



FOG FOCUS EXHIBITOR INFORMATION

The FOG Exhibitor Kit contains important information regarding your participation in FOG FOCUS 2025.

Exhibitors can access all the information contained herein and submit all necessary responses at fogfair.com. For those who have not used the website previously, please click on “Exhibiting” and you will be able to view your current account information, order booth equipment and make payments.

Included herein is the following:

2. Important Deadlines + Schedule
3. Booth Information + Regulations
4. Booth Information + Regulations (continued)
5. Booth Equipment Pricing
6. Booth Equipment Pricing (continued)
7. California Sales Tax Permit Information
8. Onsite Information
9. Certificate of Insurance Requirements
10. Fort Mason Booth + Furnishings Regulations
11. Delivery + Shipping Information
12. Fair Catalogue
13. Directions + Parking

HOST COMMITTEE

AZZURA ALLIATA DI MONTEREAL
MATT FARRON
LAUREN FORD
EMMA HANLEY
PAMELA HORNIK
SOPHIA KINELL
CHRIS PEREZ

We look forward to seeing you in January. If you have any questions or concerns, please do not hesitate to contact us.

FOG Design+Art

Produced by Knight Vision Productions

100 Pine St. Suite 1250
San Francisco, CA 94111
415.745.3315
exhibiting@fogfair.com

FOG DESIGN+ART FAIR
JANUARY 23-26, 2025

PREVIEW GALA
JANUARY 22, 2025

T: 415.745.3315
E: FOG@FOGFAIR.COM
W: FOGFAIR.COM



HOST COMMITTEE

- AZZURA ALLIATA DI MONTEREAL
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IMPORTANT DEADLINES + SCHEDULE

Friday, September 6, 2024

50% Booth fee due

Friday, October 25, 2024

Final booth fee balance due
 Booth diagram, additional equipment orders, and names for badges due Fair
 Catalogue Exhibitor Page image and content due
 Copy of COI

Friday, December 13, 2024

Copy of California state seller's tax permit or number due
 Final balance on equipment orders due

FOG offices will be closed for the holidays Mon. 12/23/24 - Fri. 01/03/25

Tuesday, January 21, 2025

First day items can arrive directly at Fort Mason Center
****Please note art may not arrive earlier than your designated load-in day**

ONSITE HOURS

Tuesday, January 21	8:00 a.m. 8:00 a.m. – 10:00 p.m.	Registration Exhibitor Load-in and Set-up
Wednesday, January 22	8:00 a.m. - 3:00 p.m. 3:00 p.m. 4:00 p.m. - 10:00 p.m.	Exhibitor Load-in and Set-up ALL BOOTHS SHOW READY Preview Gala benefiting SFMOMA
Thursday, January 23	9:00 a.m. 11:00 a.m. - 7:00 p.m.	Venue open to Exhibitors Public Hours
Friday, January 24	9:00 a.m. 11:00 a.m. - 7:00 p.m.	Venue open to Exhibitors Public Hours
Saturday, January 25	9:00 a.m. 11:00 a.m. - 7:00 p.m.	Venue open to Exhibitors Public Hours
Sunday, January 26	9:00 a.m. 11:00 a.m. - 5:00 p.m. 7:00 p.m. - 11:00 p.m. 11:00 p.m.	Venue open to Exhibitors Public Hours Exhibitor Load-out All items clear of building

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BOOTH INFORMATION + REGULATIONS

STANDARD BOOTH EQUIPMENT

Each booth is equipped with the following:

- 10' high white walls
- Basic lighting – 2 lighting tracks with 16 par 38 lights. Exhibitors may not bring their own lighting without pre-approval from the Fair. Approved lighting will be subject to standard lighting charges.
- Electric – 500 watts (5 amp at 120v NEMA 5-15 plug) power outlet
- WiFi access
- Booth sign (additional signage available, contact Fair Management for quote)

There are no refunds for any standard booth equipment not used.

BOOTH DIAGRAM

Exhibitors will receive a booth diagram template. Please upload booth diagram by **Friday, October 25, 2024** to your online platform. Please be sure to include the following:

- Walls – you may draw walls using a solid dark line and note the size of the wall (all walls are 10' high). All walls are 2" in thickness. Walls that are common with other exhibitors are fixed and cannot be moved.
- Electrical – Draw an X in the approximate location of power outlet. If moving the originally placed outlet, instead of adding an additional outlet on your diagram, please black out original.
- If ordering custom paint, please note the color code where you would like it applied.
- If ordering additional lighting tracks, please mark using a dashed line.
- Doors are 30" wide in a 4' wall panel; please note which direction doors swing.
- Fair Management encourages an open layout. If exterior walls are removed, rigging points for suspending the truss in standard configuration will be covered in the booth fee. In the event you prefer not to use baseboard, please note on your diagram.

DESIGN REGULATIONS

The FOG Design+Art Host Committee must approve all exhibitor booth diagrams. Every exhibitor is responsible for the stability of all their booth equipment, including walls and additional furniture. In the event that proposed booth configuration is not approved, Fair Management will contact you with a proposed alternative.

WALLS

Please use caution when installing large or heavy items on walls. Please notify Fair Management for any questions or assistance needed during set-up. Due to fire and safety regulations, do not block any aisles with additional walls or allow fixtures to extend into an aisle. Exhibitors are permitted to apply screws and nails up to 1/4" in diameter on the booth walls (standard drywall screw). For works that are extremely heavy, please notify Fair Management to discuss how they will be hung and whether or not the wall will need additional stabilizing. Holes larger than 1/4" in diameter will result in a wall damage charge of \$600 per 4' wall panel.

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BOOTH INFORMATION + REGULATIONS (continued)

Exhibitors are not permitted to paint, write, or apply spray glue or silicone on the wall panels. Exhibitors applying any surface such as wallpaper, fabric, etc. must order luan skin in advance (see Additional Booth Options). Please note that any wallpaper or fabric must have a fireproof certificate. All stickers, appliques, etc. must be removed at the end of the show, otherwise the exhibitor will be charged for removal. Any wall damages will incur a replacement charge to the Exhibitor of **\$600** per 4' wall panel.

FLOORING

The Fort Mason Center Pier 2 floor is finished concrete. No floor covering is provided for your booth. **Exhibitors may not install their own flooring.**

SPECIAL INSTALLATION INSTRUCTIONS

The installation of certain exhibits may entail special needs such as rigging, reinforcements, etc. These must be executed in compliance with the Fort Mason Center Fire and Safety Requirements and must be brought to the attention of Fair Management prior to the Exhibitor move-in. Orders are implemented only after the Exhibitor receives and approves a signed copy of the cost estimate from Fair Management.

LIGHTING

Each booth comes with a standard lighting package based on size. Any lighting on exterior walls, requires theatrical lighting. This is to keep a clean open design for the aisle. Please see Additional Booth Options for pricing.

ELECTRICAL INFORMATION

Each booth will include a single 500-watt floor outlet. Additional power requirements must be requested in advance (see Additional Booth Options Form).

POWER AND RIGGING

Exhibitors who wish to hang lamps, chandeliers or artwork will be able to do so for an additional charge. Fees are determined based on the number of rigging points, weight, etc.

STORAGE

Due to fire safety regulations, onsite storage and the materials allowed are limited. Please discuss your storage needs with Exhibitor Services, exhibitors may purchase additional live storage.

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BOOTH EQUIPMENT PRICING

To order additional booth equipment, please indicate your requests on your booth diagram and upload to your online platform at fogfair.com **Please do not email any credit card information.** All additional booth equipment must be ordered by **Friday, October 25, 2024** for early bird pricing. Any options ordered after this date, or onsite, are subject to availability and standard or rush pricing. For special requests and custom orders, please contact Exhibitor Services at 415.745.3315 or exhibiting@fogfair.com.

	ADVANCED PER ITEM COST UNTIL 10/25/24	STANDARD PER ITEM COST UNTIL 12/16/24	RUSH PER ITEM COST AFTER 12/16/24
WALLS			
Additional linear feet of wall	\$95.00 x ln.ft.	\$165.00 x ln.ft.	\$245.00x ln.ft.
10'x4' Wall section with door	\$500.00	\$550.00	\$600.00

	ADVANCED PER ITEM COST UNTIL 10/25/24	STANDARD PER ITEM COST UNTIL 12/16/24	RUSH PER ITEM COST AFTER 12/16/24
WALL COVERING			
Linear feet of walls to paint	\$55.00 x ln.ft.	\$65.00 x ln.ft.	\$120.00 x ln.ft.
Color –			
Please enter the color number from the SHERWIN WILLIAMS website.			
If you wish to apply any other wall covering including wallpaper or fabric, you must order the Luan Skin.			
Square feet of luan skin	\$10.00 x sq.ft.	\$15.00 x sq.ft.	\$24.00 x sq.ft.

LIGHTING			
Additional LED PAR 38 spot(s)	\$115.00	\$160.00	\$220.00
Theatrical light	\$215.00	\$275.00	\$315.00

If you would like to light an outside wall, theatrical lighting may be more appropriate. Please discuss your needs with Exhibitor Services.

ELECTRICAL			
Additional 10amp power outlet	\$200.00	\$250.00	\$300.00
Custom power quote available upon request.			

INTERNET
 WiFi access is included with each booth. WiFi is available Tuesday, January 21 - Sunday, January 27.

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BOOTH EQUIPMENT PRICING (continued)

	ADVANCED PER ITEM COST UNTIL 10/25/24	STANDARD PER ITEM COST UNTIL 12/16/24	RUSH PER ITEM COST AFTER 12/16/24
TRACK			
Additional linear feet of track	\$30.00 x ln.ft.	\$45.00 x ln.ft.	\$60.00 x ln.ft.

RIGGING

All rigging must be done by Fair Management, any rigging more than 200lbs or from the ceiling is subject to quote.

Rigging from truss per point	\$300.00	\$350.00	\$400.00
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STORAGE

Because of Fire Marshall regulations live storage items must be limited to non-combustible materials. Limited onsite storage availability - first come, first serve.

Live storage (8' x 10')	\$500.00	\$600.00	\$750.00 (if available)
Live storage (8' x 20')	\$900.00	\$600.00	\$1,250.00 (if available)

LABOR AND EQUIPMENT

Forklift with driver per hour	\$200.00	\$300.00	\$350.00
Scissor lift with driver per hour	\$200.00	\$300.00	\$350.00

NOTE

Any booth changes requested onsite are subject to feasibility (removal of walls, additional rigging, etc.) and will incur additional labor charges of \$150 per hour (or any fraction thereof). **Please be aware that there are NO refunds for options ordered and delivered. Equipment orders must be canceled by 12/13/24 in order to receive a refund.**

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CALIFORNIA SALES TAX PERMIT INFORMATION

Please read the following information carefully. Exhibitors will not be allowed to sell any merchandise at the fair if in violation of the California sales tax laws. Representatives from the California Department of Tax and Fee Administration may be onsite at Fort Mason checking on valid seller's permits. To sell taxable merchandise in California on a temporary basis, a temporary seller's permit is required. If not in compliance with the California Department of Tax and Fee Administration requirements, Exhibitors run the risk of not being allowed to exhibit at the fair. To register for a California Tax ID:

- Go to <https://www.cdtfa.ca.gov/taxes-and-fees/sutprograms.htm>
- Click on "Register for a Permit, License, or Account"
- Follow the instructions and answer the questions to complete the registration process

For assistance or information, you may call the California Department of Tax and Fee Administration directly at 1-800-400-7115 or 1-916-445-6362 or review their website: <https://www.cdtfa.ca.gov/>

Here are some helpful hints for filling out the application:

PERMIT TYPE: Temporary

TEMPORARY PERMIT EVENT INFORMATION

- 75. PERIOD OF SALES FROM: 01/22/25 through 01/27/25
- 77. SPACE RENTAL COST: Enter the cost of your booth here
- 78. ADMISSION CHARGED? Check "Yes"
- 79. ORGANIZER OR PROMOTER OF EVENT: c/o Knight Vision Productions
- 80. ADDRESS: 100 Pine St Suite 1250, San Francisco, CA 94111
- 81. TELEPHONE NUMBER: 415.745.3315
- 82. ADDRESS OF EVENT: 2 Marina Boulevard, Fort Mason, San Francisco, CA, 94123

Please upload a copy of your permit with your permit number by **Friday, December 13, 2024** to your online platform at fogfair.com.

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ONSITE INFORMATION

ONSITE REGISTRATION

Exhibitor registration is located at the Firehouse to the right of Pier 3 at the Fort Mason Center at 2 Marina Boulevard. At registration you will receive FOG Design+Art Fair Exhibitor staff badges. Each person must wear their own photo ID badge daily. Staff badges will be available during exhibitor load-in hours for pickup on Jan 21 and until 2 p.m. on Jan 22.

SETUP INFORMATION

A FOG Floor Manager will be assigned to you at registration, and will relay any special requests to the appropriate vendors if they cannot help you themselves. Walls and lighting will be setup and installed in your booth, per your diagram before you arrive. Lighting focus will happen after your booth is set-up. FOG Staff will be onsite to help with any adjustments to walls, lighting, power or additional needs during setup hours and during the fair. All requests must be directed to Fair Management for approval. FOG Staff will be identified by a Fair Management badge should you require assistance.

BADGES

For security reasons, every exhibitor and their employees must wear an official FOG Exhibitor badge at all times, while inside the venue. There are NO exceptions. Only exhibitors and their employees are allowed on the floor during set-up times. Please submit names and photos online or email staff names and photos no later than Friday, December 13, 2024 to exhibiting@fogfair.com. There will be a \$35 fee per name if submitted after this date. To reprint a lost badge is subject to a \$100 fee. Each person must wear their own photo ID badge at all times. Staff badges will be available for pickup during exhibitor load-in hours on Jan 21 and until 2 p.m. on Jan 22.

EXHIBITOR LOUNGE

An Exhibitor Lounge will be available. This lounge will not be accessible to the public.

SECURITY

Security will be provided during fair hours and overnight. Security guards will be stationed at exits and roaming the fair floor. If you require additional security at your booth, please contact Fair Management. Please do not leave cash boxes, cell phones, laptops, or any other electronics in your booth overnight; FOG Design+Art fair is not responsible for loss or theft of exhibitor's property.

INSURANCE

Exhibitors must insure their own property against the risk of theft, fire, burglary, breakage, leakage and/or water damage, and the risks of transport to and from Fort Mason Center. Fair Management, SFMOMA and the Steering Committee is not liable to the exhibitor, its employees, agents or representatives or any other person for injury, damage or loss whatsoever, arising from any cause whatsoever. The exhibitor agrees to indemnify and hold Fair Management, SFMOMA and the Steering and Host Committees harmless from and against any claims whatsoever for injury, loss or damage resulting from any action or omission of the exhibitor or its employees, agents or representatives.



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CERTIFICATE OF INSURANCE REQUIREMENTS

Certificate Holder:

Knight Vision Productions, LLC
100 Pine St Suite 1250
San Francisco, CA 94111

Named additional insured:

Knight Vision Productions, LLC and its directors, officers, agents, and representatives. FMC Pier 2 Sublessor, LLC; FMC Pier 2 Lessor, LP; FMC Projects, Inc.; Fort Mason Center; First Republic Bank; the United States Department of Interior; the National Park Service and its officers, officials, employees, attorneys, contractors and agents. San Francisco Museum of Modern Art, its Directors, Officers, Agents, and Employees as Additional Insureds, for both ongoing and completed operations.

Minimum Limits Required:

1. Worker's Compensation Insurance as required by California statute and Employer's Liability with limits not less than \$1,000,000 for bodily injury by each accident; and \$1,000,000 bodily injury by disease-policy limit; and \$1,000,000 bodily injury by disease each employee. A waiver of subrogation endorsement naming Knight Vision Productions, LLC and its directors, officers, agents, and representatives, and the San Francisco Museum of Modern Art (the "Museum"), its directors, officers, agents, and employees shall be provided.
2. Commercial General Liability insurance as provided under the Insurance Services Office form CG00 01 or equivalent, including coverage for contractual liability, employees as insureds, and limits of at least the following:
 - o \$1,000,000 Per Occurrence, Bodily Injury & Property Damage
 - o \$1,000,000 Per Occurrence, Personal & Advertising Injury
 - o \$2,000,000 General Aggregate (Other Than Completed Operations)
 - o \$2,000,000 Products & Completed Operations Aggregate
3. Commercial Automobile Liability Insurance with limits not less than One Million Dollars (\$1,000,000) each occurrence Combined Single Limit for Bodily Injury and Property Damage, providing coverage for all Owned, Non-Owned and Hired Automobiles of Contractor.
4. Umbrella and/or Excess Liability insurance providing additional limits above the Commercial General Liability (if applicable), Automobile Liability and Employer's Liability policies required herein, all of which must be scheduled on the Umbrella and/or Excess Liability policy(ies) as underlying policies. Minimum Umbrella/Excess Liability limits as follows:
 - o \$5,000,000 Per Occurrence
 - o \$5,000,000 General Aggregate
 - o \$5,000,000 Products & Completed Operations Aggregate

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FORT MASON BOOTH + FURNISHINGS REGULATIONS

ACCEPTABLE MATERIALS FOR BOOTH CONSTRUCTION + FURNISHINGS

1. Wood that is properly treated as per NFPA 207.
2. Drapes, hangings, curtains, and props.
3. Foam core board (PVC) shall be a certified flame resistant type. No exceptions.
4. Poster paper and banners.
5. Decorative fabrics.
6. Motion picture screens.
7. All other decorative materials, including plastics.

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ALL MATERIALS+ FURNISHINGS SHALL BE

1. Made from non-combustible materials.
2. Treated and maintained in a flame retardant condition by an approved flame retardant solution or process. Flame retardant treatments shall be renewed as necessary or after each cleaning. Identification showing the date and type of treatment and the firm that treated the material shall be located on, or affixed to all treated materials or posted in booth.
3. Approved by the facility Fire Marshal when containing material constructed of plastic. (Note: oil paper, tarpaper, sisal paper, nylon, orlon and certain other plastic materials cannot be made flame-retardant and their use is prohibited.)

FLAME RETARDANT TREATMENT

All decorations, drapes, signs, banners, acoustical materials, hay, straw, moss, split bamboo, plastic cloth and similar decorative materials, shall be flame retarded to meet NFPA Code, section 207. All table coverings, fabric walls, paper, or any decorative material whatsoever must have a California flameproof certificate or tag. Only California certificates will be accepted, and they must be prominently attached to the material used so they may be easily seen by the facility Fire Marshal.

COMBUSTIBLE MATERIALS

Literature on display shall be limited to reasonable quantities (one day's supply). Reserve supplies shall be kept in closed containers and stored in a neat and compact manner free and clear of electrical cables or junction boxes.

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DELIVERY + SHIPPING INFORMATION

LOAD-IN PROCEDURE

All deliveries begin at 8 a.m. on Tuesday, January 21, 2025. All vehicles should enter the Fort Mason Center and proceed to the entrance of the Gateway Pavilion. An attendant will assign you or your shipper a temporary space for unloading. A staff member will direct you or your shipper to your booth after items are unloaded. If you need assistance unloading or getting items to your booth, please let Fair Management know in advance. After unloading, all vehicles staying onsite will be directed to available parking. See page 13 for parking fees.

Please ensure your shipments are labeled as follows:

FOG FOCUS, Gateway Pavilion
c/o Gallery Name
2 Marina Boulevard
San Francisco, CA 94123

RETURN SHIPPING

Fair management will open the exhibit hall once the building is clear of the public. Once your crates are packed, sealed and labeled, please check in with your FOG manager to let them know that your items are ready to be loaded and shipped out. Please confirm the shipper and be sure to provide copies of all necessary documentation. If you plan on loading out your own items, Fair Management staff will direct vehicles to the loading area as soon as a space is available. All pickups must be scheduled after 6:00 p.m. on Sunday, January 26. Exhibitor cases must be clear of the building by 11:00 p.m. Sunday, January 26. All exhibitors must provide their own shipping materials and are solely responsible for the removal of all crates and materials brought into the fair. Any crates or other large items left behind will incur disposal fee based on size and weight. A member from your gallery must check out with fair management before leaving the venue to ensure your booth is clear.

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FAIR CATALOGUE

EXHIBITOR PAGE SPECIFICATIONS

All exhibitors receive a full-page color Exhibitor Page as part of their booth fee.

The FOG Design+Art Fair Catalogue is 8.5" x 5.5". All artwork must be uploaded to your online platform at fogfair.com by **Friday, October 25, 2024**.

The Exhibitor Page will include:

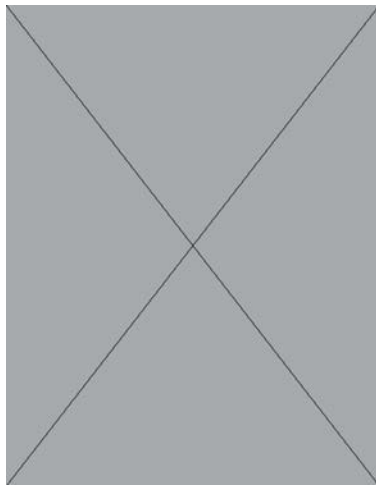
- Company name
- Contact information
- Booth Number
- Gallery Description (50 words or less)
- Image
- Caption (65 max characters) - Artist, Title, Date; Media; Size; Edition; Credit; Courtesy

Please verify that all information is correct on your Exhibitor Review page on the FOG website.

Image sizes must be 300 dpi resolution.
 Acceptable formats are jpeg, tif and eps in CMYK color mode.
 Copy for Gallery Description should not exceed 50 words.
 Below is a sample layout for the Exhibitor Page.

DESIGN

SAN FRANCISCO - BOOTH: 110



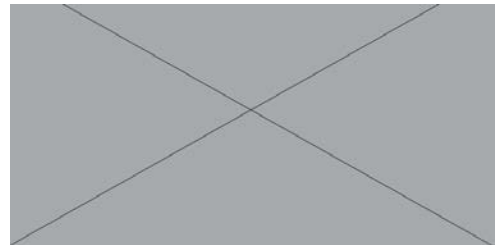
Named after the iconic and ethereal phenomenon for which San Francisco is renowned, FOG Design+Art is a platform for contemporary design and art that shifts, morphs, and reveals itself through multiple forms and dimensions.

Image: Vertical Photograph

2 Marina Boulevard
 San Francisco, CA 94123
 415.745.3315
fogfair.com

ART

FOG - BOOTH: 303



Named after the iconic and ethereal phenomenon for which San Francisco is renowned, FOG Design+Art is a platform for contemporary design and art that shifts, morphs, and reveals itself through multiple forms and dimensions.

Image: Horizontal Photograph

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 San Francisco, CA 94123
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DIRECTIONS + PARKING

LOCATION

Fort Mason Center is located on Marina Boulevard at Buchanan Street, along the northern waterfront between Aquatic Park and the Marina Green.

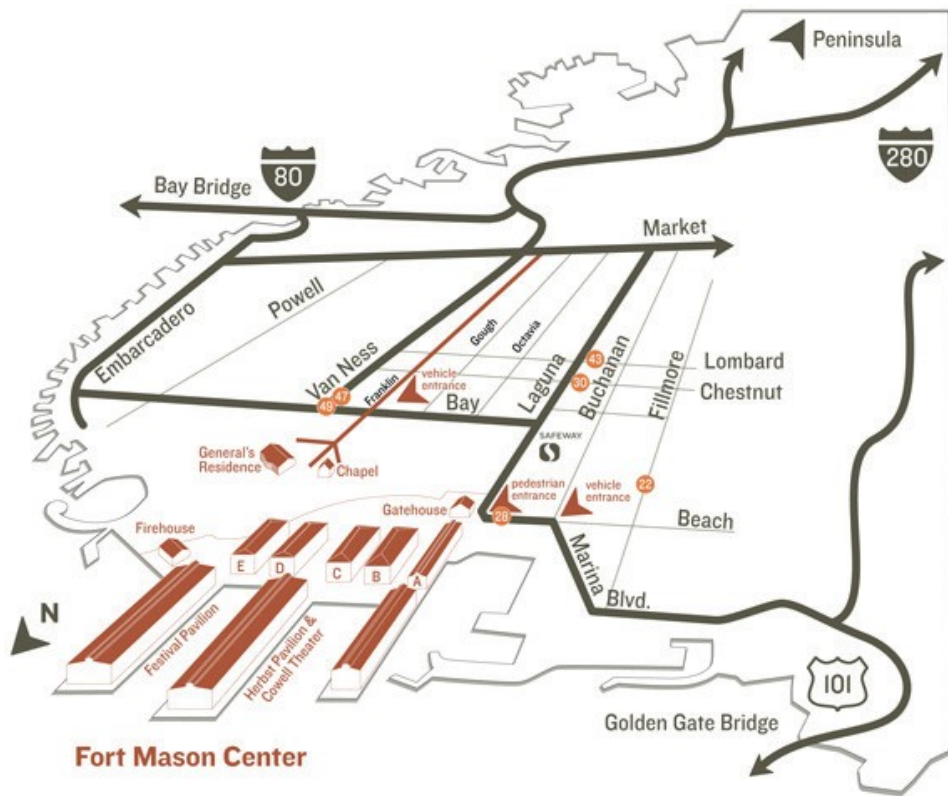
Fort Mason Center, Pier 2
 2 Marina Boulevard
 San Francisco, CA 94123

PARKING

Fort Mason Center has paid parking, however, space can be limited. Additional parking is available along Marina Green. Overnight parking is not permitted.

Monday - Friday parking starts at \$3.00 per hour, \$15.00 day
Saturday - Sunday parking starts at \$3.00 per hour, \$16.00 day
 Rates will be posted and are subject to change.

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