

Art / TO

Art Toronto 2021 Exhibitor Services Package

Current as of September 23, 2021

In-Person
Online

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

**Metro Toronto Convention Centre,
North Building**



In-Person
Online

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

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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
MTCC Parking Pass Orders	11 October 2021
Artsy Online Listing	15 October 2021
Marketing Material.....	Ongoing



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ART TORONTO 2021 Event Schedule

NEW in 2021: please review the changed dates/times of fair hours.

Show Set-Up:

Thursday, October 28, 2021 8:00 am – midnight
Friday, October 29, 2021 7:00 am – 10:00 am

Show Hours General Public:

Friday, October 29, 2021 12:00 pm – 8:00 am
(invitation only from 11 am – 12 pm)

Saturday, October 30, 2021 12:00 pm – 8:00 pm
(VIP's from 11 am – 12 pm)

Sunday, October 31, 2021 11:00 am – 7:00 pm

Show Dismantling:

Sunday, October 31, 2021 7:00 pm – midnight
Monday, November 1, 2021 12:01 am – 12 noon

COVID-19 Protocols

The health and safety of our exhibitors, staff and guests is of utmost importance. We've implemented a number of measures in the design and run of the show to create a safe space where we can connect and see art in person. These include:

- Wider aisles to accommodate social distancing
- Carefully coordinated crowd flow and limited capacity
- Digital tickets for touch-free service
- Mandatory face masks throughout
- COVID-19 health screening and contact tracing
- Proof of Full Vaccination

Additional measures and procedures are outlined in the Occupational Health and Safety section, please see page 10.

Please note these measures and protocols continue to evolve and Art Toronto may change the above in accordance with public health regulations and best practices.



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Artland Online Gallery Profile

Deadline: 1 October 2021

Each exhibitor will receive an online gallery profile on the [Artland](#) platform.

Login Process

To access your gallery profile for the first time, you need to click on the link Artland will email you once your gallery profile is ready. The email will be titled "You're invited to manage *Gallery Name* profile on Artland". If you cannot find the email in your inbox, please check your Spam inbox.

Artland's login does not require a password - instead you are able to access via an access link. Once you have logged in, the system will remember your access in the browser on the device you have used.

Setting up the Online Gallery Profile

Onboarding sessions and step-by-step instructions will be provided by Artland.

You will learn how to:

- edit your gallery information
- add/remove artist profiles
- upload artworks
- publish, unpublish, mark artworks as sold
- how to create and sell NFT artworks
- integrate the shipping feature
- set up direct payments via Stripe
- create new exhibitions
- create a Viewing Room and/or VR exhibition

Main Contacts for all Artland Platform Inquiries:

Hayley Grundy
Gallery Partnerships Manager, North America
(E) hayley@artland.com
(P) +1 347-722 3587

Include in cc for all Art Toronto Exhibitor Inquiries:

Cila Brosius
Artland Support
support@artland.com



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Include in cc When Responding to Collector Inquiries:

Artland Sales
sales@artland.com

Marketing and Communications Information

Deadline: Ongoing

Amplify your gallery's presence at the fair by taking part in Art Toronto's 2021 marketing and communications campaign.

Images and Information for PR and Marketing

Exhibitors are invited to submit images and content that will be used for media requests as well as content for Art Toronto's website and social media channels.

What are we looking for?

- Hi-resolution artwork images of work that you plan to exhibit at Art Toronto. Images files must be a minimum of 1MB, 300DPI and a minimum width of 1080 pixels.
- Information about artists, special installations, gallery history or other interesting stories. Media are especially interested in covering stories about the price of artwork, famous artists, unusual media, Canadian artists (living/deceased; domestic/abroad) and other engaging topics. This information can be submitted as a Media/Press Release or info sheet.

You may submit images or info sheets through the form on the [Exhibitor Portal](#) or directly to Mark Savoia, Marketing and Communications Manager at mark.savoia@informa.com.

Year-round Updates

We would like to continue to promote your gallery throughout the year. Please be sure to send updates on exhibition openings and exciting news about artists on your roster to Mark Savoia, Marketing and Communications Manager at mark.savoia@informa.com.

Social Media

Connect with us on Facebook, Twitter, and Instagram. Let audiences know you are participating in Art Toronto by tagging our accounts. Be sure to include #ArtToronto and tag our accounts so we can re-post your content.

Instagram: [@art_toronto](#)

Our most popular platform with 36+k followers, and an average of 5k impressions per post. Art Toronto stickers for stories can be found by searching using "artto". Tag Art Toronto and [@seekthesublime](#) (Mia's personal account) we'll re-post to our stories!



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Twitter: [@arttoronto](#) 21k followers

Facebook: [Art Toronto](#) 13k followers

Art Toronto Logo, Web Banner

Exhibitors have access to the Art Toronto logo and web banner for use in e-mails, e-newsletters and on your website. This may be downloaded directly from the [Exhibitor Portal](#).

Digital Marketing Opportunities

Take advantage of our social media presence to drive new audiences to your site, build your list of followers and reach new collectors. Please see below options to feature your content before, during or post-show. In addition, there are opportunities to have featured content in the VIP preview email and banner ads for Art Toronto's new website launching the week of September 13, 2021.

All fees below are quoted in Canadian dollars. Taxes to be applied based on gallery's province of operation. Galleries outside of Canada are tax exempt.

Pre-Show September 7 - October 28	
website homepage feature (weekly)	\$500.00
Instagram post	\$150.00
3 x Instagram post to occupy grid line <i>*only available pre fair. Images to be posted at the same time.</i>	\$500.00
3 x Instagram stories with link <i>*only available pre fair</i>	\$150.00
In person fair Oct 29 - 31, 2021	
website homepage feature (daily)	\$1,000.00
Instagram post	\$250.00
combo – Instagram post and story	\$300.00
Virtual fair Nov 1 – Nov 7, 2021	
homepage feature (daily)	\$800.00
Instagram post	\$200.00
combo – Instagram post and story	\$250.00
Additional options	
VIP feature email (main section)	\$500.00
VIP feature email (Verge/Curated section)	\$150.00

**Spots are extremely limited. First come, first serve.*

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Artsy Online Promotion

October 30-December 3, 2021

Art Toronto is pleased to continue our valued partnership with Artsy, the leading resource for collecting and learning about art. We are pleased to highlight works from all galleries participating in the fair, so whether or not you have an Artsy subscription, you can take advantage of this promotion and gain greater access to the US and international art markets.

The week of October 5, Artsy will provide instructions for uploading your virtual booth to their site. This partnership complements your booth on Art Toronto's virtual platform, and will run as an extended feature, launching with our public opening on Saturday, October 30 and running through Friday, December 3. The post show strategy will allow all Art Toronto exhibitors to take advantage of the busy art fair section of the Artsy platform in the lead up to the Miami fairs. To take part, please upload your virtual booth by Friday, October 15.

Artsy 2020 highlights:

- The post-show strategy saw over 58k pageviews, more than 2.5x the traffic of the year before
- 54.76% US-based viewers
- 389 artwork inquiries made directly through the platform

If you have any questions about an Artsy subscription, reach out to Nicole Restaino at nicole.restaino@artsymail.com.

VIP Show Hours

Our VIP show hours are changing this year. Art Toronto will open for VIP cardholders and Invited guests exclusively on **Friday, October 29, and Saturday October 30, from 11:00 am – 12:00 pm**. We ask that at least one staff member is present in your booth during this time.

Each participating gallery will receive 6 promo codes granting complimentary entry for clients and curators. Please note, to adhere to social distance measures, each code is **valid for one guest** and they will need to register their complimentary ticket and **book their preferred date to visit the show, in advance of arrival**.



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Complimentary Ticket Information

Each exhibitor will receive complimentary general admission tickets with their booth. Please see the chart to see how many you receive with your booth. These tickets will be made available as online tickets. More information and details on receiving your complimentary tickets will be available in September.

Number of tickets received with booth type

Main Exhibitor Booth: 200-400 sq. ft.	6
Main Exhibitor Booth: 600-1200 sq. ft.	10
VERGE Booth.....	6
Arts & Cultural Institutions Booth	6

Please note:

- complimentary tickets are **valid for one 2-hour time slot** on Friday, Saturday or Sunday and cannot be reused.
- **Limited quantities** are available per timeslot; **ticket holders must register for their time slot in advance.**
- **Hard copy tickets are not available.**

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Booth Allocation and Customization

Deadline: 18 August 2021

Each exhibitor will receive a package containing information on their booth allocation including their positioning on the Art Toronto 2021 floor plan. This package will also contain information regarding:

- How to submit your booth design
- Walls and doors specification
- Lighting specifications
- Power outlets and electrical work
- Rules and regulations on booth display and signage
- Booth customization options, including:
 - Painting walls
 - Flooring
 - Furniture

This package will also be available for exhibitors to download from the [Exhibitor Portal](#).

As booth designs are central to the planning of the show, the deadline for submitting individual booth design, including booth customization is **August 18, 2021**. For questions regarding your booth allocation and any customizations please contact Emma Fried at +1 416 512-3472, or by email emma.fried@informa.com.

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

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Internet & Audio-Visual Services

Complimentary Exhibitor Internet

Art Toronto will provide complimentary Exhibitor WIFI access on the show floor. Onsite in your Exhibitor Registration Package you will receive log-in instructions, we ask that you keep this information confidential with those working in your booth only.

The WIFI provided is gauged at a transfer rate of 3 Mbps up and down per user which is suitable for:

- Internet browsing
- Sending and receiving e-mails
- Browsing online image galleries/catalogues
- Updating social media

NOTE: For access to outside servers, large file transfers, VPN's, remote desktops or playing video content, you will need to order additional internet access through the MTCC directly.

Additional Internet Access

- Wireless Internet access for exhibitors is \$395.00 + HST and includes unlimited wireless access for one computer or device from anywhere within the Metro Toronto Convention Centre for the duration of the event.
- Exhibitors must provide their own 802.11 WIFI capable equipment.
- Wired Internet Access is also available. For more information, visit the [Metro Toronto Convention Centre website](#).
- Show Management, exhibitors and attendees are prohibited from providing or distributing any wired or wireless (including cellular-based and 3G/4G wireless access points) Internet access within the facility without permission from the MTCC. Any installations that have not been granted permission in advance will be subject to removal without compensation.

Order forms for all telecommunication services are to be submitted by October 11 at www.mtccc.com/order

NOTE: Orders can also be placed on-site at the Exhibitor Services booth in the exhibit hall. Additional service charges may apply to orders placed after October 11.

Audio Visual Rental Services

Please note the following for audio visual rental services:



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- In-house audio/visual services are provided by Encore Canada www.encore-can.com.
- For pricing and information, please contact the audio/visual representatives at +1 416 585-8110 or email info-ca@encoreglobal.com.

Occupational Health and Safety Declaration

Deadline: 8 October 2021

Show floor safety is everyone's responsibility. All participants at Art Toronto 2021 must comply with the legislation contained in the Occupational Health and Safety Act and its applicable regulations, which is governed by the Ontario Ministry of Labour, Training and Skills Development.

Each gallery is required to submit a declaration stating that they have read and understand the health and safety regulations. This declaration will be available on the [Exhibitor Portal](#).

COVID-19

The health and safety of everyone participating at our event remains our top priority. The fair will run according to official government and local authority guidance in the first instance, as well as any venue specific regulations. In addition, our event will follow the ten [Informa AllSecure priority commitments](#). Wherever applicable and possible, our event will also apply the fuller range of standards and guidelines described in the [Informa AllSecure Guidebook \(PDF\)](#).

COVID-19 Safety Measures will include but may not be limited to:

- All booth personnel must comply with the following:
 - Follow all local public health directions related to COVID-19 ([Government of Canada, Province of Ontario, City of Toronto](#)).
 - Wear a protective face mask that securely covers the nose, mouth and chin and fits closely to the face without gaps. The mask must be worn at all times except when eating or drinking.
 - Complete a daily health questionnaire before entering the exhibit hall.
 - Maintain physical distancing (2m/6 feet) at all times.
 - Practice proper hand hygiene.
 - Clean and disinfect high-touch surfaces within your booth at least twice a day and more frequently as needed.
 - Monitor themselves for COVID-19 symptoms at all times.
 - **NEW:** Show Proof of Full Vaccination, [see details here](#).
- There will be hand sanitizer stations throughout the venue.



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- The venue's HVAC/ventilation system follows [Health Canada's "Guidance on indoor ventilation during the COVID-19 pandemic"](#).
- Venue capacity will be controlled using timed entry by patrons.
- **Regulations and recommended protocols are continually evolving, and Art Toronto will revise these measures and requirements as needed to not only comply with Federal, Provincial, and local public health regulations, but to deliver a safe, secure experience for all.**
- **Additional details relating to safety protocols can be found on the [Exhibitor Portal](#) and will be emailed to all participants in the weeks immediately prior to the fair.**

General Show Floor Safety Regulations:

- All incident/accidents that occur on-site must be reported to security and show management immediately. Show Management will be located in room 203B on Level 200.
- For fire and medical emergencies, you must follow the facility's emergency response procedure (see next page).
- No persons under 16 years of age are allowed on the show floor during move-in/move-out.
- Freight free aisles and emergency exits must be kept clean and clear of any materials at all times.
- Only authorized vehicles are allowed on the show floor. Vehicles require a spotter to escort the vehicle and for all reversing vehicles. Maximum speed is walking speed. Keep vehicle idling to a minimum.
- Do not stand on tables, chairs, boxes, etc.
- Proper fall protection equipment (i.e. CSA approved tether and safety harness) must be worn when working at heights over 3 meters (10 feet).
- Ladders are not to be used as working platforms for work over 3 meters high (10 feet).
- All work areas/booth spaces are to be kept clean and in reasonable order. Please put your garbage in the appropriate waste containers.
- All booth personnel involved with the move-in and/or move-out process (especially material handling) must wear personal protective equipment wherever exposure to head or foot injury is possible. Proper footwear must be worn during both move-in and move-out.
- No smoking

Emergency Procedures

For fire and medical emergencies, the contact phone number at the Metro Toronto Convention Centre is +1 416 585-8160 or 8160 from the nearest house phone. **DO NOT CALL 911** as responding emergency staff (police, ambulance, and fire department) will



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not know the precise location required. Emergency numbers are posted at all house phones.

If you see fire or smoke leave the area immediately (close the doors behind you) and pull the nearest fire alarm.

If you hear a fire alarm be aware the fire alarm system in the MTCC has a two-stage alarm.

Stage One "Alert Signal" (Slow Beeping) – Investigation of Alarm

- Admittance to the show to be halted.
- Overhead announcements will inform the public that building security is aware of the alarm and they are investigating the problem. Exhibitors should prepare to evacuate.
- Once Toronto Fire Department (TFD) is satisfied that no danger exists, the Fire Captain will instruct building security to silence the alarm.

Stage Two "Fast Beeping" – Evacuation

- If the TFD determine the facility must be evacuated, the alarm tone will change/quicken. Overhead announcements will be made to exit the facility in an orderly fashion via the nearest exit.
- Do not use elevators to exit the building. If you encounter smoke in the stairway, use an alternate exit.
- Do not attempt to remove vehicles from parking garage or loading docks.
- Coat check will be closed until the emergency is over and the "All Clear" announcement has been made.
- If you require special assistance in evacuating the building, you are to report to an *Area of Refuge*. If you are located on the Show Floor, Level 300, meet the MTCC personnel at the top of the main escalator in front of the Information Desk. If you are located on Level 200, meet the MTCC security personnel at either the west side of the building by the Second Cup entrance, or on the east side of the building, just before entering the Intercontinental Hotel.
- Exhibitors should gather in the park across Front street in the park on the east side of the CBC building and wait for further instructions.
 - Once the TFD advises it is safe to re-enter the facility, the following re-entry procedure will occur: MTCC staff and security will return to their posts
 - Show Management staff will return to their duties
 - Exhibitors will return to their booths
 - Attendees will be permitted to re-enter the exhibit hall (if it is a show day)



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Event Security Services

Show management will provide 24-hour uniformed security guard service, from the beginning of booth set-up on Thursday, October 28, 2021 at 8:00 am and will cease upon conclusion of dismantling on Monday, November 1, 2021 at 12 noon.

Please be aware that during show set-up and dismantling security guards are not able to check what artwork is being brought in or out, what is being crated and for whom. Therefore, please be alert and make sure you do not leave the premises until all of your artwork is either hung, stored, crated or packaged, labeled and ready for shipping.

Upon show opening nothing can be removed from the show facilities unless accompanied by a merchandise pass.

After booth set-up, exhibitors will not have access to the show floor after close of show until 1 hour prior to show open the following day. Exhibitors needing to access the show floor earlier in the morning may sign up for access through the Show Office. Security will refuse access to all personnel who do not have show management permission to access the show floor prior to 1 hour before the show opening (11:00 am).

Exhibitors wishing to obtain additional security services, please contact the Art Toronto office.



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Booth Set-Up Hours and Procedures

Booth Set-Up Dates and Hours:

Thursday, October 28, 2021 from 8:00 am–midnight*

Friday, October 29, 2021 from 7:00 am–10:00 am

Shipments will not be accepted at the Metro Toronto Convention Centre prior to Thursday, October 28 at 8:00 am.

Please instruct your shipper that due to space limitations, shipment by vehicles larger than 30ft will not have access inside the hall and therefore will be subject to delay.

***Your move in time depends on your booth size and location and will be sent to you in early October by show management.**

Booth Set-up Shipper or Delivery Access Procedure

The MTCC offers a free, fast track online reservation system called Voyage Control for booking a guaranteed offloading time.

The benefits of registering and booking through Voyage Control include:

- The ability to drive directly to the West ramp for your allotted time slot.
- Your online booking will give you a dedicated space and time slot for your vehicle.
- You can schedule a Move-In or Delivery time for of your show items from anywhere and choose an available time convenient for your needs.
- Receive Up to date communication from the MTCC Dock Staff.

Move-In registration opens in early October. Detailed instructions will be emailed to you when the voyage control portal is live and ready to accept bookings for your designated move-in time.

NEW IN 2021: all exhibitors must book using the online registration process as there is no marshalling yard.

Exhibitors arriving without a vehicle and not carrying any large items will report to the security at the entrance of 255 Front Street West, North Building, Exhibit Hall B. The security personnel will direct you to the exhibitor registration desk.

Exhibitor Registration Desk

Before entering the facilities during the Set-up, all related personnel must stop at the exhibitor registration desk to receive their exhibitor package including their passes and other important exhibitor information. Exhibitors will be required to sign the Release of Liability Agreement before having access to the show floor. Upon registration you will be directed to your booth.

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The exhibitor registration desk is located in the lobby level 200, next to the Hall B escalators.

Empty Crate Storage

After installation, your crates are to be removed for storage during the exhibition. All crates must be completely empty. For identification, we require that you securely affix one EMPTY crate label to each crate. These labels must be completely filled out to include your gallery name, booth number, contact name and phone number. Crate labels are to be picked up at the exhibitor registration desk during the set-up. **You will not have access to these crates until they are returned to your booth upon show conclusion.**

Onsite Art Handling, Storage & Shipping

As the official art installation supplier to Art Toronto, *museumpros* offers on-site storage, handling and installation services, as well as shipping and crating. For more information, please contact Matt.

530 Keele Street, Unit #309, Toronto, ON M6N 3C9
(P) +1 416 588-0568, (E) info@museumpros.com

Installation and shipping services for Art Toronto are also offered by *artverb**.

Historic Distillery District, 404-15 Case Goods Lane, Toronto, ON M5A 3C4
(P) +1 416 576-8820, (TF) 1 888 662-7003, (E) info@artverb.com



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Booth Dismantling Hours and Procedures

Booth Dismantling Dates and Hours:

Sunday, October 31, 2021 from 6:00 pm–midnight

Monday, November 1, 2021 from 12:01 am–12 noon*

*Any loading after Monday, November 1 at 12 noon, will be at the exhibitor's own expense.

All artwork must be crated and/or clear of the booth area before midnight on Sunday, October 31.

Please be aware that during show dismantling, security guards are not able to check what artwork is being crated and for whom. Please be alert and do not leave the premises until all of your artwork is crated, packaged, labeled and ready for shipping.

Further dismantling information will be delivered to your booth on Sunday, October 31, 2021.

Booth Dismantling: Shipper and Delivery Access and Procedure:

Once exhibitors have completely dismantled, packed up and are ready for loading, they are instructed to visit the Art Toronto staff at the West Ramp Desk (south/west corner of the exhibit hall) where a Voyage Control booking will be created for them and a pass will be generated.

Between 8:30 pm – 9:30 pm depending on floor readiness, the overhead loading door will be opened and vehicles with Voyage Control passes will have access to the venue via the West Ramp. Once you have your Voyage Control Pass, you may proceed to bring your vehicle directly to the West Ramp for your assigned time. The driver will have the pass scanned at the bottom of the West Ramp to be checked in.

All crated artworks and exhibit materials must be removed by 12:00 pm on Monday, November 1. Please ensure you have made arrangements with your shipper to remove your goods from the floor at this time. The official carrier will remove all materials left on the floor past 12:00 pm, at the owner's expense.



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Exhibitor Staff Badge Registration

Deadline: 8 October 2021

Exhibitor staff badges are exclusively for gallery staff. If you wish to bring a gallery artist, collector or family member please use one of the complimentary admission tickets provided by Art Toronto.

Exhibitor staff badges are used for security purposes and restrict unauthorized persons from facility access and must be worn at all times and be clearly visible to security personnel.

Exhibitor staff badges allow the bearer access to show facilities during show set-up, VIP hours, public days and dismantling hours.

The chart below outlines how many exhibitor staff badges are received with each booth. Information on how you will register for the exhibitor staff badges will be provided to you by September 15, 2021, and registration will close on October 8, 2021.

Number of Exhibitor Staff Badges Included per Booth Size

VERGE, Arts & Cultural Institutions & 200 sq. ft.	3
300 & 400 sq. ft.	4
600 sq. ft.	6
800 & 1200 sq. ft.	8

Lost or Additional Exhibitor Staff Badges

The quantity of additional exhibitor staff badges that a gallery may purchase in addition to the amount already provided is outlined in the chart below.

Number of Additional Exhibitor Staff Badges that may be Purchased per Booth Size

VERGE, Arts & Cultural Institutions.....	2
200 - 400 sq. ft.	2
600 & 800 sq. ft.	3
1200 sq. ft.	4

Lost badges are subject to the following replacement fee: \$30.00/ea. Canadian Prices.

NEW: due to capacity limits, additional badges are not permitted.

If you require more exhibitor staff badges, please contact Emma Fried at emma.fried@informa.com.

Please note these badges are issued subject to the written or attending authorization of the gallery director or representative in your exhibit space.



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Artist Admission Passes

Each exhibitor can request up to two complimentary admission passes for artists. Artist passes will be available for timeslot booking after October 21.

Artist Admission Passes do not act as exhibitor staff badges and are only valid during their registered day and timeslot.

Set-up and Dismantling Pass Information

For exhibitors requiring outside set-up and dismantling assistance you will receive temporary passes on-site for additional staff that **do not already possess an exhibitor staff badge**. These temporary passes will only be valid on the following days and hours:

Move In/Set-Up Pass:

Thursday, October 28, 2021 from 8:00 am–midnight

Move Out/Dismantling:

Sunday, October 31, 2021 from 7:00 pm –midnight Monday, November 1, 2021 from 12:01 am – 12 noon

* Exhibitor passes grant the bearer access during the move in/set-up and move out/dismantling dates and times.

* There is no entry to the show floor for anyone who does not have an exhibitor staff badge or set up/ dismantling pass visible.



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Merchandise Pass Information

Merchandise passes will be distributed to the gallery director or representative at exhibitor registration during show set-up. These passes are required for removal, client pick-up or shipping of any artwork during the show.

Art will not be permitted to leave the show facilities without the accompaniment of a fully completed and signed merchandise pass.

A completed merchandise pass must include:

- date
- booth number
- gallery name
- description of artwork
- client information
- signed representative name

The pink copy of the merchandise pass is retained by the exhibitor. Upon exiting, the client submits the yellow and white copies of the merchandise pass to security. The merchandise pass is for security purposes only and does not function as a sales receipt. Additional merchandise passes are available in the show office.

During the show, exhibitors wishing to remove artwork must also submit a merchandise pass for any item(s) leaving the facilities. **Please note that some printed materials (such as catalogues, magazines, and books) will also require a merchandise pass.**

		Merchandise Pass			
Client Information					
Name		Date			
Address		City			
Prov/State		Postal/Zip			
Description		E-mail			
<small>[Artist and Media]</small>					
Shipper Information					
Name					
City/State					
No. of Pieces:	Gift Shop	Box	Painting(s)	Sculpture(s)	Other
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Exhibitor Information					
Booth Number					
Gallery					
Gallery Representative					
Signature					
Please print unless otherwise stated.		White Yellow Pink	Copy Copy Copy	Art Toronto Client Exhibitor	
<small>All art displayed, and/or sold at Art Toronto is the sole responsibility of the individual exhibitor. Art Toronto representation, guarantee, or warranty concerning the authenticity or value of any individual artwork presented at the fair.</small>					
<small>All buyers, and/or prospective buyers are advised to seek the appropriate authentications, provenances, warranties, and/or guarantees from the specific exhibitor prior to, or at the time, each purchase is made. Art Toronto disclaims liability for any defects in the sale of works of art by any of the exhibitors at the fair.</small>					



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Online

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

This is Canada's art fair

Payment Information

Final Payment: 8 October 2021

Please note the following information when issuing payment to Art Toronto:

- Your Payment Plan can be found on page 2 of your Exhibitor Contract Package
- As stated on your Exhibitor Contract the credit card/cheque provided will be charged/ deposited on each payment plan date
- All payments are to be made to Informa Canada Inc.
- All payments are to be made in Canadian funds. Wire transfer is preferred for galleries located outside of Canada. Please note the wire transfer fee must be paid by the exhibitor in addition to the payment amount.
- US cheques and/or other foreign payments will be converted to Canadian dollars at the rate current at the time of receipt. Cheques issued by a bank located outside of North America will not be accepted.
- Art Toronto accepts credit card payment by Visa, MasterCard and American Express.
- Credit card information that is submitted via e-mail will not be deemed valid due to data insecurity and PCI compliance.

For information about your payments, please contact:

James LaPorte
Account Liaison
Sarasota, Florida
James.LaPorte@informausa.com
+1 941 554-3557



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Other Useful Information

Restaurants

Art Toronto takes place at the Metro Toronto Convention Centre located in the Entertainment District of downtown Toronto. This area is well known for its variety of restaurants which showcase world cuisine that vary from casual to extravagant dining experiences, lounges to nightclubs. More information will be available from the Show Office on-site.

Accommodation

There are a variety of hotels in the vicinity of the Metro Toronto Convention Centre which provide accommodation at all price levels.

For hotel suggestions please contact Emma.Fried@informa.com.

Transportation

There are a variety of ways in which to get around downtown Toronto. Subway, bus and streetcar are all maintained by the Toronto Transit Commission (TTC) and run until 1:00 am daily. An express train from Pearson International Airport (YYZ) to Union Station is available. Visit upexpress.com for ticket and schedule details.

Beck Taxi: +1 416 751-5555
Airport Taxi Service: +1 416 246-1111
Diamond Taxicab: +1 416 366-6868

Uber and Lyft are also available in the Metro Toronto area.

Parking

The Metro Toronto Convention Centre provides pay parking facilities at two locations:

255 Front Street, Toronto ON, M5V 2W6
222 Bremner Boulevard, Toronto ON, M5V 3L9

Other pay parking facilities can be found along: Front Street; Wellington Street; and York Street. Look for the Green-P symbol for Parking.

Exhibitors who park two days or more can guarantee space in the garage for their event by pre-purchasing an exhibitor pass prior to the event. A form at www.mtcc.com/order, may be completed and submitted online and the pass picked up upon show move-in and set-up. Order by October 11, 2021 to qualify for the advance pricing.

Accessibility

The Metro Toronto Convention Centre is fully accessible to persons with disabilities and complies with the requirements of the Accessibility for Ontarians with Disabilities Act (AODA).

Business Services

There is also be a dedicated art handling company available on-site to assist with installation, storage, and shipping among other services. We can also direct you to priority shipping companies, grocery stores and pharmacies located within walking distance of the MTCC. More information available from the Show Office on-site.



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Insurance

AXA is the preferred art insurer for Art Toronto, and we thank them for their support of the show.

AXA XL, a division of AXA, is one of the largest mono line fine art carriers in the world. We have the knowledge and expertise to help you better protect treasured possessions. Our fine arts professionals have built a solid foundation based on years of industry experience in understanding the value, both financial and sentimental, when it comes to safeguarding a collection. We partner with those who move the world forward. To learn more, please visit www.axaxl.com.

Important Contacts

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Mailing Address:

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Toronto, ON M4R 1K8

By Courier:

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