

# Hamptons Fine Art Fair



**JULY 11-14, 2024**

VIP OPENING - JULY 11

Southampton Fairgrounds | [HamptonsFineArtFair.com](https://HamptonsFineArtFair.com)

# THE ART MARKETPLACE FOR ALL HAMPTONITES

## CELEBRATING THE OPENING OF THE 2024 SUMMER SEASON

The Hamptons season kicks into high gear mid-July. Meet the homeowners when they are still buying, decorating and selecting the finishing touches for the summer season.

### BENEFIT FROM OUR PAST SUCCESS

- Now the Hamptons' best attended and most prominent cultural event
- Currently the nation's biggest summer international art fair, in terms of attendance, sales generated, artists displayed, number of exhibitors and media coverage
- Led by our partnership with UBS, our 18 luxury brand sponsors now ranks the most on the national art fair circuit.

### BENEFIT FROM THE HAMPTONS' UNIQUE CONTEXT

Guests have a long history of art patronage, with an openness to discovering new works and emerging artists. Many of the East End's esteemed artists from the 1950-1970s era, both men and women, have been and currently are, the focus of recent "major rediscovery," and re-evaluation. The region is becoming the hotbed for uncovering "overlooked and undervalued" artists.

### A MUCH ANTICIPATED EVENT

HFAF is where the excitement and drama of a well promoted international fair connects into the main

thoroughfare on the East End. The Fair benefits from a convenient, and highly visible location, with its spectacular Pavilions emitting a casual, yet luxurious tone. Attending is one of the highlights on Hamptons summer social calendar.

### AN EXPERIENCED TEAM

Producer Rick Friedman and team are now in their 19th successful year of producing major art and cultural events around the nation, and in the Hamptons - including pioneering ArtHamptons.

### WELCOME TO ART COUNTRY

A Hamptons ideal location—HFAF is staged in a spectacular 70,000 sq. ft. complex (now built on a raised platform foundation), featuring the Pollock and de Kooning Pavilions. It is strategically located on 17 grand bucolic acres, right on the main road (County Rd. 39), connecting the Hamptons hamlets. The huge fairgrounds enables fast and easy access and provides substantial and newly expanded convenient parking for 500 cars—for both exhibitors and guests.





## A DISTINCTIVE HAMPTONS FLAVOR

More than a roving commercial show in many cities, HFAF is deeply embedded into the cultural fabric of this historic community.

- Attending is ingrained in the community as a much anticipated and welcomed annual cultural event. The entire local art community unites around this event
- The Pavilions are named after two prominent Hamptons based artists
- Serves as a vital forum for both “rediscovery” of Hamptons based 1950-70’s era artists, as well as a new wave of emerging talent
- Virtually all of the area’s leading art museums, foundations, charities, and social clubs, are engaged
- Prominent and influential collectors, interior designers, art advisors, museum curators, regularly attend
- Producer Rick Friedman is well known for his collection of NYC/Hamptons AbEx era artists.

## MEET THE A-LIST

Long synonymous with America’s one-percenters, the crème de la crème of Hamptons art collectors respond favorably to this prestigious and elite event. Always on the prowl for compelling art pieces to enhance their beach resort estates.

## THERE’S A PASSION FOR POSSESSION

This is a unique opportunity to personally meet wealthy homeowners who are both seasoned collectors, as well as those discovering the joys of collecting for the first time. The 2024 edition benefits from an affluent wave of homeowners who relocated here in 2020-2023, dramatically expanding and deepening the buying potential of our audience. In addition, our unprecedented 18 luxury, best-in-breed elite sponsors are inviting the VIP clients to the fair, augmenting the fair’s reach to new art collecting prospects.

2023 Lead Participant



2023 Gold Sponsors



## EXHIBITOR GUIDELINES/OPPORTUNITIES

- Artwork should be priced appropriately for this affluent audience, with works on paper beginning at \$5,000 level with a sweet spot of \$30k+ level for paintings. Many works will be in the 6 figures and into the 7 figures
- Artist selection approval and curation
- Opportunities to qualify for special highlighted artist promotions, with designations of Featured Artists, Spotlight Artists, Solo Artist booths, and displays devoted to specific country, or art genre
- Discounted hotel room rates for exhibitors
- Opportunity for a booth stop and discussion by expert-led guided public and private tours each day by our docent
- Opportunity to participate in a much discounted HFAF focused ad/editorial special section in leading local publications

## RESULTS FROM 2023

(Despite early fair closure on Sunday, due to tropical storm)

- After two building expansions, exhibitors space sold out with a Hamptons record 140 exhibitors
- Opening night preview sold out with 3,500 VIP guests
- A record-breaking 12,000 pre-registered guests and 8,500 attendees generating a record \$10 million+ in art transactions
- A record 130,000 visitors to the show website (June- November)
- Substantial visitor traffic to each show website gallery page, averaging 250 visits per gallery, with many galleries reaching 300+ visitors
- Substantial \$200,000 advertising, marketing, and PR campaign generated scores of articles

## 2024 EXHIBITOR RATES

### EXHIBITOR-FRIENDLY EXPERIENCE

Featuring 10 ft. sturdy walls with standard LED lighting package.  
A non-union site.

### CONTACT FOR PRICING

# Sculpture Hamptons

Limited to 10 pieces in outdoor sculpture park. Submit photos for consideration.  
**Cost: \$2,500 per sculpture**

### INSURANCE

For your convenience, add \$350 for exhibitors Certificate of Liability Insurance, standard policy.

**Mandatory advertising fee of \$1,950 per gallery includes:** Limited tickets to Opening Night Preview, 8 images on your gallery page, your name/image appears in local media ads, at least one social media post to our 10,000 followers, press coverage offering of specially reduced ad rates in select media.

**Deposit: \$7,000 upon acceptance. Final payment due June 6, 2024.**

### SHOW HOURS

*Adding a total of 7 more show hours to the 2024 schedule:*

Thursday, July 11 (VIP Opening)

Afternoon session..... 2 pm - 6 pm

Evening session ..... 6 pm - 9:30 pm

Friday, July 12..... 11 am - 8 pm

Saturday, July 13..... 11 am - 8 pm

Sunday, July 14..... 11 am - 6 pm

### CURRENTLY ACCEPTING APPLICATIONS:

Donna Thiele, Development Director  
631-574-7256  
donna@show-hamptons.com

Rick Friedman, Executive Director & Founder  
516-991-4042  
rick@show-hamptons.com

Produced by

# SHOW HAMPTONS

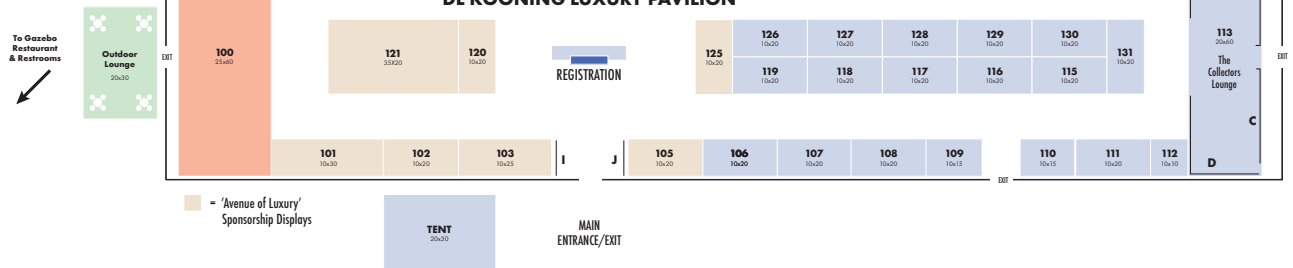
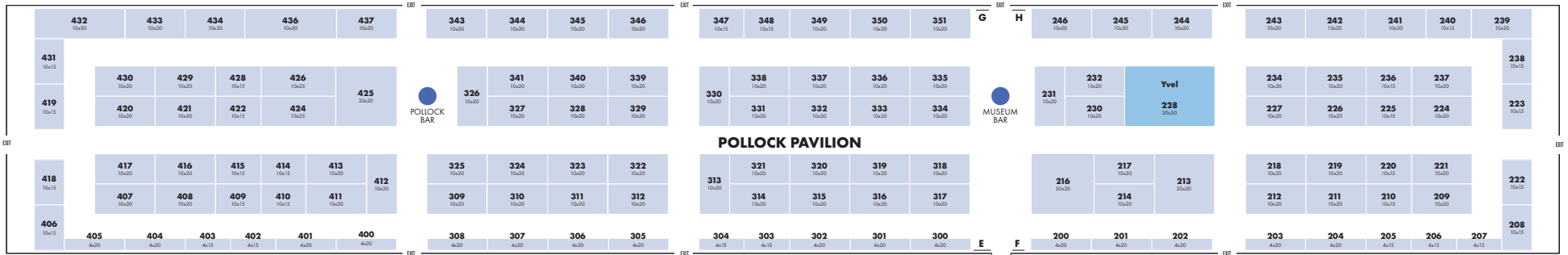
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SOUTHAMPTON FAIRGROUNDS - 605 COUNTY RD 39, SOUTHAMPTON, NY 11968



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