

Art / TO

Art Toronto 2021 Booth Design Package

In-Person
Online

Oct 29 – 31, 2021
Oct 29 – Nov 7, 2021

Metro Toronto Convention Centre,
North Building



In-Person Oct 29 - 31, 2021
Online Oct 29 - Nov 7, 2021

This is Canada's art fair

Contents

Important Exhibitor Deadlines.....	3
How to submit your Booth Design.....	4
Sample Booth Design Form	5
Wall and Door Specifications.....	6
Lighting Specifications	7
Power Outlets and Electrical Work.....	8
Booth Customization Options.....	9
Onsite Design Changes and Ordering	11
Rules and Regulations on Booth Displays & Signage.....	12
Contact Information	14



In-Person
Online

Oct 29 - 31, 2021
Oct 29 - Nov 7, 2021

This is Canada's art fair

Important Exhibitor Deadlines

Booth Design Submission.....	18 August 2021
Artland Online Profile Completed	1 October 2021
Exhibitor Account Balance Due.....	8 October 2021
Health and Safety Form Submission.....	8 October 2021
Exhibitor Staff Badge Registration	8 October 2021
Artsy Online Listing	15 October 2021
Marketing Material.....	Ongoing

In-Person
OnlineOct 29 - 31, 2021
Oct 29 - Nov 7, 2021

This is Canada's art fair

How to submit your Booth Design

Please read the following instructions carefully and reference the sample booth plan included (see page 4).

Each exhibitor will receive a Booth Design Form. This form includes the following:

- Gallery Name and Booth Number
- Layout of your booth indicating:
 - Common and structural walls
 - Number of light fixtures included in your booth package
- Number of linear feet of walls included in your booth package
- Option to order electrical power, extra light fixtures, doors and walls
- Legend for booth design
- Booth design declaration

Please use the design legend when creating your design on the Booth Design Form. Please make sure to mark all lighting, electrical, walls and doors within the design and in the tally boxes to the left of the design grid. When you have completed your design please sign the declaration and send the design to info@arttoronto.ca.

A computer-generated design will be sent back to you for your records. This design may vary slightly from the original layout. Any changes made are based on fire and safety code requirements and/or management recommendations. Exhibitors should review their final designs for accuracy, if any changes are needed, they must be submitted by **September 3, 2021**.

If you have gone beyond your booth package inclusions (eg. ordered additional light fixtures, wall panels, electrical power or other booth customizations) an invoice will be sent to you. Payment is due by **October 1, 2021**.

NOTE: No design changes can be accommodated after **September 3, 2021**.



In-Person Oct 29 - 31, 2021
Online Oct 29 - Nov 7, 2021

This is Canada's art fair

Sample Booth Design Form



Booth Design Form Preliminary Design Grid

Booth # _____ Gallery: _____

**Preliminary Design Due:
AUGUST 13, 2021**

Please use the design legend below.

LIGHTING

Number of arm lights included in Booth Package

Additional number of lights used

\$144 ea

POWER

Number of power outlets ordered

\$235 ea

WALL

Booths will be built using combination of 2ft and 4ft panels that are 7ft tall.

Number of linear feet of walls included in Booth Package (including common walls)

Total linear feet of walls used in this design

Additional panels required as per this design

\$152 / 2 ft

Number of door panels ordered as per this design

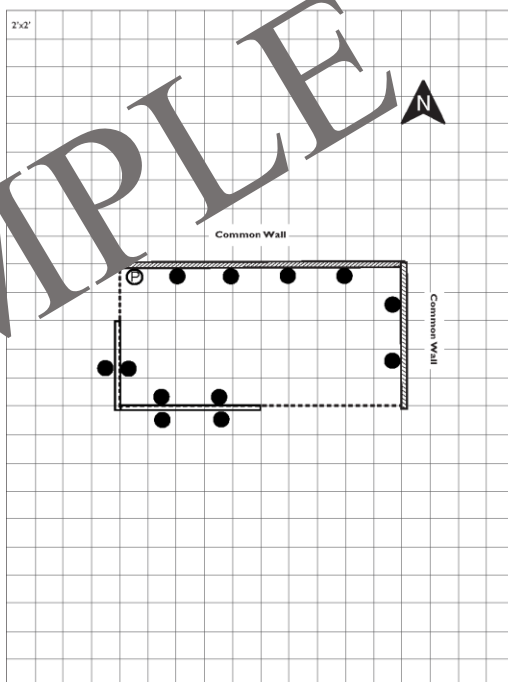
\$380 ea

Please see Exhibitor Order Form - Furniture Rental Packages for furniture options.

DESIGN LEGEND

	Arm light
	Basic power outlet
	Common walls
	Door
	Non common walls
	Your booth area

Onsite additions subject to availability



DECLARATION

I understand Art Toronto may, for design, style and other purposes request and require that I use more or fewer lights.

I understand that for structural, stability or safety reasons, Art Toronto may make recommendations for altered wall placement on my Final Design Grid.

I have read and understood the rules and regulations for booth displays and signage found in the Booth Design Package.

I understand that I will be billed for lights and walls that exceed my booth package inclusions.

I understand that the digitized design I will receive is considered the final design and that it is my responsibility to flag errors or submit changes to Art Toronto before September 3, 2021.

Name *[please print]*

Signature _____

Date _____

Wall and Door Specifications

In setting up your display, please take into consideration the following:

- Booths are created in 200 square foot increments that on average are 10 feet deep by 20 feet wide. These are standard dimensions; however, some booths may vary.
- Wall segments are provided in two sizes: 4ft or 2ft wide, 11ft high and 3" thick. All booth walls in your design must be multiples of 2ft or 4ft.
- Due to the safe location and construction of cross wall connections during build-out, a loss of 1.5"-3" of interior wall space may occur.
- To ensure stability, side, support or return walls are required. We recommend walls should be connected to common walls at a minimum of 12ft increments. Free standing walls cannot be provided. You will be notified of any unsafe connections during the booth design process and may be required to alter wall spans.
- All wall cross connections must be at 2ft increments only.
- Walls that are not at a right angle are not permitted in your booth design.
- All walls must be designed to be parallel or perpendicular to aisles.
- Additional linear feet of walls are available at \$76.00 +tax a linear foot, with a 2ft minimum.
- 4ft wide door panels are available for \$390.00/each +tax.
- All aisles must remain clear. No fixtures, walls, art, etc. may extend into the aisles. Safety regulations prohibit more than 12 continuous feet of wall facing an aisle. Aisle openings must be at least 8ft wide and occur at 10-12ft intervals.
- At the end of the show, all exhibitors must remove any labels, screws, hangers, nails, and vinyl signage attached to the walls. Please note that a removal fee will be charged for any of the above materials left attached to the walls.
- All closet door keys must be returned during move out. Lost or misplaced keys will be subject to a \$25 fee.
- Closet door keys are picked up/dropped off at the information desk during move-in/out.

Lighting Specifications

NEW FOR 2021: Art Toronto will use an arm light fixture for all booth lighting this year. Please read the following carefully before creating your booth design.

- Each light fixture consists of a 200 watts halogen bulb and a 28" long arm with articulating head that can be rotated 360 degrees (see Figure A below).
- Light coverage is 4-5 linear feet wide, and we recommend 1 light for every 5 linear feet of walls.
- Lights will be installed by the SHOWTECH electrical team as near as possible to your indicated placement, but for technical reasons a 3-4" variance may occur.
- Light fixtures clip into a metal track that is mounted at the top of the hard walls.
- If you require lights for sculptures or installations away from the walls or in open space areas, please contact Show Management and we will put you in touch with SHOWTECH.
- Please do not:
 - Tie into the electricity provided for the rental lighting, as this can short-circuit the electrical grid and cause power outages for sections of booths.
 - Bend the arm of the light, as this can break it.

Additional lights beyond what is included in your booth package are \$144.00 +tax. This price increases onsite and is subject to availability.



In-Person
OnlineOct 29 - 31, 2021
Oct 29 - Nov 7, 2021

This is Canada's art fair

Power Outlets and Electrical Work

Basic power outlets may be ordered as needed at a cost of \$235.00 per outlet +tax. This should be indicated on your Booth Design Form.

All other special electrical connections will be billed on a “time and material” basis. Labour charges are applied in 30-minute increments.

The fees for special electrical work are as follows:

- CDN \$240.00 + tax per hour standard - weekdays until 4:00 pm
- CDN \$480.00 + tax per hour overtime - weekdays after 4:00 pm and weekends
(prices are subject to change)

Ontario’s Electrical Safety Authority (ESA) requires exhibitors who display and or sell electrical products ensure the product bears an official mark or label from an accredited certification or evaluation agency (eg. CSA). A list of recognized marks and labels can be found here: <https://esasafe.com/electrical-products/recognized-certification-marks/>

Each exhibitor is responsible for meeting City of Toronto regulations for the Building Code and the Fire Code. Power will not be supplied to any display or equipment which is found to be hazardous or a danger to life. Show Management assumes no liability for loss by fire or accident.

NOTE: Power is supplied from the ground. There are no wall mounted electrical sockets.



In-Person
Online

Oct 29 - 31, 2021
Oct 29 - Nov 7, 2021

This is Canada's art fair

Booth Customization Options

Exhibitors are able to create a more customized booth experience through wall colour, flooring and furniture.

Painting Walls

Exhibitors may order walls of their booth to be painted by Art Toronto's onsite painting contractors. The cost is \$33.00 +tax per linear foot of wall with a 2' minimum. Large paint orders may result in a later move-in time for the Gallery.

The following colours have been approved by show management:

Light Grey..... Benjamin Moore Museum Piece CSP-40

Dark Grey..... Benjamin Moore Kendall Charcoal HC-166

Black.....Benjamin Moore Black 2132-10

To place an order for your walls to be painted please indicate on your Final Booth Design which walls of your booth are to be painted and in which colour. All paint will be an eggshell finish. You will be invoiced for the booth painting. Custom work such as cutting, stripes, shapes or patterns will require an additional labour quote.

Orders for booth painting must be placed no later than **September 3, 2021**. Any orders or change to your order after this date are not guaranteed.

NOTE: No exhibitor may paint their booth themselves. Art Toronto's painting contractors must be used.

NOTE: Should you wish to request a colour not listed above, please send a sample Benjamin Moore paint chip to Art Toronto for approval including colour name, and colour code. Show Management and contractors will have the final decision on all paint colours used at the show.

NOTE: All regular booth walls will be painted white in PPG-6-411C (Pittsburg Paint, eggshell).

Furniture

A selection of furniture package options is available to exhibitors. The furniture order form can be found on the Exhibitor Portal, and all orders are due with your booth design on **August 18, 2021**.

NOTE: Exhibitors who would like a waste basket in their booth can pick one up at the information desk during move-in.



In-Person
Online

Oct 29 - 31, 2021
Oct 29 - Nov 7, 2021

This is Canada's art fair

Flooring

Exhibitors may install their own flooring in their booths including the following:

- Carpet
- Carpet Tile
- Raised laminate and hardwood flooring

Painting, nailing or drilling of the building floor is not permitted. Floor covering may not be adhered directly to the building floor. It is required that building paper, plastic sheeting, or some other suitable protection be laid on the building floor, prior to laying the floor covering. If two-sided tape is used, it must be completely removed by the exhibitor during move-out. Exhibitors must not use masking tape, clear packaging tape or duct tape to adhere the covering to the show floor. The recommended tape is Scapa Tape, which is a high-adhesion double-sided cloth tape, commonly used at trade shows; it leaves almost no residue upon removal. Scapa Tape is available from:

National Hardware Sales Ltd. www.nhsmedia.com/scapa.htm#SCAPA174

Floor covering must stay within the contracted booth size and not extend beyond the booth area.

Upon removal of each booth, the MTCC and Show Management will inspect each space for any damages incurred by the exhibitor and to check that all materials and waste, including tape residue left on the floor, are properly removed. Any charges to make good the exhibit space will be passed on to the exhibitor.

AVOID TRIP HAZARDS: Exhibitors with raised floors are limited to a maximum height of 6". In addition, all concealed wiring must be quickly accessible for emergency service. If you plan on installing raised floors in your booth, they must be non-hazardous and wheelchair accessible. Wheelchair ramps must be at least 3ft wide, with a maximum slope of 1:12 (i.e. a 6" rise would require a 6ft run). Landings must be provided at tops and bottoms of ramps and must be at least 36" wide by 60" and free of obstructions. Ramps must be curbed or guarded at their edges and surfaces must be firm and slip resistant. There must also be a ramp at every 100ft. Please note the full extent of any ramp must fall within your assigned booth space and cannot extend into the aisles. Exhibitors should ensure they build any raised floors with these requirements in mind.

NOTE: Some booths may have electrical ports on the floor which must remain accessible to MTCC contractors. If you are interested in installing flooring, please contact Emma Fried (Emma.Fried@informa.com) to confirm if your booth will have a floor port in it.

NEW for 2021: As part of our environmental sustainability initiatives we have opted to forgo aisle carpet.



In-Person
Online

Oct 29 - 31, 2021
Oct 29 - Nov 7, 2021

This is Canada's art fair

Onsite Design Changes and Ordering

If you wish to make changes and additions to your booth design onsite, please see a member of the show management team at the onsite order desk. A ticket will be opened with the onsite contractors and they will visit booths in ticket order to complete the work requested. Galleries must pay for onsite orders before they are completed, only VISA, Mastercard, Amex and debit will be accepted.

Please see below for the list of prices for this work:

Cost for additional lights installed (including labour)..... \$185.00 +tax

Cost for additional lights installed (labour only) \$125.00 per light +tax

Cost for moving already installed lightssee show management

Cost for adding additional walls..... \$185.00 per two-foot wall panel +tax

Cost for removing and changing wall configurations..... \$120.00 / hour +tax

Cost for adding an electrical outlet (1500 watts/12amp)..... \$285.00 +tax

Cost for renting furniture onsite:

- Furniture Package # 1 - #4 \$285.00 +tax
- Chairs..... \$60.00 +tax

**Limited quantities of extra furniture and additional walls will be available onsite.*

NOTE: In the unlikely event that your booth was not built to the exact specifications of your Final Booth Design you will not be charged to have the booth corrected to match your Final Booth Design. Please visit the order desk as soon as possible to notify us of the issue.

NOTE: If you add a light fixture onsite that is included in your booth package you won't be charged for that light, but you will be charged the labour for the installation. Orders are subject to onsite availability and cannot be guaranteed. Please be sure to place orders in advance by the August 6 deadline.



In-Person
Online

Oct 29 - 31, 2021
Oct 29 - Nov 7, 2021

This is Canada's art fair

Rules and Regulations on Booth Displays & Signage

Please read the following rules and regulations on booth displays and signage carefully. You will be asked to sign that you have read and understood the following. **Show Management will review all booth displays for rules infractions prior to show opening.**

- Additional gallery booth signage is strongly discouraged. Galleries may only display **one** additional gallery sign on an interior wall of their booth with a maximum height of 11 inches. Please note that signage needs to be approved by show management by October 15, 2021. Single use plastics and vinyl applications are discouraged, and biodegradable materials preferred.
 - Exceptions to this rule include:
 - Cultural institutions are encouraged to display original works of art in their booth. Some information plans and/or graphics will be permitted but should not upstage the artwork and cannot take up more than 50% of the total wall surface.
 - Small artwork labels which may have the gallery logo
- Galleries may only display wall signage for artist's names which are installed underneath or beside the artist's work. Galleries are responsible for removing all signage at the close of the fair. Single use plastics and vinyl applications are discouraged, and biodegradable materials preferred.
- Galleries may not display artwork on print racks in their booth.
- Galleries may not have any uninstalled artwork laying on the floor or propped up against booth walls.
 - Should this be a part of an artist's installation please seek show management approval.
- Galleries may not have draped tables in their booth.
- Galleries are encouraged to seek other storage methods such as building closets in their booths, purchasing multifunctional furniture or renting storage through *Museumpros*.



In-Person
Online

Oct 29 - 31, 2021
Oct 29 - Nov 7, 2021

This is Canada's art fair

- Galleries are encouraged not to overhang their booths either by content of artwork installed or through salon style hanging.
- Galleries are not permitted to hang work on or over closet doors.
- Galleries must display artwork that is consistent with their application, and which has not been previously exhibited at Art Toronto.
- Galleries may not re-hang or re-install their booths during show hours (11am to show close).
- This includes the use of ladders, hammers, drills, etc.
- Please see page 13 of the Exhibitor Services Package regarding access to the show before show open for re-hanging and re-installing artwork.
- Artwork may not extend beyond the perimeter of your booth into the aisle.
- Exhibitors planning to have an open flame in their booth must receive prior approval from show management.
- Galleries must avoid any use of hammers to limit vibration that may dislodge neighbour's artwork. Should you need to use a hammer, speak with any neighbouring galleries that may be affected.



In-Person
Online

Oct 29 - 31, 2021
Oct 29 - Nov 7, 2021

This is Canada's art fair

Contact Information

If you have any questions regarding your booth placement, the Art Toronto floor plan or any of the information in the Booth Design Package please contact:

Emma Fried

Gallery Relations

(P) +1 416 512-3472

(E) Emma.Fried@informa.com

Mailing Address:

By Mail:

20 Eglinton Avenue W., #1200

P.O. Box 2055

Toronto, ON M4R 1K8

By Courier:

20 Eglinton Avenue W., #1200

Toronto, ON M4R 1K8