone's enjoyment of the Fair, we just ask that exhibitors note the following guidelines:

- For security reasons, please ensure that exhibitor badges are worn at all times when inside the galleries, and especially when entering the Gallery before 11am.
- All exhibitors must display the name of their imprint on their stand, with the signs provided by Whitechapel Gallery.
- The Whitechapel Gallery cannot offer any storage space for exhibitors, beyond what can be stored under your table.
- For exhibitors who have booked a stand with wall space, wall displays must not exceed the length of the exhibitor's table.
- Only those exhibitors who have requested wall space should make use of the wall space behind their stands.
- The tables, chairs and black cloths provided by the Gallery should not be removed by exhibitors. Exhibitors will be invoiced for missing items.

Food and Drink

- All exhibitors will be given exhibitor passes when they arrive at the Fair, which can be shown in the café to receive a 20% discount throughout the weekend.
- A Publishers' Breakfast for exhibitors and buyers will be held at the Whitechapel Gallery on Friday 11 September in the LABF café from 10.00–11:00am. All exhibitors are encouraged to attend,

meet with fellow exhibitors and share in an informal private view with each other for an hour before the Fair opens to the public.

After the fair

- All stands must be de-installed on the Sunday evening after the fair has closed.
- As with stand set-up, if you need technical assistance with de-installing your stand, please let us know by Monday 31 August.
- All stock must be removed from the Whitechapel Gallery on the evening of Sunday 13 September. The Whitechapel Gallery cannot be responsible for any items left in the gallery after de-installation is completed at 9pm on Sunday.
- If you are an international exhibitor and you need to have works picked up by courier, we realise that a Sunday evening pick-up may be impossible. In this instance, we can offer a small amount of storage space, but collections must be made on the following morning of 14 September.

Communications

Our extensive communications campaign this year includes:

- 25,000 printed leaflets currently being distributed to London's cultural venues, galleries, museums, bookshops, studios, and local flyering
- A3 posters in cultural, social venues across London , 4 sheet legal flyposting across East and North London.
- On and offline advertising in key relevant publications such as Timeout, the Guardian, the London Review of Books, the Art Newspaper, East End Review, and the Camden Review.
- E-marketing activity including E-bulleting inclusions and a series of dedicated e-flyers to 70,000 subscribers
- Social media activity and live posts in the run-up and throughout the weekend from Whitechapel Gallery to over 180,000 twitter followers and 90,000 Facebook likes, as well as to 12,000 Instagram followers.
- In promoting the Book Fair on social media, please use the following handles, and we will do our best to pick up all promotion for our followers on social media.

Twitter: @theLABF, @_TheWhitechapel, #LABF2015

Facebook: Whitechapel Gallery

Instagram: @whitechapelgallery, #LABF2015

- We will send out LABF 2015 logos alongside this pack, which exhibitors are free and encouraged to use for promotional purposes.

If you have further questions about the Fair please contact BookFair@whitechapelgallery.org , or call Max at 020 7539 3353.

See you in September!

Max & the LABF team

Max Vickers

The London Art Book Fair

Whitechapel Gallery

Direct Line: +44 (0)20 7539 3353

Fax: +44 (0)20 7539 3340

Email: BookFair@whitechapelgallery.org

Web: londonartbookfair.com

Twitter: [@TheLABF](https://twitter.com/TheLABF)