

Canada's
Art Fair

Metro Toronto
Convention Centre

— Art Toronto

by informa...

Oct 29—
— Nov 1

Exhibitor Kick-Off

Agenda



Welcome & Logistics

- Meet the Art Toronto Team Sponsors & Partners 2026
- Show Hours
- Floorplan Overview
- Key Marketing Highlights

VIP Program

- VIP Program & Private Events

Events & Programming

- Opening Night & Emerging Collectors Evening
- Programming: Platform Talks, Tours
- Other Programming Highlights: Arte Sur, The Insider's Eye & Ready to Collect Advisory Desk

Exhibitor Details

- Exhibitor Communications
- Move-In
- Booth Display
- Exhibitor Events
- PR & Marketing
- Questions

Meet the Art Toronto Team



Emily-Jean Alexander
Director



Elise Vandebosch
Exhibitor Relations
Manager



Savannah Morin
Coordinator



Mark Savoia
Marketing &
Communications
Manager



Melissa Lauzon
Operations Director



Tatum Dooley
VIP Program Advisor

Sponsors & Partners



Lead Sponsor: Art Insurance



Lead Institution

McMichael

Onsite Partners



VIP Program Partners



Media Partners



Travel Partners



Show Hours

Thursday

October 29, 2026

12PM – 2PM

Media Preview

4PM – 6PM

First Look Opening Night ,
McMichael Canadian Art
Collection benefit

6PM – 10PM

Opening Night, McMichael
Canadian Art Collection
benefit

Friday

October 30, 2026

11AM – 12PM

VIP Hour

12PM – 9PM

General Admission

5PM – 9PM*

Emerging Collectors Evening

Saturday

October 31, 2026

11AM – 12PM

VIP Hour

12PM – 7PM*

General Admission

Sunday

November 1, 2026

11AM – 12PM

VIP Hour

12PM – 6PM

General Admission

EXHIBITOR ACCESS

Friday-Sunday 9AM until 1 hour after
the fair closes.

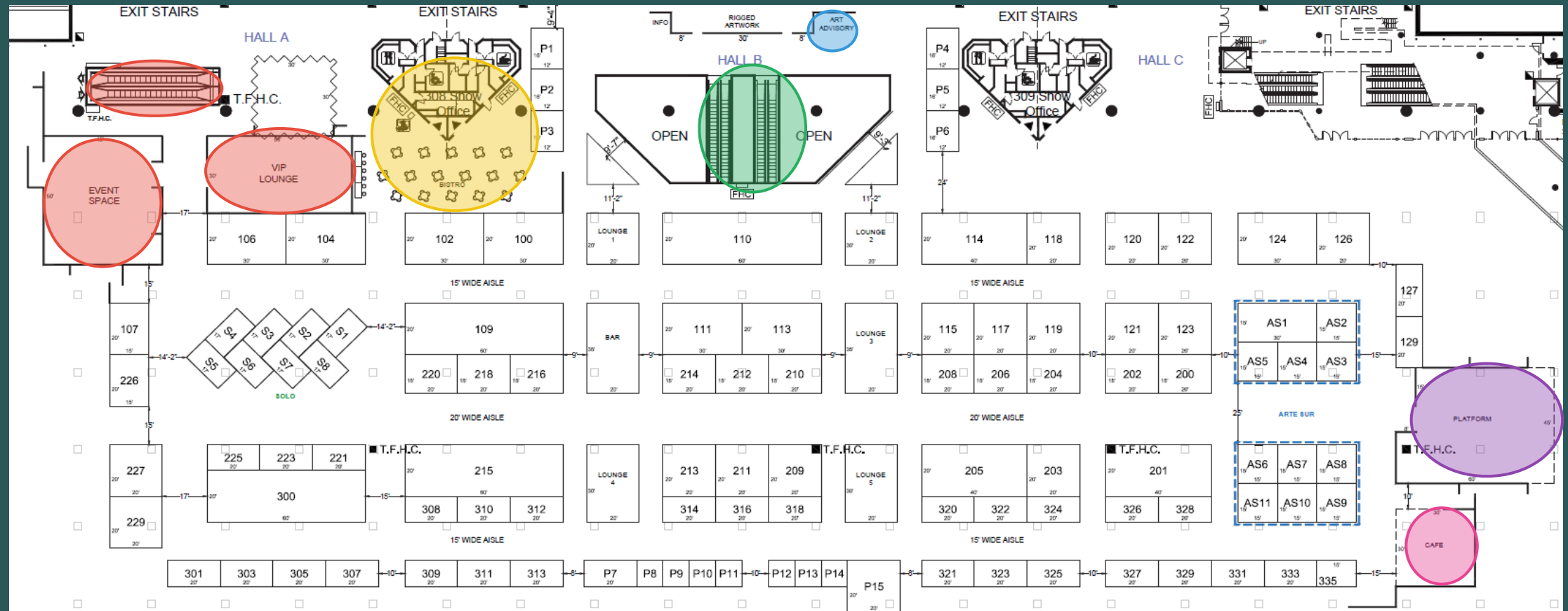
****NEW IN 2026***

Friday hours run 1 hour later
Saturday closes 1 hour earlier

SPECIAL NOTE

Time Change on Saturday Night –
Clocks go back 1 Hour

Floorplan Overview



Key Areas



VIP Lounge & Private Event Space
Private escalator access, Private Event Space opens to expand the VIP lounge when not in use.



Main Escalators
General attendee access



Ready to Collect Desk
Art advisory desk



Bistro
Upscale food and seating



Platform Stage
Talks

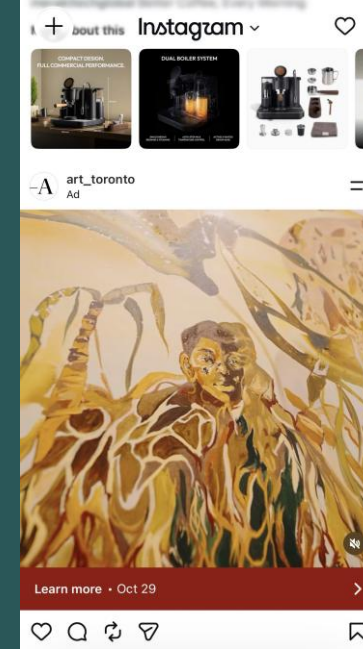


Café
Casual food and quick bites

Key Marketing Highlights

Art Toronto implements a dynamic Marketing Campaign that includes the following.

- Paid Search & Social Campaign
- Print & Digital Ads across a variety of media outlets including;
 - The Globe & Mail, Toronto Star, CBC, Toronto Life, House & Home *and others!*
- Out of Home Placements with
 - TTC Subway Posters
 - Bell Media digital billboards
 - Select Union Station & Path Digital boards
 - Street banners
- Radio
- Art Media partnerships
- Robust PR campaign
- Commissioned video content
- Flyering



Events

Opening Night • Emerging Collectors Evening

Opening Night

Thursday, October 29, 2026

Art Toronto's Opening Night is more than just a preview—it's a distinctive benefit evening supporting the McMichael Canadian Art Collection. This special collaboration brings together art, community, and philanthropy in a powerful way.

Behind the scenes, McMichael's dedicated Ticket Sales Committee works tirelessly to ensure the event's success, managing ticket sales, securing sponsorships, coordinating acquisitions, and orchestrating every detail of the evening. For exhibitors, this means opening night attracts a highly engaged, philanthropic audience of collectors, patrons, and art enthusiasts who are invested in supporting Canadian art and culture.



Dress Code: Arty Cocktail

4PM – 6PM · First Look Opening Night *McMichael Canadian Art Collection benefit*

- Who's Hosting:
 - RBC, Intact Insurance, Scotiabank and Young Presidents Organization.
 - McMichael Sponsors including HATCH
- Who's Been Invited:
 - Over 100 national & international curators have RSVP's Yes!
 - Over 150 select media & society influencers
- Access: First Look Opening Night ticket holders
- Sparkling Wine & Passed Hors D'oeuvres

6PM – 10PM · Opening Night *McMichael Canadian Art Collection benefit*

- Who's Hosting
 - TD Bank, Evans Investment
- Full Bar & Food Stations throughout the evening
- DJ Playing at the Front Entrance to set the vibe!
- Access: First Look & Opening Night ticket holders

10:00PM to Late — After Party at the Fairmont Royal York

5 – 9PM · Emerging Collectors Evening Program



Steve Wilson
Platform Talk Speaker

Platform Talks

- 5PM Steve Wilson (21C Museum Hotels) on Building & Sharing a Collection

Art Advisor Led Tours

- 6PM Nico Epstein, "Top Picks to Start a Collection With"
- 7PM Megan Patterson, "How I'd Spend \$5,000"

The Friday Emerging Collectors Evening is a Special Ticket

Includes a complimentary drink*

**Non-alcoholic options available*

Emerging Collectors Evening

Friday, October 30 · 5PM – 9PM

NEW in 2026! The Emerging Collectors Evening is being marketed as the ultimate kickoff to the weekend – timed for Friday, right as the workday winds down. Expect a lounge-style DJ, curated cocktails, and expert-led tours built around introductory collecting topics.

Why it matters for your gallery: the goal is to bring a new collecting audience through the door. Every new face here tonight is a potential long-term client.

We're working with patron groups from around the city to send a special ticket deal to the Friday Emerging Collectors Evening, including:

Artist Project Opening Night ticketholders, AGO membership holders, The Power Plant's Power Ball ticketholders, and others!

Also hosting on Friday Night

- HATCH
- Sherrard Kuzz
- Granite Club

Programming

Platform Talks • Platform Tours • Curators in Conversation

Platform Talks

A full weekend of programming on the Platform Stage, including ***Building a Stronger Arts Ecosystem*** — four conversations curated by Kate Wong, founder of SITE Toronto.

DAY & TIME	TALK	PANELIST(S)
Friday, 1PM	Curators in Conversation: Collaboration as Artistic and Institutional Development	Ann Marie Peña, Aamna Muzaffar, Allison Glenn
Friday, 3PM	The Business of Art Galleries: Art Dealers in Conversation	Presented by ADAC
Friday, 5PM	Building & Sharing a Collection	Steve Wilson
Saturday, 1PM	A Growing Interest: Latin American Art in Canada (Arte Sur Talk)	Tamara Toledo, Jorge Lozana, and Karen Huber
Building a Stronger Arts Ecosystem — curated by SITE Toronto		
Saturday, 3PM	What is Art For?	
Saturday, 5PM	What Do Artists Need?	Alan Belcher, Joyce Joumaa Dana Claxton
Sunday, 1PM	Arts Patronage: Beyond Collecting	Anjli Patel, Roula Shimaly Jonathan Brothie, Alex Bowron
Sunday, 3PM	Making Space for Art	Erika Hennebury, Chris Wilson and Ravi Jain



Kate Wong
Founder, SITE Toronto

Platform Tours

Guided walkthroughs of the fair, led by curators, artists and arts professionals exploring a different theme each day.

DATE & TIME	CURATOR / GUIDE
Friday, 2PM	Haema Sivanesan, Director, Visual Arts Banff Centre for Arts and Creativity
Saturday , 12:30PM	Art Dealers Association of Canada
Saturday, 2PM	Laine & Jonathan Groneweg, Smokestack
Sunday, 12:30PM	Art Dealers Association of Canada
Sunday, 2PM	John Geoghegan, Curator at the McMichael Canadian Art Collection
Friday - Sunday, 4PM	Karen Huber, Arte Sur



Curators in Conversation

Presented in partnership with the National Gallery of Canada Foundation and the National Engagement Initiative

Curators in Conversation returns as a three-part program exploring this year's theme, Collaboration. The day begins with a private brunch hosted by the National Gallery of Canada, followed by an invite-only curatorial conversation, and closes with a public talk open to all.

Collaboration as Artistic and Institutional Development in the work of Rouzbeh Akhbari — featuring panelists Ann Marie Peña (National Gallery of Canada), Aamna Muzaffar (Mercer Union), and Allison Glenn (Toronto Biennial of Art).

TIME	SESSION / ACCESS
9-10AM	Private Breakfast <i>Invite Only</i>
10-11AM	Curators in Conversation — Invite-Only Talk <i>Invite Only</i>
1-2PM	Public Talk: Collaboration as Artistic and Institutional Development <i>Open to All</i>



Other Programming Highlights

Arte Sur • The Insider's Eye to Art Toronto • Ready to Collect Art Advisory Desk

Arte Sur

Arte Sur, which debuted at Art Toronto 2025, returns for a second edition. Curated by the renowned Karen Huber, this initiative highlights the growing connection between Canada and these dynamic regions.

Arte Sur will showcase artists from Mexico, Central and South America in a tightly curated program, presented as an exclusive section within the fair.

Participating Galleries

Aninat Galería

Santiago, Chile

Arróniz

Mexico City, Mexico

BLOC Art

Lima, Perú

deCERCA

San José, Costa Rica

Instituto de Visión

New York & Bogotá

Isabel Croxatto Galería

Santiago, Chile

La Balsa Arte

Bogotá & Medellín

La Sala Art Gallery & Hartii

Mérida, México

PROXYCO Gallery

New York

Segismundo

Guatemala City, Guatemala

Sur Gallery

Toronto



Join Karen daily at 4PM for a curated tour of the Arte Sur participating galleries.



Gregorio Cuartas
Untitled, 2014
La Balsa Arte

The Insider's Eye

with Nico Epstein



NEW IN 2026! The Insider's Eye at Art Toronto is a one-hour digital learning module that shows you how to navigate Canada's leading art fair with confidence. From reading a booth and talking with gallerists to spotting standout works and making that first (or next) acquisition, it distills the approach of a seasoned collector so you can experience the fair with an insider's eye. This learning module is free to all Art Toronto attendees October 1–November 6, 2026.

The learning module is FREE for everyone and is linked in all ticket purchase emails.

Nico Epstein is an art historian and art advisor. He is heavily involved in the online space for contemporary art having previously co-directed Artvisor for six years as its COO and having built a successful online gallery since its inception. He is a frequent lecturer on contemporary art at Christie's Education in London where he designed his own course. He also acts as an advisor for the Frieze art fair franchise.

► [Watch the Module](#)

Ready to Collect Art Advisory Desk

NEW IN 2026! The Ready to Collect Art Advisory Desk is designed to make purchasing artwork at the fair more accessible — welcoming new collectors and supporting returning ones. Modelled on programs at other major international fairs, our advisors will be on-site to offer personalized suggestions on how to navigate the fair, which galleries and artworks to spend time with, and hands-on assistance with purchasing work.

Ready to Collect evokes action and participation in the fair — supporting the galleries, artists, and ecosystem that Art Toronto gathers each year.

Note: Art Advisors are being paid for their time and provided with Opening Night tickets for their clients.

How it Works

The Ready to Collect Art Advisory Desk is located near the front entrance of the fair. Guests can visit the desk and speak with an Art Advisor who will provide personal suggestions, and tips on navigating the fair based on what the guest is looking for.

Art Advisors are expected to provide fair guidance that includes a wide variety of the galleries showing at the fair.

How to be included

Art Toronto is collecting, sorting and providing all the Art Advisors with the Booth Programs and Pricelists submitted through the Formstack.

These are provided mid-October digitally and printed onsite.

We need galleries to submit their forms ASAP to help us in organizing and providing as much information as possible.

Participating Advisors



Ashley Mulvihill

Studio 9th



Ray McAuliffe

*MCA Gallery and Art
Advisory*



Megan Paterson

Aurelia



Sarah Sector

Sector Art Consulting



Kim Edmonds

Art Connect



Jan Ballard

Ballard Fine Art



Kelly Juhasz

*Fine Art Appraisal and
Services*



Laura Mann

Pearl Rowe Art Advisory



Elisa Coish

Demetriou Art Group

VIP Program & Private Events

VIP Program • Intact VIP Lounge & Private Event Space

VIP Program

Art Toronto's VIP Program runs throughout fair week, with over 25 private events happening concurrently with the fair to engage and celebrate our VIPs.

This is what VIPs receive:

- Unlimited access for 2 guests during VIP Hour (11AM–12PM daily)
- Use of the dedicated VIP escalator in the West Corridor of the Main Lobby
- Access to the Intact VIP Lounge on the show floor
- RSVP access to exclusive private events and tours
- Access to the VIP Services Desk during all hours of the fair

Note: VIP Program does not include Opening Night which is the benefit for the McMichael Canadian Art Collection.

Onsite VIP Concierge

Onsite VIPs may visit the VIP Desk in the lobby for assistance, our VIP Program Advisor Tatum Dooley will also be on hand all weekend to assist VIPs.



[View the Lookbook](#)



VIP Pass or Ticket

If VIPs had a physical mailing address in Canada on file they were mailed a physical VIP pass. For all other VIPs a digital pass was emailed to them.

For guests who didn't receive by mail they can notify us and receive a digital pass.

Intact VIP Lounge & Private Event Space

This year's VIP Lounge is proudly hosted by Intact Insurance, featuring a private bar, specialty food, and comfortable seating and lounge areas for our VIP guests throughout the fair.

Guests may enter the lounge either from the fair directly or by using the dedicated VIP entrance via the West Escalators.

The space is being designed in partnership with:

emblem

WA
WLAVERS ART

MONTAUK
SOFA

Adjacent to the VIP Lounge, the Private Event Space is available to VIPs for use when it is not booked for a private function.

Private Event Space — Curatorial Program

This year's installation brings together a grouping of the artists representing Canada at the Venice Biennale



Exhibitor Details

Exhibitor Communications • Move-In • Booth Display • Exhibitor Events • PR & Marketing

Exhibitor Communications

We know it's a lot of information but it's all here to make sure you are as informed and prepared as possible!

- Exhibitor Portal – *your go-to guide for information!*
- Weekly Newsletter – *weekly recap of what is coming up!*
- Onsite Exhibitor WhatsApp Bulletin – *join for announcements!*

Need a hand with any of this?

Email Elise at elise.vandenbosch@informa.com.

Final Deadlines

Health and Safety Declaration – due October 12

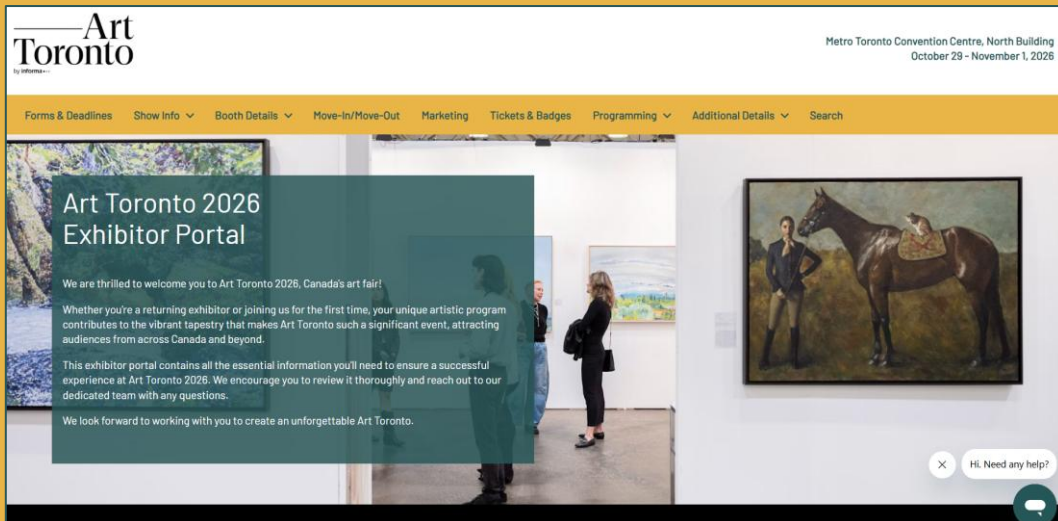
**Save time at Registration and complete now!*

Inbound Shipment Form – due October 12

Submit ASAP

Fire Safety Reply Submission – due Now

Booth Program – due Now



Move-In – October 28 & 29

General Information

- Move-in times will be emailed to you on **October 15th**
- Move-in timing is staggered by booth size and location on the show floor.
 - If you arrive before your timeslot, finishing details may not be completed.
- The **Inbound Shipment Form** also affects our move-in schedule, especially if you are coming with a consolidated shipment.
 - We work closely with consolidated shipments to make sure they are in on time!
- All booths and installations must be complete by 12PM on Thursday for the Media Preview
- No hammers are permitted for installing artwork.

General Move-in Times

Wednesday, October 28 – 8:00AM–10:00PM

Thursday, October 29 – 8:00AM–12:00PM

Voyage Control

- An online portal that allows you to book a timeslot for entry
- You will be given a unique code for your time slot.
- If you are working with a consolidated shipper, then they will be responsible for booking through voyage control.
- Ensure drivers have their booking pass (printed or electronic) upon arrival, must have a booking pass to enter the building.

Note: A 30-minute loading time is enforced. Should you require more time to unload, please see a dock staff member. Once loaded, you must remove your vehicle from the loading area.

No booking required if hand-carrying through the parking garage.

Move-In – October 28 & 29

Your Move-In Journey

Whether you're arriving to meet a consolidated shipment or have just parked your vehicle after navigating Voyage Control your first stop is the **Welcome Desk**.

Welcome Desk

- Located in the lobby, down the main escalators.
- This is where you'll receive your welcome package and badges.
- The **Health and Safety Declaration** is required here before proceeding, if you haven't filled it out.
- If you have an outstanding payment on your booth, you'll be asked to go to the Show Office to make payment.

Next go check in at your booth & Install!

Got to your booth and something isn't quite, right? Visit the Exhibitor Services Desk.

- Located at the top of the escalators.
- Report if you need maintenance either from our walling or lighting contractors.
- Order additional lighting and power here.

Looking for something?

Ask at the Exhibitor Services Desk

- Limited inventory of ladders is available for temporary use.
- A limited number of additional furniture pieces will be available onsite for rental.
- A complimentary waste basket can be picked up here!

Note: Move-in is a much-anticipated day and very busy for everyone in the venue. We thank you in advance for exercising patience and understanding with our team as we work to best meet your needs as quickly as possible.

Booth Display & Signage

Additional Gallery Signage

- One additional sign is permitted: black vinyl lettering with your gallery name, on an interior wall, max 11" height.

Artwork Labels

- It is recommended based on attendee surveys that you display a small label identifying each work.
- For works priced under \$5,000, including the price on the label is highly recommended.

Special Acquisitions

- Acquisition labels are available at the Information Desk for corporate and public institution acquisitions.

Booth & Installation Rules

- Artwork, materials, and furniture may not extend beyond your booth's perimeter into the aisle.
- Galleries are encouraged not to overhang their booths, either through the amount of artwork installed or salon-style hanging.
- Draped tables are not permitted in booths.
- Galleries may not display artwork on print racks in their booth.
- Galleries may not have any uninstalled artwork laying on the floor, propped against booth walls, or leaning on shelves.
- No re-hanging or re-installing – including power tools and ladders – during show hours (11AM until close).
 - Exception: like-for-like artwork swaps with no hardware changes.

Exhibitor Events

Fair week brings a few moments just for us — chances for exhibitors to connect, celebrate, and toast to another great edition of Art Toronto. These events are for exhibitors, not all are open to the public.

Date & Time	Event	Location
Wed, Oct 28 2PM	Exhibitor Pizza Party Hosted by the McMichael Canadian Art Collection	Room 205D
Thu, Oct 29 3PM	A Fair kick-off Toast & ADAC Lifetime Achievement Presentation Hosted by Art Toronto & ADAC	Platform Stage
Sat, Oct 31 10AM	Gallery Brunch & Exhibition Walkthrough Hosted by the Toronto Biennale of Art	University of Toronto (offsite event)
Sun, Nov 1 9AM	Exhibitor Breakfast Hosted by Intact Art Insurance	Art Bisto

Keep an eye out — we'll have other fun surprises for exhibitors throughout the fair.

PR & Marketing

Art Toronto partners with **DMPUBLIC**, Canada's leading arts and culture PR agency, is pitching Art Toronto galleries and artists to major news organizations and industry press to help drive visibility for the fair and its exhibitors.

What DMPUBLIC Does

- Proactively pitches your gallery, artists, and programs to key media outlets.
- Develops compelling story angles around artwork pricing, featured artists, unique installations, and gallery narratives.
- Secures media coverage across print, digital, and broadcast platforms.
- Leverages submitted gallery content, artist information, and high-resolution images for maximum exposure.
- Hosts the Media Preview on Thursday 12-2PM.
- Invited Media & Social Influencers throughout the fair.



Deanne Moser



Matthew Hanick



Breanna Marcelo



Made a significant sale onsite?
Let the Media Desk know —
located in the Show Office,
Room 204.

Reminder: Share Your Tickets!

Your First Look Opening Night & General Admission tickets can be found in your Tix123 Ticket Distribution Portal.

First Look Opening Night Tickets

- All booths come with First Look Tickets for you to invite top clients/collectors to the fair. *Quantity based on booth size.*
- **NEW in 2026!** Galleries may purchase 2 Artist First Look Opening Night tickets through your ticket distribution portal to invite gallery exhibiting artists to the fair. Tickets are \$120 each and do not have a charitable tax receipt issued.

General Admission Tickets

- Galleries also receive General Admission tickets; these are for our regular public hours Friday-Sunday. *Quantity based on booth size.*
- **NEW in 2026!** All General admission tickets are valid for unlimited re-entry.

Additional ticket purchases can be made directly through your ticket distribution portal.

VIP Invitations

- If you submitted names for the VIP program they have either been mailed a VIP Pass or emailed a digital VIP Pass.



Note: We will monitor your ticket portals, and if we see that all General Admission tickets have been used, we are happy to add in a few more if needed.

We see the most ticket conversions occur in the two weeks leading to the fair – so make sure you're inviting guests now!

Questions?

Thank You

See you in a couple of weeks!