

LA ART SHOW 2014

HISTORIC | MODERN | CONTEMPORARY

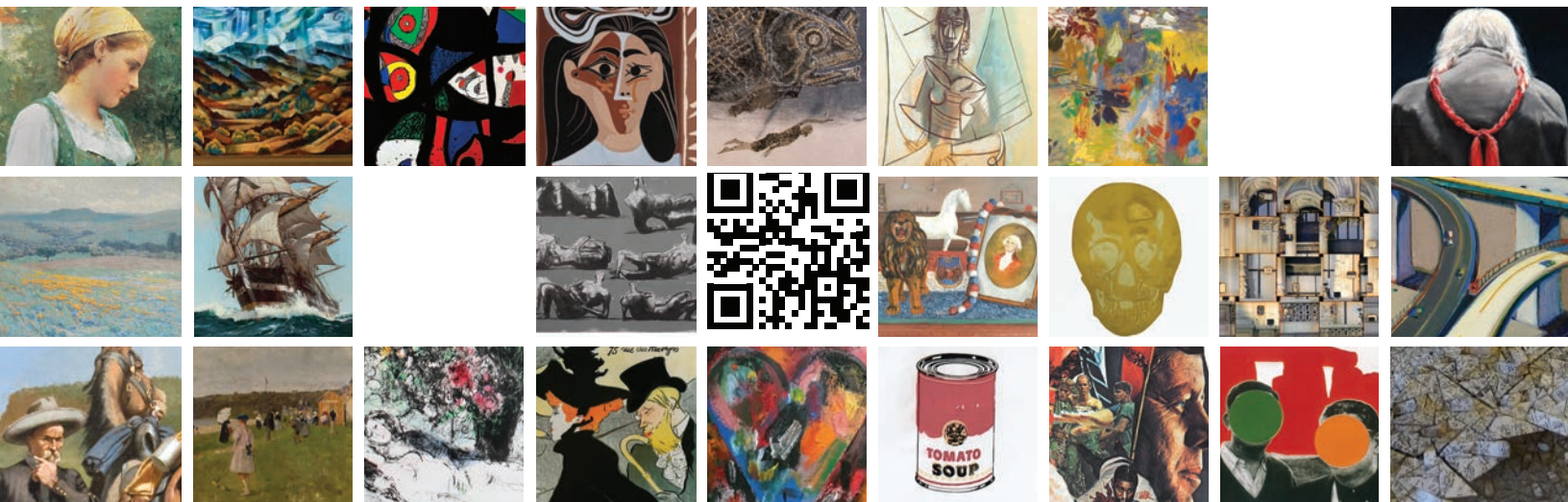
JANUARY 15-19

LA CONVENTION CENTER / SOUTH HALL

THE 19TH ANNUAL LA ART SHOW IS PRESENTED BY THE
PALM BEACH SHOW GROUP

PAINTING, SCULPTURE, WORKS ON PAPER, PHOTOGRAPHY, VIDEO -
THE MOST DIVERSE ART SHOW IN THE WORLD!
OVER 100 PROMINENT GALLERIES FROM AROUND THE GLOBE.

LAARTSHOW.COM



HIGHLIGHTS OF THE LA ART SHOW

- Recently purchased by the Palm Beach Show Group, the 2013 Show made local art history when it was featured on the Front Page of the LA Times (the first time an art show has made the cover) with an accompanying story on the front page of the paper's Calendar Section.
- The 2013 LA Art Show kicked-off with a star-studded Opening Night Premiere Party benefiting the Art of Elysium and the J. Paul Getty Museum's Education Department. Hosted by Ali Larter and Hayes MacArthur, the opening was attended by more than 6,000 collectors and VIPs. James Franco was the Guest of Honor at the VIP Patron Reception and during the course of the evening artist Shepard Fairey unveiled his new Diamond Dust Prints.
- Attendance by Hollywood celebrity collectors included: Halle Berry; Olivier Martinez; Kevin Nealon; Ann Archer; Noah Wyle; Diane Keaton; Steve Martin; Emilio Estevez; Martin Sheen; Barbra Streisand; Dave Grohl; James Franco; Moby; Eva La Rue, Laurie Holden; Lisa Edelstein; Rose McGowan; Mena Suvari; Hunter Tylo; Victor Garbo; Raven-Symone; Richard Chamberlain; and Eric La Salle among others.
- Special partnerships and cross-promotions with major museums and art organizations.
- Dialogs LA, our engaging lecture series and panel discussions, features internationally renowned artists, collectors, curators, and art professionals. Former speakers included: Tate Modern Curator of Contemporary Art, Catherine Wood; artist and author Hunt Slonem; publisher of ArtNEWS magazine Milton Esterow; the Director of the Mingsheng Museum of Art in China; and Don Thompson, author of *The \$12 Million Dollar Stuffed Shark*.
- Exclusive large-scale curated exhibitions. 2013 featured the highly acclaimed, "Letters from Los Angeles," curated by Jack Rutberg.
- Private VIP after-parties and receptions.
- Exposure to more than 60,000 visitors from across the globe.



THE LA ART SHOW: HISTORIC | MODERN | CONTEMPORARY

The LA Art Show is the largest and most significant art fair in the west. More than 110 galleries participated in the 2013 LA Art Show. This carefully produced show is designed to beautifully present select global galleries to a significant cadre of serious collectors, as well as inspire the local arts community with featured installations, curated special exhibitions, and a captivating lecture series, Dialogs LA.

Owned and produced by the Palm Beach Show Group in partnership with Kim Martindale, General Manager, the show has received tremendous attention from the media, collectors and attracted an astounding 56,000 attendees to last year's show. Through unprecedented advertising and promotional campaigns, the 2013 LA Art Show made local history when it was featured on the Front Page of the LA Times (the first time an art show has ever made the cover) with an accompanying story on the front page of the paper's Calendar Section.

The LA Art Show is entirely unique in the art world, juxtaposing contemporary works alongside historic and traditional to demonstrate movements and highlight the evolution of art throughout the ages. The layout of the show is comprised of four distinct sections under one roof: The Modern & Contemporary Section, The Historic & Traditional Contemporary Section, The Los Angeles IFPDA Fine Print Fair, and The Vintage Poster Section. Unique in atmosphere, the aesthetics of each section are designed to complement the art and create an immersive environment for our attendees. The Modern & Contemporary Section features poured concrete floors and white walls which provide an ideal backdrop for art produced from the mid 20th century to present day. Conversely, brilliant blue, green, and grey felted walls against slate carpet, fittingly presents The Historic & Traditional Contemporary Section's focus on historic works and their contemporary counterparts that embrace traditional techniques.

World-Class Los Angeles Venue

The LA Art Show is strategically situated at the city's dynamic epicenter with convenient access to world renowned LA LIVE!, home to the Grammy Awards, The Grammy Museum, and an impressive entertainment complex that includes the Nokia Theatre, the Staples Center Arena, top restaurants, and The Ritz Carlton Hotel and Residences. The LA Convention Center is Southern California's most technologically advanced green venue, featuring soaring ceilings and ample space, including one of the largest dedicated parking structures in the entire city and with over 15,000 spaces in the immediate vicinity!

Los Angeles: The Entertainment Capital of the World

The city of Los Angeles, long recognized as the entertainment capital of the world, is now taking its place as a cultural Mecca, boasting more than 300 museums, dozens of distinct ethnic communities, an enviable climate, and one of the world's largest economies.

Nurturing the Dealer, Collector Relationship:

Galleries want more sales—collectors want more quality galleries. The LA Art Show has both!

Collectors come to a show with a variety of desires. Whether they are looking for a very specific piece, genre, artist, style, or subject matter or have eclectic, omnivorous tastes, the one trait they all share is that they want more, and more is what the LA Art Show consistently delivers. We have more galleries, art, excitement, variety, and new possibilities for the ideal buyer to connect with their next great purchase. For exhibitors, that means we attract a broader selection of collectors, not just the ones that you have on your mailing list, but the ones who are untapped opportunities, ready to forge new relationships.

Gallery Applications:

We look forward to hosting an extraordinary selection of national and international galleries at LA Art Show 2014 and welcome your application for consideration.

**For more information about the LA Art Show,
send inquiries to info@laartshow.com or call either
310.822.9145 or the Palm Beach Show Group at 561.822.5440.**



MARKETING & PR OUTREACH

- The 2013 LA Art Show generated more than 200 print and mixed media articles and interviews, and over 1 billion media impressions. More than 250 national and international journalists attended the show.
- Shared cross-promotion with the Los Angeles Jewelry and Antique Show.
- Street Banners throughout Los Angeles.
- Extensive outreach to the Asian, Hispanic, and GLBT communities.
- Hundreds of thousands of hits to the LA Art Show website.
- Collateral Distribution:
 - 10,000 Opening Night Premiere Party Invitations for top collectors, celebrities, and major donors.
 - 100,000 Save-the-Date brochures.
 - 160,000 three-fold full-color informative brochures distributed nationally and internationally to a targeted list of collectors.
 - 50,000 special promotional inserts within January into the Sunday edition of the New York Times.
- Special outreach to the celebrity community.
- Targeted email marketing to 100K plus through aggregated databases of the LA Art Show, the Palm Beach Show Group, and marketing partners.
- Extensive digital marketing campaign including social media strategy to thousands of Facebook and Twitter fans and followers.
- Access to the Los Angeles Department of Cultural Affairs and LA Inc.'s vast national and international marketing.
- Galleries participating in the LA Art Show will be included in the PBSG's online marketplace, CollectorsNet.com, that connects PBSG dealers to collectors all year round.

Full page ads in the Wall Street Journal, USA Today, and the LA Times.

PARTIAL MEDIA OUTREACH:

- American Art Collector
- American Art Review
- American Fine Art Magazine
- Antiques & Fine Art
- Art & Antiques
- Art Dossier
- Art Facts
- Art Gallery
- Art Ltd
- Art Newspaper
- Art + Auction
- Art News
- Art Facts
- Art Forum
- Art Nexus
- Artillery
- Artnet
- Artprice
- BH Courier
- Business Jet Traveler
- Fabrik
- Fine Art Connoisseur
- Frontiers
- KPCC
- Gallery Sights
- The Huffington Post
- ICN TV
- Journal of the Print World
- LAArtsOnline.com
- LA Weekly
- L'OFFICIEL art
- Luxe Immo
- M Magazine
- Maine Antique Digest
- Magazine Antiques
- New York Times
- PleinAir Magazine
- Santa Fe Magazine
- Southwest Art
- Trend
- Visual Art Source
- Western Art and Architecture
- Western Art & Architecture
- 99ys.com

SHOW DETAILS

GENERAL INFORMATION

- LA Convention Center, South Hall J & K, 1201 South Figueroa Street, Los Angeles, CA 90015.
- Opening Night Premiere Party: Wednesday, January 15, 2014.
- Show dates: Thursday through Sunday, January 15-19, 2014.
- Tickets: \$20 at the door.
(Discounts available through the LA Art Show website and special mailings.)
- 15,000 dedicated parking spaces at the Los Angeles Convention Center and in the surrounding area.

BOOTHS

Exhibitors may choose from several booth sizes and flexible design plans — please see application for sizes and pricing.

Modern & Contemporary Section

Included in the booth cost: 10' (3.65 m.) high perimeter white painted hard walls; tables and chairs; booth signage; drayage; basic lighting; and one page ad in show catalog. Incremental fees apply for: additional lighting and walls; custom paint; booth carpet; telephone; Wi-Fi; special construction; rigging; electrical services; shelving; and sculpture pedestals. Labor can be ordered at an additional charge.

Historic & Traditional Contemporary Section

Included in the booth cost: 10' (3.65 m.) high perimeter grey felted hard walls; tables and chairs; booth signage; drayage; basic lighting; carpeting; and one page ad in show catalog. Incremental fees apply for: additional lighting and walls; custom felt colors; fabric ceilings; molding; telephone; Wi-Fi; special construction, rigging, electrical services; shelving; and sculpture pedestals. Labor can be ordered at an additional charge.

Los Angeles IFPDA Fine Print Fair Section

Included in booth cost: 9' (2.74 m) grey papered walls; tables and chairs; drayage; booth signage; carpet; four (4) flood lights; one(1) 8' track (8x12foot booth) or eight (8) floods and two (2) 8' tracks (8 x 16 foot booth). Incremental fees apply for: additional or alternative wall colors; telephone; Wi-Fi; special construction, rigging, electrical services; shelving; and sculpture pedestals. Labor can be ordered at an additional charge. Does not include full-page ad in show catalog.

CATALOG

- 312+ page, full-color catalog.
- Each exhibitor receives a full-color page in the show catalog in a uniform layout.
- Catalogs from past years may be viewed at <http://www.laartshow.com/catalogs>



Now that the LA Art Show has emerged as the regions must attend art event, we are committed to build on the momentum created in 2013 to make 2014 even more successful. We invite you to join with us – bring the quality art you are known for, your expertise, and your vision to create new opportunities and solidify relationships during the event and far into the future.

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