

February 24, 2015

Kurt Brondo
303 Gallery
507 W 24th Street
New York, NY 10011
T: 212-255-1121
info@303gallery.com
www.303gallery.com

Re: exhibit-E™ Website

Dear Kurt,

We are pleased to submit our contract for your exhibit-E galleryTemplate™ website.

Given the frequency of changes to websites, we have created exhibit-E galleryTemplate™ websites with self-administration, allowing you to update and revise pages within your website. Our in-house maintenance feature gives you full control of your website so you can respond to conditions quickly and efficiently making changes to text and images on-the-fly.

exhibit-E was created in 1998 by Dan Miller Design. Dan Miller Design was founded in 1985 as a New York based graphic design firm with an emphasis on design for art galleries. We are a company with 20 years experience in the art world. The firm works closely with art galleries worldwide, offering broad based design services to a range of international clients. With the launch of exhibit-E in 1998, we began to offer website design services tailored specifically to the needs of the art world. Our websites are distinguished by a high level of design combined with self-administration, which allows our clients (including the world's top galleries and dealers) to maintain their websites in-house.

In addition to our work in the art world we provide creative services and website design in the fields of home furnishing, interior design, photography, travel and leisure, parks and private estates. We pride ourselves in establishing long-term client relationships and seek clients with similar goals.

Below, please find an outline of features and summary of costs for your exhibit-E website.

Menu*

- Home
 - Featured Exhibitions
 - News
- Artists
 - Selected Works
 - Series
 - Biography
 - Exhibitions
 - Publications
 - Press
 - Links
 - News
- Exhibitions
 - Current
 - Upcoming
 - Past
- Art Fairs
- Publications
- News
- Info
 - About
 - Staff
 - Mailing List
 - Map
 - Location
 - Social Media

*All menu items are optional – please let us know what menu items are applicable for your site. We can also change the names of all menu items.

Features Include:

- Automated Database Functionality

Our proprietary software powers all exhibit-E websites and it is accessible from any web browser. Its automated database functionality and self-administration feature allows you to revise and update your website globally. The exhibit-E software allows your authorized gallery staff the ability to make all on-going content revisions to all areas of the website without having to understand HTML coding. This solution does not allow the user to change the design of the website, but only allows authorized staff to revise and modify text and images and miscellaneous content within the approved design.



• Archiving

exhibit-E is a great way to build an instantly accessible archive of inventory, exhibitions, images, news. It is easy to add, modify or delete information, so you can fine tune sections on the fly.

• Responsive Design

Your website is designed and programmed for “responsive viewing”—easy reading and navigation with a minimum of resizing, panning, and scrolling on any device.

• Site Traffic Reports

Google Analytics integration will identify your visitors and determine how people are using your site, reveal sales leads and potential target audiences, and measure your site’s online market penetration. Site Reports are browser based so you can access your site traffic history at any time.

• Video

Our video solution uses HTML5 video programming and multiple embedded video options.

• Embedded Issuu Publications

All publications will have the ability for an embedded Issuu.com dynamic book viewer.

• (e)nnouncements

This feature allows you to create (e)nnouncements with images (email invitations etc.) designed to integrate with your identity with a link to your website. A cost-effective way to promote the website via email while maintaining design continuity. All (e)nnouncements are delivered through third-party email marketing providers. We recommend Campaign Monitor – www.campaignmonitor.com

Price

exhibit-E Integrated galleryTemplate™ website with self-administration: \$ 13,500.00

Hosting Cost

Monthly Hosting: \$ 75.00

All hosting is charged monthly to your credit card.

Scalability

Our database solution allows for the seamless addition of new features or sections in the future.

Hosting

Our hosting environment is a highly secure, scalable solution, offering appropriate bandwidth, storage and processing capabilities to support the capacity of the website. Expansion capabilities exist within this environment to host special services or conditions.

Important Note: Our hosting fee includes access to our exhibit-E proprietary software. The complete source code and object code are and shall remain the sole and exclusive property of exhibit-E. exhibit-E shall retain all rights, title and interest in any and all related patents, patent applications, copyrights, copyright applications, trademarks and tradenames in the United States and elsewhere. The website shall contain exhibit-E's design credit as follows: site by exhibit-E™ .

Managing DNS

We typically take over management of client DNS and recommend that to our clients. But if you decide to manage your own DNS please visit our website www.exhibit-e.com/dns for all necessary information and a complete list of DNS settings.

Technical Support

Our support team can be contacted with any issue concerning your account.

Design Phase

The design phase includes three rounds of revisions. Designs must be approved within 30 days from the date designs are presented. Delays in approval may cause additional work, adding cost to the project, which we will estimate separately and in addition to the costs outlined in this proposal. Only after designs are approved will exhibit-E begin programming of the final design. Failure to provide approval, and sign-off of designs, may result in schedule delays depending on exhibit-E workflow.

Programming Phase

Once the design phase is complete we will provide a schedule for the start of the Programming phase. Programming usually takes six to eight weeks. Please note, once the design is approved and programming has begun, changes to the design and functionality of the website will result in additional costs.

Q/A Phase (Quality Assurance)

Once the programming of your website is complete, it will transition into the Q/A phase, where you will have the ability to populate your website content from the administration page of the website. During this phase you will be able to examine the site for any possible inconsistencies of design, navigation or programming issues. Note: Any issues not resolved in the Q/A phase will incur maintenance costs once the site is live. All proofreading, text and content revisions will be the responsibility of the 303 Gallery.



Credit Card Information for Hosting:

Name on Card

Address

City State Zip

Credit Card #

Expiration Date Authorization Code