

## *For applicants for exhibitions in the Round Tower*

### **Who chooses the exhibitions?**

The Round Tower offers one of the best exhibition venues and many visitors. Every year, usually eight exhibitions are held that are almost all conceived and produced by external exhibitors and organisers. External ideas and initiatives are the foundation for an exciting exhibition programme.

The decision of what exhibitions are to be displayed is made by the Round Tower's Board. The Round Tower selects exhibitions based on the wish to have a wide range of exhibition themes and genres, preferably different ideas, combining various activities such as workshops, lectures and the like in the Library Hall.

### **How do we apply for space?**

Written applications are to be sent digitally (incl. pictorial material) to:

The Round Tower's Director  
Jesper Vang Hansen  
jvh@rundetaarn.dk

### **How can we help?**

For the convenience of exhibitors, there are members of the tower's staff at your disposal. There are skilled handymen, good advice on financing, marketing assistance and much more. Typically, there are just four weekdays for setting up the exhibition, and it is exhibitor's job to provide their own helpers in collaboration with those provided by the Round Tower during the setup week.

During the first week, the exhibitor should preferably hold a Tower Talk in collaboration with the Round Tower, where the exhibitor can guide a group around, tell about the background, etc. There are also several types of events held in the exhibition hall to create a living environment, and which are organised by external parties. Groups such as associations/clubs, companies or concert organisers can have a space in the hall during the exhibition period for special events, and the Round Tower ensures that it is always done with respect for the hall's purpose as an exhibition venue.

### **Exhibition Conditions (Valid from 2012)**

1. There is an exhibition fee for setting up lights and other handling operations of DKK 25,000 per exhibition period (current price until 2020).
2. The Round Tower's audience will have access to the exhibitions. No separate entrance fee can be charged.
3. The exhibition concept and description that underlies the Board's approval, must be respected and must not be changed without agreement. An Exhibition Agreement is entered into between the Round Tower and the exhibitor, which includes facts regarding

time periods, setup and dismantling days, work distribution between the exhibitor and the Round Tower, marketing, sales, communication, shop sales, lighting, etc.

4. During opening hours, someone from the Round Tower staff will be in the exhibition hall, but there is no responsibility for supervising the exhibits.

5. It is up to the exhibitor to provide supervision if deemed necessary. The Round Tower can provide supervision for a fee that covers the cost of wages, holiday pay and the current regulations for labour market contributions.

6. Arrangements related to the sale of art are agreed and described in the Exhibition Agreement. Sales of exhibition relevant shop items such as posters, postcards, catalogues and the like are agreed with the Round Tower no later than four days before the exhibition preview day.

7. The exhibition hall is secured against burglary and theft outside opening hours by being connected to an alarm control centre. The room security is permanent outside opening hours.

8. Display case alarms that work around the clock can be connected by agreement. Other electronic security devices can be connected. Any costs of setting up and dismantling after the exhibition period are borne by the exhibitor.

9. Printing costs of catalogues and posters, transportation and special exhibition materials and previewing are borne by the exhibitor. A proof is sent to the Round Tower before printing. The Round Tower also designs and prints flyers and signage in own format as advance publicity and information material to the public in connection with the start of the exhibition.

10. Transport up and down the Round Tower is carried out by the Round Tower's staff under instructions from the exhibitor and it is the exhibitor's responsibility.

11. The arrangement for mounting, setup and dismantling is the joint responsibility of the Round Tower and exhibitors, and the arrangement is written down in the Exhibition Agreement. The Round Tower carries out the physical mounting, which is coordinated by the Round Tower's member of staff responsible for the exhibition.

12. Lighting is done by the tower's staff on the exhibitor's instructions. Extraordinary lighting, which requires special lighting fixtures is at the exhibitor's expense.

13. Setup/layout must be according to instructions and agreements with the Round Tower.

14. During setup, during the exhibition period, and during dismantling, the exhibitor and helpers must follow the Round Tower's regular rhythm and work rules.

15. Insurance is the exhibitor's own responsibility. The Round Tower's liability insurance only covers the Round Tower's employees.

16. If an exhibitor receives support from business interests (sponsorships), the Round Tower cannot be included in advertising contexts without the Round Tower's approval. Any kind of commercial support must be communicated to the Round Tower.

17. The Round Tower can assist with creating and distributing digital press material. Collaboration is agreed upon in connection with the meeting concerning the Exhibition Agreement.

18. The fire authority considers the hall to be a function room for maximum 150 people, and the exhibition can be closed by the fire inspector if the rules are not followed. The Round Tower requires to see a setup plan with a material description within two weeks prior to opening. The fire authority's requirements for the exhibition must be followed.

19. The Round Tower has the right to arrange activities in the exhibition hall outside normal opening hours and reserves the right to hold special events in the exhibition, provided that the exhibition is open to the public.

20. The Round Tower houses about 100 evening events (concerts, lectures, etc.) every year. It is a requirement that there are permanently 80 chairs and the stage area is available during the exhibition period. There must be room to increase the number of chairs to 150.

21. Invitations to the reception/vernissage are made and distributed at the exhibitor's expense. 40 copies are to be made available to the Round Tower.

JVH, 24/2 2012