

LATIN AMERICAN ART FAIR

Artists/Galleries Prospectus
Produced by Latin American Art Fair

International Art Fair
October 11-13, 2019
Bread & Salt, Arts Center



ARTWORK by Alejandra Phelps



A LATIN-FOCUSED ART FAIR

Returning for the 5th year, Latin American Art Fair, in collaboration with non-profit organization Athenaeum Arts Center and Bread & Salt. Is a first-class international Latin-focused art fair that features the finest artwork from art galleries and artists across Latin America. It's the perfect setting for those looking to showcase their artwork on an international stage that will attract a diverse market of collectors and professionals. Galleries, dealers, collectors, and art aficionados from all over California, Baja California, México and Latin America, will be in attendance. For three days the Latin American arts community will connect and collaborate in our lovely city of San Diego, California. Latin American Art Fair offers art for the seasoned collector as well as the first-time buyer, and a cultural exchange found nowhere else in Southern California.

2000 + ATTENDEES

50 EXHIBITORS

3 DAYS



THE EVENT

OCTOBER 11-13, 2019
 BREAD & SALT (ARTS CENTER)
 1955 Julian Ave, San Diego, CA 92113

KEY SHOW DATES:

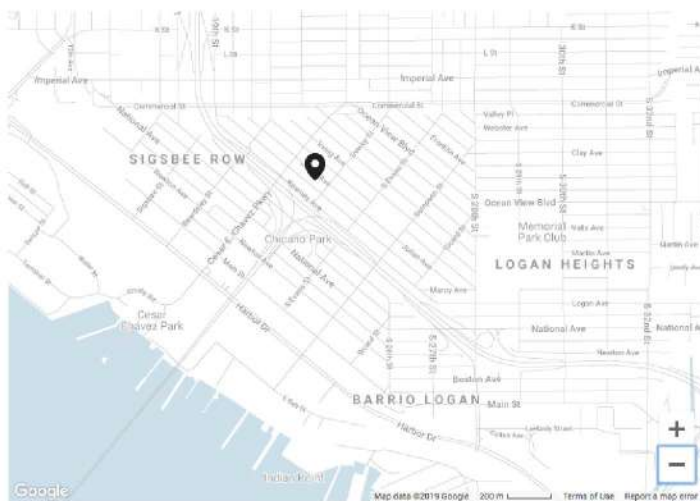
VIP COLLECTOR NIGHT October 11, 6PM-7PM
 (VIP Pass holders and Media Only)
Opening Night Party: October 11, 7PM-10PM

SHOW TIMES: October 12, 11AM-8PM,
 October 13, 11AM-6PM

KEY EXHIBITOR DATES

2019 Registration Opens: March 28, 2019
 2019 Registration Deadline: August 10, 2019

Exhibitor Move-In: October 11, 9:00 pm - 3:00 pm
 Exhibitor Move-Out: October 13, 6:00pm- 9:00pm





THE PERFECT LOCATION

Interact with not only an audience of art professionals, but with visitors from the culturally connected Bread & Salt.

Bread and Salt, activity arts centers on the old Weber's Bread Factory at 1955 Julian Ave., just a couple of blocks north of the Coronado Bay Bridge and Chicano Park; is the perfect location for the intercultural exchange of Latin flavor that is Latin American Art Fair.

The Latin American Art Fair 2018 anticipates an attendance of 4,000 international fair goers. We draw our audience from near and far with attendees coming from throughout San Diego County, Los Angeles, Orange County, Tijuana, Baja California and numerous parts of Mexico, Central and South America.

Through our involvement with local art institutions, sponsors, performing arts centers and museum partners we are connected with over 30,000 collectors.



DEMOGRAPHICS AT LAAF 2018

Highlights Of Attendee Profile

-Female 58%
-Male 42%

Education:

66% have Bachelor's degree
24% some college

Income:

42% attendees household
Income is 100K or more

Language:

25% speak English only
68% speak English and Spanish
7% speak two or more languages



Opening Night: "Celebrating Orgullo Arequipeno: Peru"

Latin American Art Fair presents a 2019 focus on the artistic pride and country of Peru.

Exhibiting fine art, folk art, travel, and culture with special live performances sponsored by the Ministry of Culture of Peru.

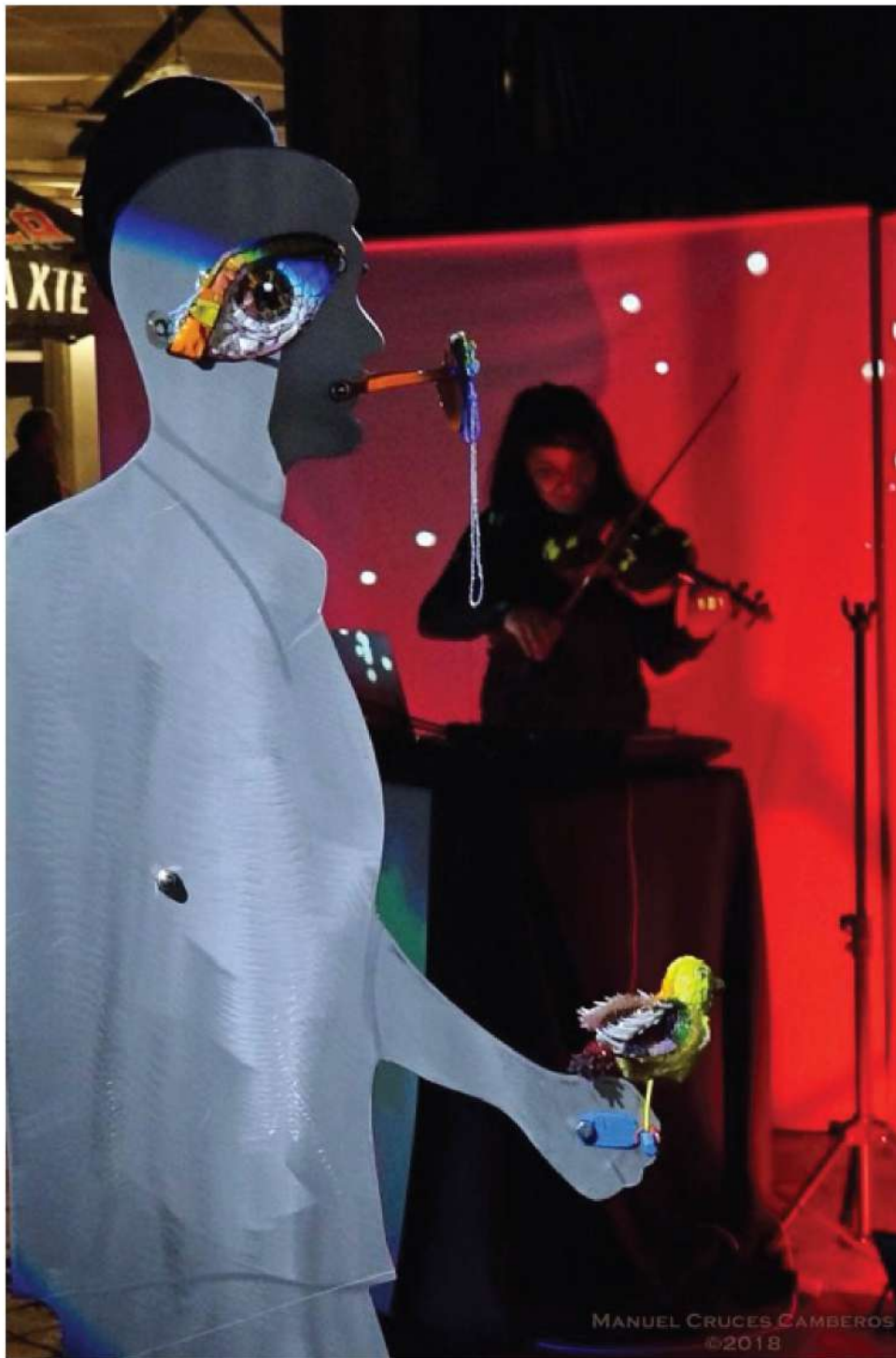
Guest Speakers & Panel Discussions

A variety of prominent art professionals will speak on the main stage throughout the 3-day event.

Artists Demonstrations

Provides visitors with an insight into artists' working practices.

Learn more at LatinAmericanArtFairSD.com and keep up-to-date by following Latin American Art Fair on Instagram, Twitter and Facebook. **#LAAF2019**



LATIN AMERICAN ART FAIR

Since its inauguration in 2014, LAAF has contributed more than \$325,000 to the local economy. One of the objectives of LAAF is to use art to raise awareness of different cultures, promote cross-cultural exchange and strengthen relations that leads to better understanding and peace. It also opens the door for international trade and tourism opportunities through networking.

With our supporters, exhibitors, and media partners, we have an extensive online reach. This includes various social media channels (Facebook, Twitter, and Instagram), newsletters and online media releases, complemented by print, broadcast, and more.

- +100,000 IMPRESSIONS
- +10K ONLINE FOLLOWERS
- +8K SUBSCRIBERS
- 50+ EXHIBITORS



CO-MARKETING AND SPONSOR PARTNERS:



CULTURAL PARTNERS:

Promotion through direct mail and email to their member lists.

TARGETED VIP OUTREACH:

Direct mailing to an exclusive list of curators & collectors.

ADVERTISING & EDITORIAL COVERAGE:

Across numerous consumer and art publications.



DIRECT MAIL CAMPAIGN:

To over 25,000 qualified contacts receive direct mail pieces.

CURRENT AND PAST CORPORATE & MEDIA SPONSORS

Most people do not know the true costs of creating a high quality art fair exhibition spaces and tickets sales may cover some of these costs but the final art fair product would not be possible with out the support of our generous donors and sponsors.

Sponsorship of this international art event affords our sponsors the opportunity to showcase their products to an audience of thousands of Southern California, Baja California, Mexico and Latin America's most sophisticated consumers, and works to build community.

plantronics.

SDGE FOR THE REGIONAL ARTISTS NETWORK

BLICK
art materials


ATHENAEUM
MUSIC & ARTS CENTER



SAN DIEGO
HOME/GARDEN

AMOR
102.9

QUE BUENA
106.5



CÓDIGO
COMX
FESTIVAL CULTURAL DE ITALIA

SOLAR
RECONSTRUCTION & DEVELOPMENT

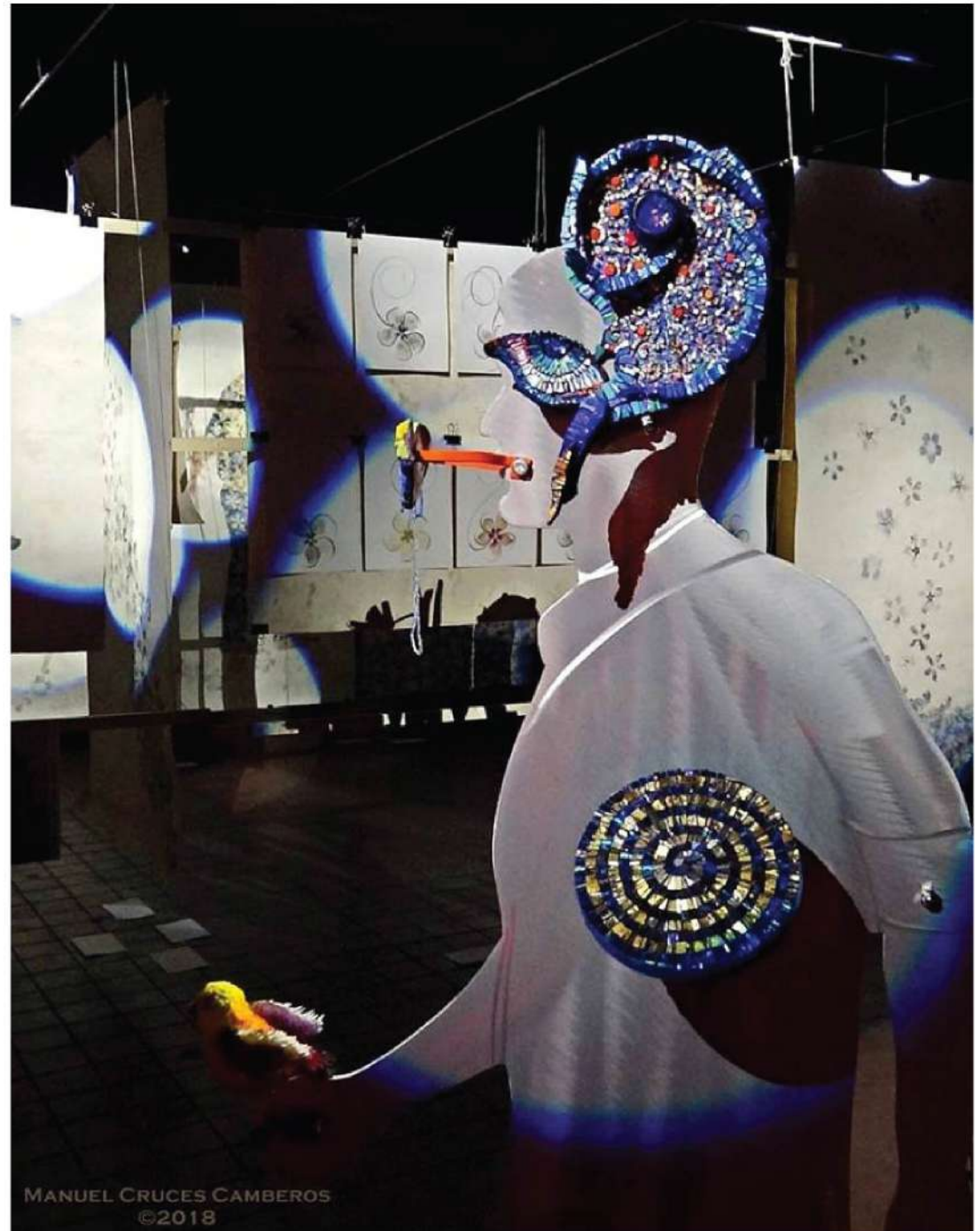
CASA VALENCIA
Galería
SAN DIEGO



new
americans
museum
SAN DIEGO



MOPA
MUSEUM OF PHOTOGRAPHIC ARTS



MANUEL CRUCES CAMBEROS
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GLIMPSE AT EXHIBITOR OPPORTUNITIES

All Latin American Art Fair Exhibitors receive:

- An exhibitor listing in our promotional materials
- Gallery name and website link on our website
- 4 Opening VIP Collectors Night Premiere Party passes
- Latin American Art Fair digital catalogue
- Extensive exhibitor marketing
- One exhibitor badge

10" x 10" \$800 USD



APPLICATION PROCESS

The application deadline is August 10, 2019. Please note that exhibitor space sizes have limited availability and will be allocated on a first come first served basis. So please submit your 2019 application early.

LatinamericanartfairSD.com - EXHIBITORS PORTAL

All Latin American Art Fair Exhibitors must provide:

- Account information
- Exhibitor information
- Portfolio sample
- Pay the deposit (Only applicants who have paid the deposit will be considered.)

*A confirmation of acceptance email will be sent to successful applicants once the jury has reviewed their application. / no refunds will be provided.

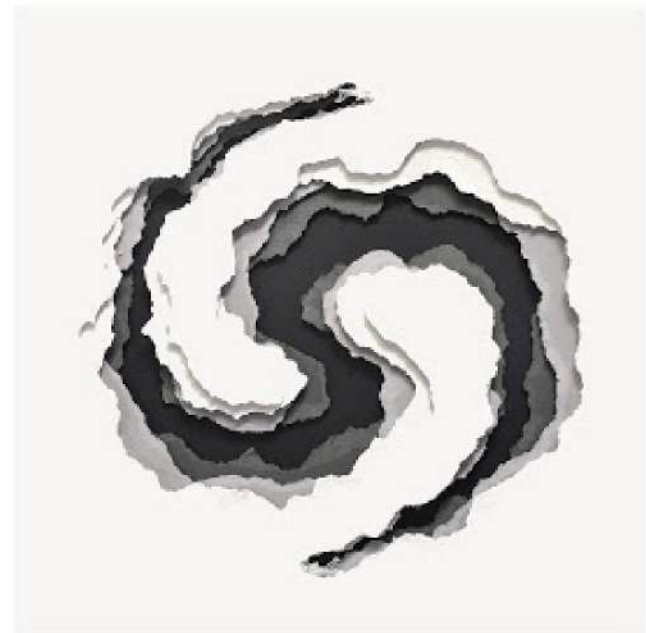
2018 EXHIBITOR SPOTLIGHT

MAIK JIMÉNEZ



<http://maikjimenez.wixsite.com/maikjimenez>

CÉSAR VÁZQUEZ



<http://vazquezcesar.blogspot.com/>

CONTACT LAAF:

Directly discuss opportunities for sponsorship on any level Latin American Art Fair welcomes sponsorship from organizations who want to be involved in a supportive way at levels under \$5,000. **Contact LAAF directly to discuss these opportunities.**

LATIN AMERICAN ART FAIR

For all enquiries please contact us:

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@ www.latinamericanartfairsd.com

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📷 [latinamericanartfair](https://www.instagram.com/latinamericanartfair)