
Art Toronto

Booth Design Package 2023

Art Toronto

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Important Exhibitor Deadlines

Booth Design Submission.....	July 4, 2023
Exhibitor Furniture Rental Order Form.....	August 4, 2023
Final Booth Design Changes.....	August 11, 2023
Fire Safety Reply Submission.....	September 26, 2023
Exhibitor Account Balance Due.....	September 1, 2023
Exhibitor Staff Badge Registration	October 3, 2023
MTCC Parking Pass Orders	October 11, 2023
Health and Safety Form Submission.....	October 13, 2023
Marketing Material.....	Ongoing

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@arttoroto.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 **August 11, 2023**.

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 **September 1, 2023**.

Sample Booth Design Form



Booth Design Form Preliminary Design Grid

**Preliminary Design Due:
July 4, 2023**

Please use the design legend below.

LIGHTING

Number of arm lights included in Booth Package

Total number of arm lights used

Additional number of lights used

\$155 ea

For premium lighting options (including high bays), please refer to the Booth Design Package

POWER

Number of power outlets ordered

\$275 ea

WALLS

Booths will be built using combinations of 2ft and 4ft panels that are 11ft 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

\$160/ 2 ft

Number of door panels ordered as per this design

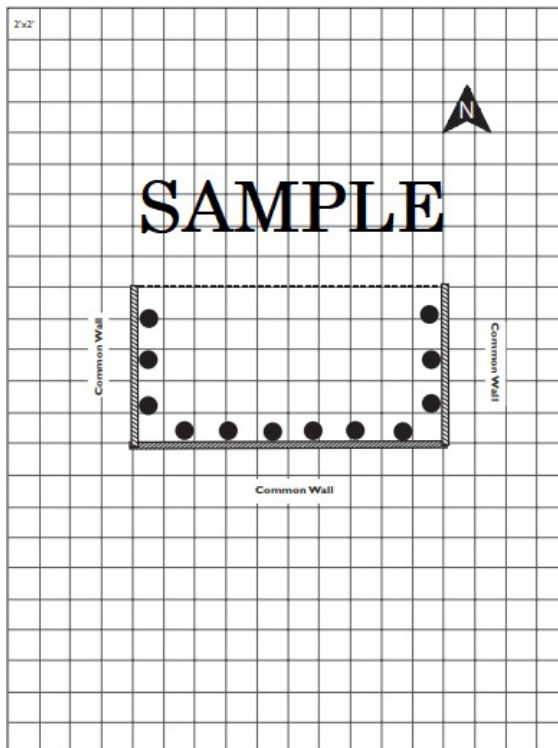
\$400 ea

For furniture rental options please see the Exhibitor Furniture Rental Form.

DESIGN LEGEND

	Arm light
	Basic power outlet
	Mandatory walls
	Door
	Additional walls

Booth # _____ Gallery: _____



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 August 11, 2023.

Name *[please print]*

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 \$80.00 +tax a linear foot, with a 2ft minimum.
- 4ft wide door panels are available for \$400.00/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, 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 \$50 fee
- Closet door keys are picked up/dropped off at the Exhibitor Services Desk during move-in/out.

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Lighting Specifications

Art Toronto will use an arm light fixture for all standard 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.
- 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 \$155.0 +tax. This price increases onsite and is subject to availability.



NEW to Art Toronto 2023: Premium Lighting Options Available.

Please see Premium Lighting document for more details.

Power Outlets and Electrical Work

Basic power outlets may be ordered as needed at a cost of \$275.00 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 start at:

- CDN \$260.00 + tax per hour standard - weekdays until 4:00 pm
- CDN \$519.00 + 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.

Booth Customization Options

Exhibitors can 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 \$36.50 +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 8, 2023**. 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 4, 2023**.

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

Booth Customization Options (continued...)

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 info@arttoronto.ca to confirm if your booth will have a floor port in it.

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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 arm lights installed (including labour) starting from..... \$199.00 +tax

Cost for additional arm lights installed (labour only) starting from..... \$139.00 per light +tax

Cost for moving already installed lightssee show management

Cost for adding additional walls..... \$192.00 per two-foot wall panel +tax

Cost for removing and changing wall configurations..... \$128.00 / hour +tax

Cost for adding an electrical outlet (1500 watts/12amp) starting from..... \$329.00 +tax

Cost for renting furniture **onsite**:

- Furniture Package # 1 - #4 \$305.00 +tax
- Chairs..... \$70.00 +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 15 deadline.

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, in black or greyscale, with a maximum height of 11 inches. Any other didactic information, references to projects offsite or outside of the show dates are prohibited. Please note, any signage or didact that are not within these parameters will be subjected. to removal by show management at any time during the show. Please note that signage needs to be approved by show management by August 15, 2023. 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*.
- 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.

Rules and Regulations on Booth Displays & Signage (continued...)

- 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, 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 **cannot use** hammers to limit vibration that may dislodge neighbour' s artwork.

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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:

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