

PARTICIPATION TERMS
CONTEMPORARY ART NOW MADRID 2027
MATADERO MADRID, MARCH 4-7, 2027

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1. INTRODUCTION AND OBJECTIVES OF CONTEMPORARY ART NOW MADRID (CAN ART FAIR MADRID)

Urvanity Art S.L.U., as the promoter of Contemporary Art Now Madrid (hereinafter, CAN Art Fair Madrid), is the reference contemporary art fair that makes visible and promotes art created by "new wave" artists and visual culture. Consolidated as an innovative and dynamic platform, CAN Art Fair Madrid brings together national and international galleries with proposals that explore new narratives, techniques, and artistic languages.

Our main goal is to foster contemporary art collecting, bring new trends to a broad and specialized audience, and enrich the cultural fabric. The fair is held at Matadero Madrid, an emblematic space that offers a unique environment for the exhibition of contemporary art. CAN Art Fair Madrid is committed to promoting diversity and inclusion in contemporary art. In our selection process, we positively value proposals that reflect the diversity of voices, genders, and origins, contributing to equitable representation and the sustainability of the artistic ecosystem.

2. GENERAL INFORMATION ABOUT THE FAIR

- **Name of the Fair:** CAN Art Fair Madrid 2027
- **Fair Dates:** March 4 to 7, 2027
- **Location:** Matadero Madrid
- **Fair Hours:**
 - **Press and Professionals (by invitation only):**
 - Thursday, March 4: 12 PM - 10 PM

General Public:

- Friday, March 5: 12 PM - 9 PM
- Saturday, March 6: 12 PM - 9 PM
- Sunday, March 7: 11 AM - 7 PM
- **General Contact:** hello@contemporaryartnow.com
- **Official Website:** www.contemporaryartnow.com
- **Social Media:** @canartfair

3. APPLICATION PROCESS

Any gallery wishing to participate in CAN Art Fair Madrid 2027 must follow these steps:

1. **Profile creation:** Create a gallery profile on the CAN Art Fair Madrid website: [Update this URL]
2. **Submission of the form:** Submit the official online application form, properly completed, through your gallery profile.
3. **Documentation:** Ensure that the application is accompanied by all required documentation, including images with the requested technical specifications (JPG or TIFF, with a minimum resolution of 300 dpi and a long side of at least 2000 pixels, and a maximum file size of 5 MB).
4. **Payment of the registration fee:** Pay the registration fee of **€300 + VAT** requested at the end of the online application process.

IMPORTANT: The application will only be processed once CAN Art Fair Madrid has received payment of the corresponding application fee. The application fee will not be refunded, regardless of whether the applicant is admitted to CAN Art Fair Madrid or not. The invoice corresponding to the registration fees will be available in the gallery profile on the website 15 days after payment.

Any modification to the application form by the exhibitor must be communicated to hello@contemporaryartnow.com

4. CRITERIA AND SELECTION PROCESS

CAN Art Fair Madrid seeks galleries that present innovative and relevant exhibition proposals in the field of contemporary art, especially those linked to new trends and the most current visual culture.

The selection of participating galleries will be carried out by a Selection Committee. The Committee's decisions are final. The Committee will evaluate the gallery's trajectory, the artistic quality of the proposed artists, and the coherence of the exhibition proposal presented.

5. PARTICIPATION CONDITIONS AND FEES

CAN Art Fair Madrid 2027 offers various participation modalities to adapt to the needs and proposals of each gallery:

- **General Program**
 - Price per square meter: €330 + VAT per square meter
 - Minimum stand size: 30 square meters. The stand size chosen in the application is approximate and will be subject to space availability and the final layout of the fair.
- **Young Program**
 - 20 square meter stands
 - Fixed price: €6,000 + VAT
 - Aimed at young galleries with emerging trajectories founded after 2021.
- **CAN Design Program**
 - Price per square meter: €330 + VAT per square meter
 - Dedicated to galleries and projects that explore the intersection between contemporary art and design.
- **LATAM Program**
 - 30 square meter stands.
 - Curated program by invitation, focused on proposals from galleries and artists from Latin America.
- **Solo/Duo Project**
 - 15 square meter stands in corner distribution (2 walls)
 - Fixed price: €5,000 + VAT
 - Designed for galleries participating for the first time and wishing to present a monographic project by one or two artists.

What the stand rental price includes (for all modalities):

- Rental of the basic exhibition space (modular walls).
- The number of spotlights will be calculated based on the square meters of the stand itself:
 - 30 m² → 8
 - 40 m² → 10
 - 50 m² → 11
 - 60 m² → 12
 - 70 m² → 13
 - 80 m² → 14
- Lettering of the gallery name on the stand.
- Inclusion in the social media campaign.
- Electrical point.
- Mention on the official CAN Art Fair Madrid website with a link to the gallery.
- Daily cleaning of common areas and fair aisles.
- Civil Liability Insurance for the venue.
- General security during the fair.
- Basic WiFi connection.

What the stand rental price does NOT include (for all modalities):

- Assembly and disassembly of the works

- Transportation of the works
- Artworks insurance (each gallery is responsible for insuring its own works).
- Additional services such as furniture, extra light points, etc. (these services can be contracted separately)

Insurance and Responsibilities:

CAN Art Fair Madrid will contract a general Civil Liability insurance for the fairground. However, the exhibiting galleries are solely responsible for adequately insuring their artworks, stand material, and any other property against damage, theft, loss, or any other incident that may occur before, during, or after the fair, including transport and handling. It is advised that the exhibitor take out a policy that covers any contingency that could happen before, during, and after the fair to any persons, goods, and objects deposited in the stand, given that the Fair Organization, in accordance with the legislation in force regarding fair activities, only has a General Civil Liability policy. Therefore, it will be exonerated from any liability that could be imputed to it if such contingencies occur, and the exhibitor will not be able to claim any amount from the Fair Organization in this regard. It is clear that the exhibitor may take out such a policy with the insurance entity they deem appropriate.

Exoneration of Responsibility of the Organization:

The Organization will in no case be responsible for errors, omissions, poor construction, or deficient supply of any of the requested services or others not specifically mentioned, nor for omissions, production errors, composition errors, or others that may occur in the preparation of the catalog or on the fair's Website.

In no case may the exhibitor claim responsibility from the Fair Organization for loss, damage, or accident of any kind caused to the material, personnel, and objects located at the stand, whatever the alleged reasons.

The event will not be responsible, in any case, for the legal consequences that may arise from the presentation of illegal products.

6. IMPORTANT DEADLINES AND DATES

It is essential to respect the following dates to ensure the correct processing of the application and participation:

- **September 30, 2026:** End of the application period and deadline for payment of the registration fee.
- **October 27, 2026:** CAN Art Fair Madrid: Official notification of acceptance or non-acceptance of participating galleries by CAN Art Fair Madrid.
- **November 3, 2026:** Deadline for payment of the **first 50%** of the total amount of the assigned stand.
- **January 12, 2027:** Deadline for payment of the **remaining second 50%** of the stand amount, plus the amount of any requested extra or additional service.

- **March 2-3, 2027:** Reception and assembly of works at the fairgrounds (detailed schedules will be sent to accepted galleries).
- **March 7, 2027 (end of the fair):** Disassembly and removal of works from the fairgrounds (detailed schedules will be sent to accepted galleries).

7. PAYMENT AND CANCELLATION CONDITIONS

- **Method of Payment:** Payment of the application fee will be made through the payment gateway on the official CAN Art Fair Madrid website. However, the total amount corresponding to the cost of the stand (including the initial 50% and the remaining 50% plus extras) must be made by bank transfer to the account that will be provided in the gallery acceptance notification.
- **Failure to Pay:** Failure to comply with any of the payment deadlines established in point 6 will imply the automatic cancellation of the gallery's participation in CAN Art Fair Madrid 2027, without the right to a refund of the amounts already paid. CAN Art Fair Madrid reserves the right to assign the space to another gallery.
- **Cancellation Conditions by the Exhibitor:**
 - If a gallery cancels its participation **before November 3, 2026**, it will lose the registration fee but will not have to pay the 50% of the assigned stand amount.
 - If a gallery cancels its participation **after November 3, 2026 and before January 13, 2027**, it will lose the registration fee and the first 50% of the stand amount.
 - If a gallery cancels its participation **after January 13, 2027**, it must pay the full amount of the stand (100%), as well as any extra contracted service.
 - Any cancellation must be notified in writing to hello@contemporaryartnow.com.

8. DATA PROTECTION

In accordance with current personal data protection regulations, Contemporary Art Now Madrid informs you that the data you provide us, both that maintained between both parties and that provided in the future, will be included in a data file owned by Contemporary Art Now Madrid and maintained under its responsibility. The purpose of said file is the fulfillment and proper management of relationships with exhibitors at the fair, as well as the sending of communications related to Contemporary Art Now Madrid and other activities of Contemporary Art Now Madrid.

Likewise, the interested party is informed that the data will not be communicated to third parties, except for legal obligation. The exhibitor may exercise their rights of access, rectification, opposition, deletion, portability, and limitation of treatment. To do so, they must address a written request to Contemporary Art Now Madrid via the email address hello@contemporaryartnow.com.

9. USE OF IMAGES AND RIGHTS

By submitting its application and accepting participation, the gallery authorizes Contemporary Art Now Madrid to use the images, texts, and technical data sheets of the works and the gallery provided in the application for promotional, dissemination, and archiving purposes of CAN Art Fair Madrid, the fair's website, social media, press materials, and advertising campaigns. This authorization will not imply the transfer of copyright, which will continue to belong to their owners.

10. COMMUNICATIONS AND NOTIFICATIONS

All communications and notifications between the parties, by virtue of this agreement, will be made exclusively by email.

Communications to the Exhibitor will be understood to be validly effected to the email address provided in the application form. Communications to CAN Art Fair Madrid must be made to the email address hello@contemporaryartnow.com

11. APPLICABLE LEGISLATION AND JURISDICTION

By the mere fact of requesting participation in CAN Art Fair Madrid 2027, these Participation Terms are understood to be accepted in full. This Agreement is governed in all its aspects by Spanish legislation. In case of discrepancy in the interpretation of the Participation Terms, the Spanish version will prevail.

The parties, expressly waiving their own jurisdiction if they have one, submit expressly and irrevocably to the Courts and Tribunals of the city of Madrid Capital for any questions that may arise from the interpretation, validity, or fulfillment of this Contract or any agreement subject to it.

12. ASSEMBLY AND DISASSEMBLY REGULATIONS

Once participation is confirmed, a detailed technical manual will be provided to the galleries, which will include all specific assembly and disassembly regulations, stand plans, access to the loading dock, permitted working times, safety regulations, and the possibility of requesting additional technical services.

The disassembly of the installations and removal of works, materials, and objects from each space will be carried out within the schedule and deadlines indicated by the Organization for each edition. Works, materials, and objects that are not removed within the indicated period will be considered abandoned. The technical services will proceed with their destruction at the exhibitor's expense, applying the corresponding fees and rates for the removal of materials, trash, and waste objects.

13. EXHIBITION AND CONDUCT RULES

CAN Art Fair Madrid 2027 will be responsible for keeping the common areas of the exhibition venue clean. Each exhibitor must be responsible for the maintenance tasks of their stand, which must be kept in the state in which it was delivered, it being understood that reasonable wear and tear may occur due to its use.

The exhibitor who presents works other than those approved by the fair organization will lose their right to the assigned spaces, with the Organization reserving the right to retain the amount of the amounts paid as well as the possibility of offering said space to other companies, even if the amount of the assigned space had been paid in full, and cannot claim any compensation.

For the provision of any service not specified, it must be consulted in writing to the Organization, which will resolve according to the possibilities. The visiting hours for the public will be announced in a timely manner to the exhibitors and through the information media. Access will only be permitted by showing the corresponding ticket or invitation. Personnel with an official model exhibitor card may access the venue from half an hour before the time scheduled for the opening to the public and may not remain there more than fifteen minutes after the daily closing. The responsibility for its issuance and consequences derived will be the exhibitor's.

Prior and express authorization from the Organization will be required both for the occupation of collective spaces and for assigning or subleasing the contracted space or part of it, an authorization that will be resolved based on the specific case. The exposed artworks must remain in the exhibitors' spaces during the days of the Fair, saving the sold works that must be registered with the Organization's personnel at the exit of the fair. The exhibitor will receive, together with the rest of their accreditation documentation on the first day of assembly, the instructions to authorize the "Work Exit". It will be necessary to carry out the "Work Exit" registration, duly completed, so that the client can leave the venue with the acquired work.

It is not allowed to deposit or exhibit dangerous, flammable, or explosive, noisy, unhealthy materials that give off unpleasant odors and, in general, those that may disturb other exhibitors or the visiting public. Sound demonstrations that may disturb other exhibitors are prohibited, and 60 decibels may not be exceeded. Audiovisuals, flashes, and interior television circuits will be authorized within the space itself, provided that to view them, one must remain within it. In no case will they be located at the edge of the spaces facing the aisles, facing the outside.

Only with individualized permission from the Organization, may materials and objects be introduced during the Fair, exclusively during the hours determined in the corresponding permit. Exhibitors may proceed, if they wish, to the nightly closing of their spaces.

The distribution of samples, brochures, leaflets, and all kinds of printed matter will be carried out within the space of each exhibitor and will be subject to the general rules of the Fair. The advertising may not have an ideological or political or protest nature unrelated to the proper function of each stand.

The fair organization reserves the right to choose a sponsor for it, as well as to communicate it through the means it considers.

The fair organization reserves the right to remove from the stands any ornamental or decorative, promotional, communication, or advertising elements that, in its judgment, it considers inappropriate because they are unsightly, smelly, and/or noisy, given that the fair's policy intends, above all, that each exhibition sector maintains an aesthetic and is as attractive as possible. For all this, the Organization will ensure that what is established in the previous section is complied with and for this purpose will adopt the measures that, where appropriate, it considers appropriate. The exhibitor must provide the graphic and written information necessary for its inclusion on the web platform.

14. TRANSPORTATION OF WORKS

CAN Art Fair Madrid will not assume the role of importer or exporter of the works that enter the fairgrounds. To ensure an efficient and trouble-free process in the management of sending and receiving the works, we strongly recommend that artists and galleries use the services of companies specialized in art.

15. STORAGE OF PACKAGING

CAN Art Fair Madrid 2027 offers a storage area exclusively for exhibitors' packaging at the fairgrounds, with the strict condition that in no case will the storage of artworks be allowed in said space designated only for packaging. Access to this space will be restricted during the public opening hours of the event, being allowed only before or after said schedule. Participants are urged to respect this provision to safeguard the safety and proper care of the artworks, as well as to maintain an optimal environment for the exhibition during operating hours. CAN Art Fair Madrid 2027 reserves the right to take necessary measures in case of non-compliance with these regulations. Any exhibitor who decides to introduce artworks in this area will do so under their sole responsibility.

16. FINAL PROVISIONS

CAN Art Fair Madrid 2027 may reject the exhibitor by closing their space, based on:

- Non-compliance with any of the general rules of this regulation.
- Presentation of a program different from that captured in the admission application.
- Presentation of works of dubious origin or fake.
- Presentation of works that do not meet the quality conditions required by Contemporary Art Now Madrid.

The exhibitor understands that the event is organized in a public and/or third-party space whose ownership corresponds to the local public administration or a private corporation unrelated to the event organizer and that this means that the conditions of opening and permanence in it, as well as safety, accessibility, and similar regulations depend first on local ordinances and, second, on the pacts and agreements that the facility owner may have reached with the fair Organization. For this reason, the exhibitor exonerates the fair Organizer with the utmost breadth if for any unforeseen

cause the event has to be canceled, suspended, delayed, or reformulated regarding its basic conditions of deadlines, access or visitor permanence, or general accessibility requirements. The exhibitor waives any actions against the event Organizer as a consequence of any unforeseen event such as adverse weather circumstances, catastrophes or natural disasters, wars, epidemics, alarm situations, public security deficit, or any others of similar scope or nature.

If for any unforeseen cause the event has to be suspended or postponed, the exhibitor understands and accepts in the widest extension that the event Organization is enabled to retain the amounts anticipated by the exhibitor to hold the event as soon as circumstances permit.

Contemporary Art Now Madrid reserves the right to retract, reduce, or extend the duration, or alter the place and dates of the exhibition, without this implying the return or refund of the amounts paid nor any responsibility or obligation towards the exhibitor. By this contract, the responsibility of Contemporary Art Now Madrid in case of non-compliance with the exercise of its obligations will be limited to the reimbursement of the deposits and stand fees paid by the exhibitor. In case of non-compliance by the Organization of any of the terms of this contract, said non-compliance will not imply the right to any compensation for the exhibitor.

All exhibitors, by the mere fact of their application for admission to CAN Art Fair Madrid, accept these Internal Regulations which they declare to know and accept, the supplementary rules and provisions of the Organization and regulations on safety and quality control, as well as the orders that may emanate from the management Bodies of the fairgrounds.

All the conditions established both in these Internal Regulations and in the Participation Project and that the exhibitor expressly declares to know and accept, maintain their full validity and mandatory nature as long as the fairgrounds do not adopt any decision that implies modification of the content of the same, a modification that, in a timely and express manner, would be communicated to the exhibitor.

The Exhibitor may not assign their contractual position or the rights and obligations derived from this agreement without the prior written consent of Contemporary Art Now Madrid.

If any of the Clauses of this Contract is declared or becomes void or ineffective, in whole or in part, the rest of the contract will remain in force.