

EXHIBITOR INFORMATION KIT

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Welcome to The Artist Project Toronto 2010 Show! Thank you for choosing to exhibit and sell your work with us. Inside this document you will find important show information regarding move-in, set-up and everything else you need to know to help you prepare for show.

Booth number assignments will be posted on the TAP website as of February 8, 2010 and you will be sent an email notification as soon as the booth numbers have been posted. **Please note that your booth number will not be posted until your booth has been paid for in full and you have submitted a signed contract.**

We will keep you up to date with news and updates via email. Please do not hesitate to contact a member of the TAP staff if you have any questions.

Show Dates & Hours

Show Dates: March 4 – 7, 2010

Show Hours:

Thursday	7pm – 10pm	Opening Night Party (open to public, restricted to 19+)
Friday	12pm – 9pm	
Saturday	11am – 9pm	
Sunday	11am – 6pm	

Please note: exhibitors may enter the show floor **1 hour** prior to show opening each day except for opening day. Please refer to the Move-In Schedule on page 7 for the move-in and opening day schedule.

Introducing the Staff

The Artist Project Toronto staff will be on the show floor, visiting as many exhibitors as possible throughout the show. They will do their best to introduce themselves and visit each booth. Leave a message at Guest Services if you would like one of them to visit you at your booth.

EXHIBITOR RELATIONS

Kim Selman

Manager, Exhibitor Relations
416-960-4527 kim@mmpicanada.com

Stephanie Rodriques

Manager, Marketing & Sales Initiatives
416-960-4516 stephanie@mmpicanada.com

MEDIA CONTACTS

Annette Borger-Snel

Fantail Communications
647-439-5481 annette@fantailinc.com
www.fantailinc.com

MAILING ADDRESS & FAX

The Artist Project Toronto

10 Alcorn Avenue, Suite 100
Toronto, ON M4V 3A9 Fax: 416-512-3841

OPERATIONS

Liz Lyew

Operations Manager
416-960-4513 liz@mmpicanada.com

SHOW MANAGEMENT

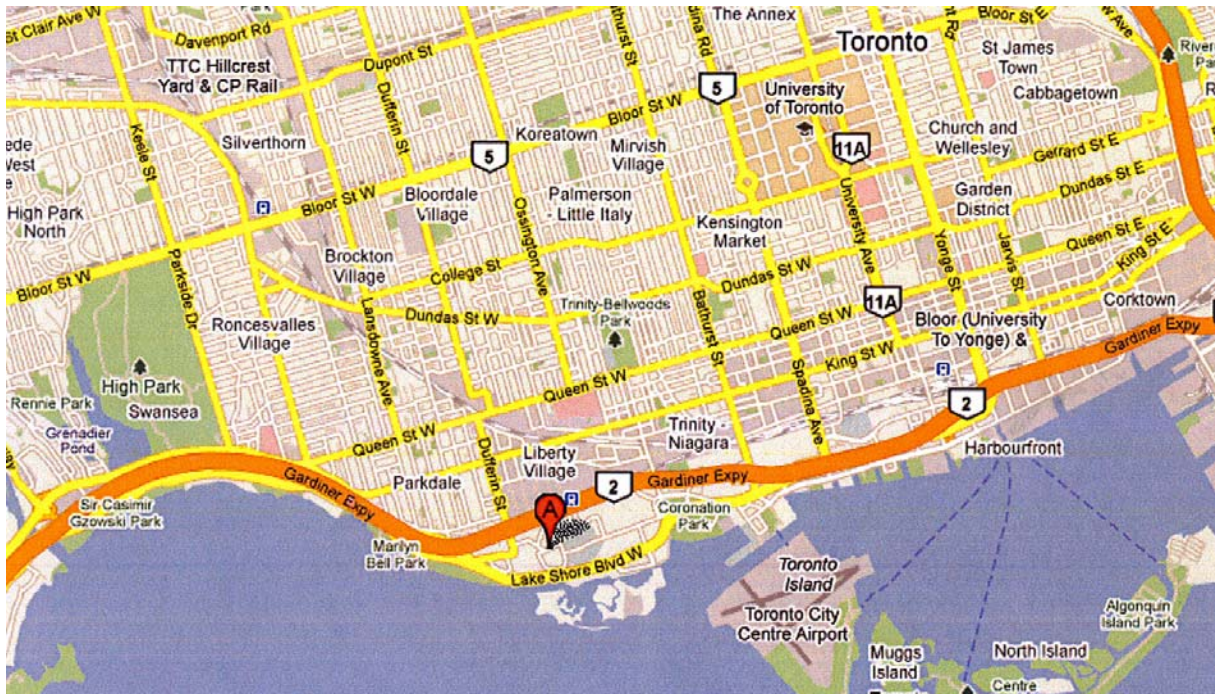
Patti Stewart

Vice President, MMPI Canada
416-960-4510 patti@mmpicanada.com

Steven Levy

Senior Vice President, MMPI Canada
416-960-4500 steven@mmpicanada.com

Directions to the Queen Elizabeth Building



180 Princes' Blvd., Exhibition Place, Toronto, Ontario, M6K 3C3

East

Take the Gardiner Expressway west to Spadina/Lake Shore Boulevard cutoff and follow the signs for Lakeshore Boulevard.

Take Lake Shore Boulevard to the Princes' Gates (just west of Strachan Avenue). Follow Princes' Blvd. The Queen Elizabeth is on the right hand side just past the BMO Field.

West

Take the Gardiner Expressway east to Lake Shore Boulevard/Jameson Avenue.

Stay on Lakeshore Blvd. east

Make a right turn at Ontario Drive past the Stop sign. The Queen Elizabeth Building will be right in front.

Pearson International Airport

Exit 427 South to Gardiner Expressway East.

Take the Gardiner Expressway east to Lake Shore Boulevard or Jameson Avenue.

Make a right turn at Ontario Drive past the Stop sign. The Queen Elizabeth Building will be right in front.

From City Centre Airport

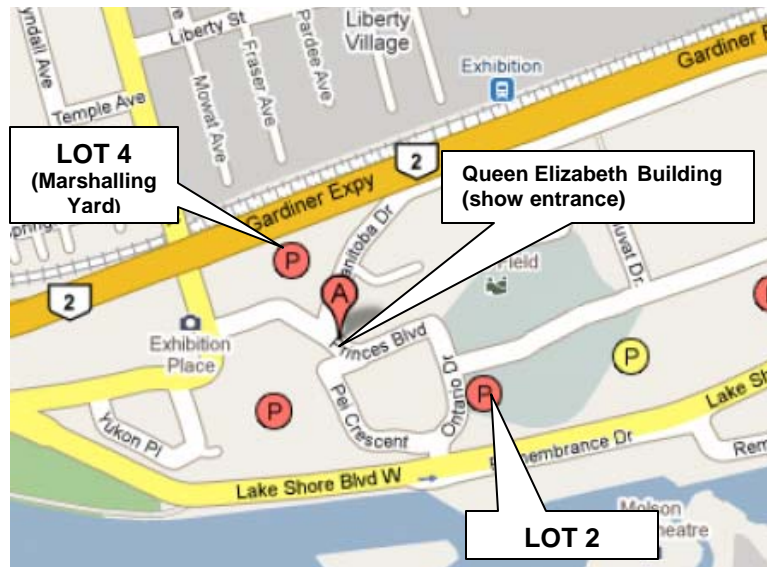
Take Bathurst Street north to Lakeshore Blvd. West.

Take Lake Shore Boulevard west, and drive through the Princes' Gates (just west of Strachan Avenue). Follow Princes' Blvd. The Queen Elizabeth is on the right hand side just past the BMO stadium.

Move-In Procedures

Option #1 - Dolly to Your Booth: This option is to park your car in the designated offloading area and dolly (or hand carry) your items from your vehicle to your booth.

1. Report to the Marshalling Yard (Lot 4, refer to map below) and get a pass to drive to the Queen Elizabeth Building.
2. From the Marshalling Yard you will be directed either to the North East or the North West entrance door where you will park your vehicle.
3. At this point unload your vehicle and dolly (or hand carry) your product to your booth.
4. Once your vehicle is empty you must remove your vehicle immediately to allow fellow exhibitors to park and begin unloading.
5. Free parking is available in Lot 2 during set up. **Please note: all exhibitors must move their vehicles out of Lot 2 by 2pm on Thursday March 4th.** Parking passes are available for **Lot 4** for the duration of the show (please see enclosed "Parking Services" form).



Option #2 - Shipping Company Delivery: This option is for exhibitors who have made prior arrangements to have their items picked up and delivered to the Queen Elizabeth Building by a shipping company. Please direct your shipper to deliver to the North East Entrance of the Queen Elizabeth Building. **It is preferable that all deliveries are made on Wednesday March 3rd or Thursday March 4th.** If necessary, shipments will be accepted on Tuesday March 2nd (please notify TAP staff if your shipment will arrive on Tuesday). Any shipments arriving before this date will not be accepted. Please note the following:

1. When packing your artwork and other materials to be delivered to the show, please ensure your items are clearly labelled with your name, address, booth number and the company you are shipping with.
2. You must make arrangements with your shipper to have your items delivered to your booth. If this will require a forklift, please make these arrangements ahead of time with Juiceworks (please contact Juiceworks to arrange – see enclosed form). If you are not going to be on-site for the delivery, please make arrangements for the shipper to leave your crates without a signature. The Artist Project Toronto staff is not authorized to sign for any deliveries.

Dollies

A limited number of dollies will be available for use at the show during move-in and move-out on a first-come, first-serve basis. They will be located inside of the North East Doors. To borrow a dolly you must be wearing your exhibitor badge and you will be required to leave one piece of identification and your booth number with our staff. You will be responsible for the dolly – if lost the replacement cost is approx. \$500. Please return the dollies promptly as they are in great demand by other exhibitors. **Dollies are not allowed on the show floor during show hours.**

To avoid waiting, we strongly suggest that you bring your own dolly. Some exhibitors may be interested in purchasing one of their own for use at the show and all of the other events they participate in throughout the year. Our research has shown that dollies range in price from approximately \$90.00 - \$375.00. For instance, Canadian Tire offers an “Ultra-Steel Convertible Dolly” for \$90 that converts into a platform hand truck that can handle loads up to 800 lbs (363kg). We also found a company named Advance Shipping Supplies (www.advancesupply.ca) that carries various “platform trucks”. Depending on the size, the price ranges from \$205.00 to \$375.00. Advance Shipping Supply can be reached at: 905-670-2121 or sales@advancesupply.ca.



Advance Shipping Supply's
“Steel Deck Platform Truck”



Canadian Tire's
“Ultra-Steel Convertible Dolly”

Shipping & Deliveries

To ship your product to the show, please follow these procedures:

- > Label your crates/boxes in large, clear lettering with the following information:
 - ***Your name and booth number***
 - **c/o The Artist Project Toronto**
 - **Queen Elizabeth Building, Exhibition Place
180 Princes' Blvd., Toronto, Ontario M6K 3C3**
- > **You must be present to sign for the delivery.** The Artist Project Toronto staff is not authorized to sign on your behalf. Alternatively, you can instruct your shipper to drop off your delivery at your booth without a signature if they are willing to do so.
- > Please make the necessary arrangements if you require a forklift (please contact Juiceworks to arrange – see enclosed order form).
- > If you are receiving a shipment during show hours, all couriers and shippers must check in with the Guest Services desk (just inside the main entrance). Staff will allow them to enter the show and visit your booth.

Shipping & Customs Brokerage

The Artist Project Toronto does not have an official show carrier. There are a variety of companies that offer shipping and brokerage services (below are some examples of carriers our staff has worked with in the past). It is your responsibility to determine which company is the best fit for your needs. International exhibitors are required to complete the proper paperwork to satisfy Canadian Customs requirements. We strongly recommend that you use a customs broker to assist with this task.

Stronco Logistics

Contact: Brian Moore
Tel. 1-888-827-7469
brianm@commercetradeshows.com

Reimer Express Lines

Contact: Kelly Miller
Tel. 1-800-665-8374 ext. 6040
kelly.miller@reimerexpress.com

QuickX Transportation

Contact: Luciano Contreras
Tel. 1-800-476-2095
shows@quickx.com

Schenker

Tel. 1-800-461-3686 or
905-676-0676
www.shenker.ca

The Artist Project Toronto does not have possession of the building after 11:59 pm on Sunday, March 7, 2010 so we must be clear of the building. It is preferable that you arrange with your shipper to pick up your artwork on Sunday evening. If this is not possible, you may be allowed to make arrangements for your shipment to be picked up on Monday March 8th (no later than 12, noon). Please contact TAP staff if you would like to request a Monday pick-up. All artwork must be properly packed and labelled. Any items left at the Queen Elizabeth Building after this time will be shipped back at the exhibitor's expense.

Show Floor Safety

All exhibitors are reminded that show floor safety is everyone's responsibility. All participants at The Artist Project Toronto 2010 show must comply with the legislation contained in the Occupational Health and Safety Act and its regulations, which is governed by the Ontario Ministry of Labour. More information can be found here:
www.labour.gov.on.ca/english/hs/ohsaguide.

All booth personnel involved with the move-in and/or move-out process (i.e. material handling, erecting/dismantling exhibits, etc.) must wear personal protective equipment wherever exposure to head or foot injury is possible. For example, proper footwear must be worn during both move-in and move-out. (i.e. open-toed sandals or high heeled shoes are NOT appropriate footwear.) Also, exhibitors that are performing any sanding must wear approved safety goggles, etc.

No Children Aged 15 or Under Allowed on the Show Floor during Move-In/Out

During move-in and move-out the show floor can be a very dangerous area with vehicles, cherry pickers, and forklifts moving through the aisles, not to mention the possible trip hazards like nails, and other debris left in the aisles. We must abide by the Occupational Health and Safety Act which stipulates that absolutely no children aged 15 or under be allowed onto the show floor during these times. Please make the necessary child care arrangements.

Move-In & Set-Up Schedule

There will be **two move-in days**: Wednesday March 3rd and Thursday March 4th. Please note: load-in times will be staggered on Wednesday March 3rd to manage the flow of traffic and the construction of the hard walls. **Please adhere to your designated load-in time.** All exhibitors will have access to the building on Thursday March 4th starting from 7:00 am.

MOVE-IN SCHEDULE

During move-in and set-up all exhibitors must wear a move-in sticker badge.

Wednesday March 3

- | | |
|--------------------|--|
| 6:00 am | Hard wall booth construction begins |
| 9:00 am – 12:30 pm | Exhibitors in Aisles 200 – 300 may load in |
| 1:00 pm – 4:30 pm | Exhibitors in Aisles 400 – 600 may load in |
| 5:00 pm – 8:30 pm | Exhibitors in Aisles 700 – 900 may load in |
| 11:00 am – 6:00 pm | Exhibitors may drop off Queen Competition entries (North Wall) |
| 7:00 – 9:00 pm | Exhibitor welcome reception at The Drake Hotel (1150 Queen Street West) |
| 9:00 pm | Move in ends for the day – exhibitors must exit the hall – <u>no exceptions</u> |

Thursday March 4

- | | |
|--------------|---|
| 7:00 am | All exhibitors may move in |
| 7:00 am | Exhibitors in Installation Alley begin moving in |
| 10:00 am | Untapped Exhibitors begin moving in |
| 10am – 2 pm | Exhibitors may drop off Queen Competition entries (North Wall) |
| 1:00 pm | Light check. Overhead lights will be lowered to show-level to allow for final placement and positioning of booth lighting |
| 2:00 pm | Loading doors will close. Please ensure that you have dollied all of your artwork and materials to your booth before 2pm |
| 2:00 pm | All exhibitor vehicles must be moved from Lot 2 to Lot 4 (see map on pg. 4) |
| 5:00pm | Final touch ups to booths. All packaging, tools, and dollies to be removed from the show floor |
| 7:00pm | Doors open to the public. Opening Night Preview party begins! |
| 10:00pm | Doors close |
| 10:00 – late | Join us at the Drake Hotel (1150 Queen Street West) for the official TAP after-party! |

Accommodation Options

There are a wide variety of accommodation options available in Toronto. Websites such as www.expedia.com and www.travelocity.com are good resources to find hotels. Here are some other options that you may want to consider:

Destination Toronto

Destination Toronto is a housing bureau that provides a convenient one-stop reservation service. This eliminates the need to contact several hotels in search of the one that most meets your needs – the right hotel in the right location at the right price. Please see the enclosed information and rate sheet.

Other Nearby Hotels to Consider

The Drake Hotel: <http://www.thedrakehotel.ca/> ; 1150 Queen Street West
416.531.5042 or 1.866.DRAKETO

Gladstone Hotel: <http://www.gladstonehotel.com> ; 1214 Queen Street West
416-531-4635

Hotel Alternatives

For those looking for a hotel alternative, we have listed some helpful sites for locating bed and breakfasts, inns and hostels:

<http://www.easyrez.com/> - this site lists hotel alternatives like B&Bs starting at \$75 a night.

<http://www.bedsandbreakfasts.ca/downtown.htm> - lists B&Bs with suites that have a kitchen.

<http://www.bbcanada.com/ontario/greater%5Ftoronto%5Farea/toronto> - B&Bs with a range of prices

<http://www.cozysuites.com/index.html> - Inn style accommodation with lots of amenities

<http://www.hostels.com/ca.on.to.html> - hostels and other basic, economy lodging

Global Village Backpackers: A backpacker hostel with 175 beds (privates, quads, triples, dorms and twins), 24-hour reception, keyless swipe-card security system, in-house restaurant, self-serve kitchen, laundry, storage lockers, **FREE** wireless internet, **FREE** pancake breakfast.

'The Village' is offering TAP exhibitors special rates: \$23 for a bed in a quad room (4 beds) or \$65 for a private double room. Quote 'The Artist Project Toronto' when booking to receive these rates. <http://www.globalbackpackers.com/home.aspx> ; 1-888-844-7875; 416-703-8540

INDEXG Bed & Breakfast: www.indexg.com ; 50 Gladstone Ave.
416.535.6957; mail@indexg.com

Parking

A discounted rate for exhibitors is available at Lot 4, next to the Press Building (please see map). The exhibitor rate is \$7.00 per day available only in a 4 day parking pass. Return the enclosed Parking Services form with payment by February 16, 2010 directly to the Parking Services Department and your passes will be ready for pick up during move-in (March 3&4) at the DEC Order Desk located at the centre of the East wall. In-out privileges are included with multi-day exhibitor parking passes only. We do not advise using your car as storage. **Please do not leave any valuables in your vehicle.**

Booth Display Guidelines

An attractive and effective booth display is crucial as it will encourage visitors to enter your booth and view your work. Our customers expect a high quality and beautiful show and each exhibitor contributes to the overall look of the show with their own booth display. Consider the following points when designing your booth:

Booth Number & Sign

A small sign with your name, city and booth number will be provided in your booth. Please refrain from moving, removing or altering the booth number sign as customers require it to locate your booth easily. Exhibitor booth numbers will be posted on the website (www.theartistprojecttoronto.com) on February 8, 2010.

Hard Wall Booth

Your booth includes a hard wall system that consists of 3 walls (unless otherwise requested). For example, if you have a 5X10 booth, the two side walls are 5' and the back wall is 10'. The walls are 8' in height. Please see below for additional details:

- The hard walls are smooth, white walls finished to drywall quality
- The panels are constructed with an interior plywood rib frame that can take screws for heavier items
- There are studs running vertically on 16" centres that you can screw directly into
- The rest of the panel surface is able to take small wood screws for mounting of lighter items (up to 10 pounds)
- Lights can be fastened to the top of the walls. The top of the walls are approximately 4" thick. If you have clamp/clip lights that do not open this wide, you may order a 3/4" thick plywood topper for the wall to clamp your lights onto (please see enclosed Juiceworks order form). Other lighting systems can be screwed directly into the top of the walls.
- You may also rent a cross bar (that will run across the top of your booth) to attach additional light fixtures (please see enclosed Juiceworks order form). Please note, cross bars are not required if you are renting lighting from our supplier.
- Small holes from screws and nails are permitted. You will be charged a repair fee for large holes and/ or additional damage to the panels
- Please do not paint or alter the walls

Don't Forget...

Please remember to bring all of the tools required to install your work. This may include:

- Hammer, screwdriver, cordless drill
- Extension cord
- Drywall anchors
- Screws, nails, hooks, etc
- Wire, wire snips
- Chalk line, level
- Tape measure
- Pencil
- Step stool or small ladder

Dimensions

Keep in mind when designing your booth that **your entire display must fit within the confines of the booth size for which you have been contracted (including tables, chairs, merchandise, signage, you and your staff, etc.)**. Due to the hard wall construction, the internal dimensions of the walls are reduced slightly (approx. 4"). In fairness to your fellow exhibitors, please do not extend your display into your neighbour's space, above the walls, or into the aisles! If you exceed your booth size, you will be asked to change your booth display so that it fits within the dimensions of your booth. Please do not stand or set-up your chair in the aisles or in front of your neighbour's booth. Chairs must be placed INSIDE your booth or you will be asked to remove it.

As a reminder, you are expected to present a clean and professional looking booth. Please do not pile artwork on the floor or leaning against the walls of your booth (sculpture placed on the floor is permitted). A locked storage area is provided to store extra work. The Artist Project Toronto reserves the right to request the re-hanging of a booth if required. Please contact Kim Selman; kim@mmpicanada.com if you have any questions regarding your booth display.

Lighting & Electrical

Lighting

One of the most critical components of a good booth display is its lighting. We really cannot stress this enough. A well-lit booth makes your work more appealing. **There will be minimal overhead lighting in the hall during the show.** This creates an intimate and relaxed atmosphere for our visitors and it also allows you to light your artwork in the most appropriate and effective way. You may either bring your own lighting or rent lighting (see enclosed form). **Please note: If you are bringing your own light fixtures you will still need to rent an electrical outlet for your booth.**

Keep in mind the following when planning your lighting:

- > All fixtures must be CSA approved. Look for the sticker when you purchase your lights.
- > Check that any lights with clamps have ceramic or plastic sockets.
- > If you do not wish to bring your own lights, you may rent them (see enclosed Lighting order form)

- > Please do not use more wattage than you have ordered since it may cause a power shortage within your area and affect your neighbours.

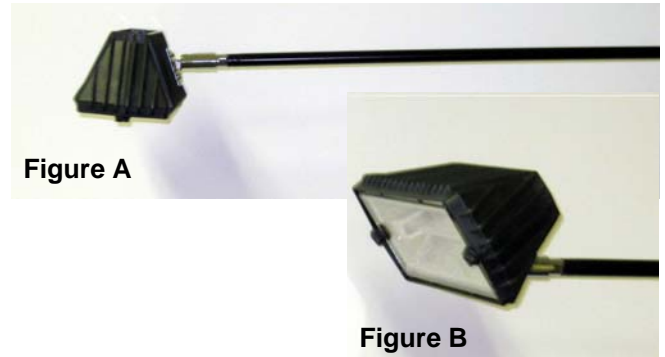
*There will be a light check (the overhead lights will go to show level so that you can focus your lights) on Thursday March 4 at approximately 1 pm to ensure that all displays are properly lit and that all lights are functioning.

Rental Lighting

We have sourced a great lighting option from our supplier that may be rented (see enclosed Lighting Order Form – rental fee includes installation and set-up). Please see below for details and specifications.

Features:

- Halogen light that produces a clean, white light (each light is 200 watts)
- 28" long arm (figure a)
- Light coverage is 4-5 linear feet
- Articulating head (figure b) can be rotated 360 degrees
- Light fixtures clip into a metal track that is mounted on the top of the hard walls
- Lights can be moved / positioned anywhere along the track



Electrical: All exhibitors are required to order electrical. The amount of electrical power you require must be ordered from Exhibition Place Exhibitor Services. Please complete and return the enclosed Electrical Order Form to receive power. The majority of exhibitors will only require the basic electrical outlet (regular duplex outlet; 1500 watt). The amount of electricity you will need can be calculated by multiplying the number of fixtures by the wattage indicated on each fixture.

Fire Proofing & Safety

All display materials (excluding artwork) such as fabric etc. must be fireproofed or made of a fire retardant material. **Styrofoam and foam core are absolutely forbidden.**

In accordance with the Occupational Health & Safety Act, fireproofing cannot take place on the show floor during move-in. Please make arrangements to have any drapes, carpeting, etc. treated ahead of time. We recommend using either of the following two companies:

GreenDolphin
 Contact: Lori Bates
 Tel. 1-866-384-2202
 lorrib@greendolphin.net
 www.greendolphin.net

B&T Textile Finishers Ltd.
 136 East Drive, Brampton, ON L6T 1C1
 Tel. 905-790-9547
 Fax. 905-790-8570

Telephones / Internet

Telephone lines and internet connections are available for rent from Exhibition Place Exhibitor Services. Please see enclosed Telecom and Internet order forms. Payphones are available inside the Queen Elizabeth Building just outside the North East and South East doors. The Queen Elizabeth Building also has good cell phone reception. We are sorry, but we cannot allow exhibitors to use the phones in the Show Office (except in the case of emergency).

Credit / Debit Card Machines

If you would like your customers to have the option to pay by credit card or debit, you must order the proper machinery from either your bank or Moneris Solutions; the company listed below (an order form is also enclosed in this package). There are several options of POP machines. Whether you bring your own or rent, please be sure to order the appropriate service (i.e. wireless or hardwired internet or phone line). See enclosed Telecom / Internet order forms.

For more information regarding the special offer Moneris has for The Artist Project Toronto exhibitors please refer to the enclosed "Moneris Credit Card Program" document. The Moneris contact person is:

Moneris Solutions

Darryl Wignall

Sales Consultant

Tel. 1-866-302-9755

darryl.wignall@moneris.com

PST & GST

You are required to collect and remit 8% Ontario Provincial Sales Tax (PST) and 5% GST of the selling price of your products. **The Sales Tax Department has asked all of you to contact them directly if you do not already hold a sales tax number.** Ontario residents can refer to the list of Retail Offices on the last page of this package and call the closest one to them. Those that live outside of Ontario can call this toll free number: 1-800-265-1540. They will issue you a special events permit at no charge to be used for the duration of the show. Please note that you must have your GST number available should a customer request it. **And while some of you may be GST exempt, signs declaring "NO GST" are NOT allowed.**

Exhibitor Insurance

Merchandise Mart Properties (Canada) Inc. will not be responsible for any injury, damage or theft occurring on the way to or from the show or while on-site. Exhibitors are advised to secure adequate insurance coverage protecting themselves and all exhibit material from damage or theft.

Liability insurance is recommended for your own protection and as part of your contract you are responsible for any loss or damage occurring at your booth. Please see Clause 5 of the Exhibition permit – Schedule "A" that you have signed. If you do not have liability insurance, a minimum policy of \$2,000,000.00 is recommended. Please call your insurance company to

become insured for the duration of the show. Alternatively, you may contact Nacora Insurance Brokers in order to purchase insurance from them for the duration of the show. Please contact Kim Libenstein of Nacora at 905-307-0307 x.222 for more information. It is not necessary to send The Artist Project Toronto a copy of your insurance although we recommend that you bring a copy for yourself to the show.

Pre-Show Marketing

Tell your customers you are going to be at The Artist Project Toronto! To help with your pre-show marketing, you will be mailed a package containing the following:

Exhibitor Mailing: You will receive a package containing the following:

- > **Promotional Postcards:** Please email kim@mmpicanada.com if you would like to request additional postcards.
- > **Complimentary Tickets:** 4 Opening Night and 12 Regular Admission Tickets
- > **Discounted Tickets:** You will be given a code to purchase additional Regular Admission tickets at a rate of \$7! If you have not received this code and would like to purchase tickets, please email kim@mmpicanada.com with 'Exhibitor Tickets' as the subject line.

E-blasts: The Artist Project Toronto will produce a series of promotional e-blasts that we will distribute to MMPI Canada's extensive contact list. We will forward the e-blasts to you and encourage you to send it out to your list of clients and friends to promote your presence at the show. We will also provide you with an e-blast header image that you can use to create your own e-blast.

Media Questionnaire: We have a full time Public Relations team that works very hard to promote the show. They are constantly looking for interesting stories to pitch to the media. If you have not yet submitted your media questionnaire, we strongly encourage you to do so as this will increase your chances of being selected for media coverage.

Security

The Artist Project Toronto is staffed during the day in the exhibit hall from set-up day through tear-down and building security is in place overnight. In addition to this protection, however, we strongly suggest that you take the following precautions:

- > Wear your badge during set-up and tear-down to help identify anyone who does not belong in the hall.
- > Do not leave your keys or valuables (such as purses, cash boxes, or artwork) in your vehicle at any time.
- > **During show hours, keep your personal items such as purses and briefcases locked up and out of sight from the public. They should not be left behind walls or underneath tables since this is the first place that is targeted. The safest option is to keep your cash and credit card receipts in a money belt or pouch that you wear.**

- > Do not leave any cash or credit card slips in your booth overnight. Please take them with you.
- > We recommend that you close off the front of your booth each night with a cloth, mesh, netting, etc. that will discourage anyone from entering your booth when you are not there.
- > Walk to and from the hall with someone, especially if carrying large sums of money. Show staff is available to walk you to your car each night. Please make prior arrangements at the Guest Services desk.
- > Make daily bank deposits!
- > Report suspicious behaviour to Guest Services immediately!
- > Do not leave your booth unattended, not even for a second during show hours. At show closing, do not leave immediately – please wait until the public clears the floor.
- > Insure yourself for the duration of the show for protection from things like theft, damage, bodily injury, and other hazards.
- > Authorize each credit card purchase while the customer is in your booth to avoid dealing with declined authorizations.
- > The Product Storage area will be locked at all times. Product storage is located at the south wall. Please see show staff located at the South West entrance for access.

Exhibitor Badges

Each exhibitor will receive a total of three badges; one will list the exhibitor name and booth number and the other two will have “Staff”, exhibitor name and booth number. Collectives and Artist Run Centres will receive badges for all of its members. **Badges will not be sent out ahead of time – please pick up your badge at the Guest Services desk during move-in.**

You will be mailed temporary sticker badges that must be worn by you and your staff during move-in until you have picked up your permanent badges. You must wear your badge during move-in, during the show and at move-out. Exhibitors without a badge will **not** be allowed onto the show floor at any time. **Do Not Loose Your Badge!** (During move-in, exhibitors may wear either the temporary sticker badge or their permanent badge.)

If you would like to leave staff badges for pick-up by staff that are working during the show you may do so at the Ticket Booth located outside the main entrance of the Queen Elizabeth Building. If you have staff helping you **during move-in only**, they will receive a temporary move-in badge on set-up days only. Your staff must be accompanied by at least one person with a permanent exhibitor badge (i.e. the one that will be available for pick-up during move-in) in order to be allowed into the building.

Information about move-out badges for your staff helping **during move-out only** will be available in an information package that will be delivered to your booth during the show.

Customer Service

It is your responsibility to provide your clients with the packaging required to safely transport their purchases home. Listed below are a few companies that sell packaging materials:

Progress Packaging
25 Tangiers Rd.
Downsview, On M3J 2B1
Tel. 416-628-1221 or
1-888-588-2725

Gunther Mele
30 Craig St.
Brantford, ON
Tel. 519-756-4330 or
1-888-756-8437

Creative Bag
880 Steeprock Dr.
Downsview, ON
Tel. 416-631-6444 or
1-800-263-1418

Storage for Product

A locked product storage area will be available at the show. If you require product storage space, please consider the following points:

- > Product Storage: space is limited and exhibitors coming from outside of Ontario will be given priority, on a first-come first-serve basis
- > Product storage is located at the south wall. Please see show staff located at the South West entrance for access.
- > Empty boxes & crates: There will be a separate storage space for empty boxes and crates. Please ask staff at the Guest Services desk when you arrive at the show for 'Empty Crate' stickers and they will show you to the storage area. Due to space limitations, priority will be given to those who shipped their work and/or are coming from outside of the Greater Toronto Area. Whenever possible, we encourage you to store your empty boxes at home or in your vehicle to avoid waiting at move-out.
- > **Product storage areas will be locked at all times for the duration of the show. Only TAP staff will hold keys to the storage area. Please visit the staff person at the South West entrance if you need to access the product storage area.**
- > **Merchandise Mart Properties (Canada) Inc. is not responsible for the loss, theft or damage of any product while on the premises of the Queen Elizabeth Building. This includes the storage area. We strongly recommend that you clearly label all items in storage with your name and booth number.**
- > In order to avoid breakage, dollies will not be permitted in the storage area. Please hand-carry your stock to and from your designated storage space.
- > Your best option is to incorporate your own storage system within your booth. This may require some reconfiguration of your booth, but if it is at all possible, you'll be glad you did.

The Queen Competition

In celebration of our new home at the Queen Elizabeth Building, the theme for this year's onsite competition is the **Queen Competition!** Exhibiting artists are invited to submit an original piece of artwork based on their interpretation of the 'queen' theme. Your entry will be exhibited in a feature display area with your name & booth number. All competition entries must remain on display for the duration of the show from Thursday March 4 – Sunday March 7, 2010 (you are permitted to sell your competition entry but arrangements must be made to deliver / pick up the piece after the show)

A panel of judges will award prizes on the afternoon of Friday March 5, 2010. Winners will receive an award to display in their booth and (most importantly) a cash prize! The prizes are as follows:

- 1st Prize - \$500
- 2nd Prize - \$250
- 3rd Prize - \$100
- People's Choice - \$100 (visitors will be able to vote on their favourite entry!)

Submissions to The Queen Competition should be dropped off in the competition display area at the North wall on Wednesday March 3rd or Thursday March 4th (please see move-in schedule). **Please make sure to include a label that clearly states your name, booth number, the title of the piece, and price (if it is for sale) with your artwork.**

For more information, please review 'Queen Competition Entry Form'. Competition entries do not need to be submitted until move-in but please notify Kim Selman kim@mmpicanda.com if you plan on participating so that we can plan the exhibit accordingly.

Special Features

Untapped Emerging Artist Competition: The Artist Project Toronto is pleased to support the development of emerging artists through the *Untapped! Emerging Artist Competition*. Selected from hundreds of applications, our jury selected 16 of the best students and recent graduates to participate in this special exhibition. Be sure to meet the artists and check out their work in the Untapped exhibition located at the North West corner.

Installation Alley Presented by Heineken: New for 2010! The Artist Project Toronto is pleased to welcome Heineken as the sponsor for our new feature, Installation Alley! Installation Alley will feature large-scale sculpture and installations created by the country's best emerging artists. Visitors will be able to join in the fun by contributing to a large-scale mixed media piece in the Heineken Project Zone.

Video ArtBox curated by Median Contemporary: New for 2010! The Video ArtBox will feature video and new media art. This feature will be curated by Median Contemporary Projects, an artist collective dedicated to increasing exposure for new media and installation based art.

Corporate Purchase Award Program

The Artist Project Toronto invites members of the business community to participate in the Corporate Purchase Award Program. The goal of this program is to encourage sales and highlight businesses that support independent artists. The Artist Project Toronto does not take any commission from these sales and all of the money received will go directly towards the purchased piece of art. Here is an overview of how the program works:

- Participants of the Corporate Purchase Award Program will agree to purchase a piece of artwork for a minimum price of \$500. They will pay this amount prior to the show and will receive a voucher showing the amount that they have paid.
- Participants will visit the show and select the piece of art they wish to purchase. Once they make their selection, they will give the voucher to the artist and **pay any outstanding balance**. A TAP staff member will accompany the buyer to your booth to answer any questions and to gather delivery details.
- The artist will then submit the voucher to the Artist Project Toronto in exchange for a cheque made out to them for \$500. The artist will receive their cheque within approximately two weeks following the show.
- A sign will hang in the selected artists' booths for the duration of the show.
- At the end of the show TAP will take care of shipping the piece to the buyer. Please deliver all pieces purchased through the Corporate Purchase Award Program to the Show Office at the end of the show.

Booth Sales Policy

Exhibitors and their staff may not solicit from the aisles. Sales are not allowed during set-up, tear-down or outside show hours. All demonstrations and distribution of promotional materials must be confined to your contracted booth space. Exhibits including the operation of musical equipment, radios, sound motion picture equipment, public address systems or any noise making devices will not be permitted without written approval from show management. Please contact Kim Selman at kim@mmpicanada.com; 416-960-4527 if you plan on using any of this equipment.

Sale Signs: Please note that “Discount”, “Sale”, and “No GST” signs are strictly prohibited. You will be asked to remove the sign from your display. Any signage that is part of your display must be within the confines of your contracted space and must not obstruct other booths or come out into the aisles. If this happens you will be asked to remove or reposition your signage.

Exhibitor Contract

Your contract is legally binding. Once you have signed the contract you are obligated to adhere to every clause stipulated in Schedule “A” of the Exhibition Permit including the products for which you have been contracted. You may not sell any products that have not been included in your signed contract. Please make special note of Section 6(g) of your contract. The Artist Project Toronto is marketed and promoted as an exclusive art fair. Therefore, we embrace artists who understand and believe in our philosophy and whose work is not available in other shows (featuring more than 30 artists) 30 days before and 30 days after the dates of The Artist Project Toronto within a 50 km radius.

Announcements

To enhance the atmosphere during the show, there will be limited announcements made over the P.A. system. The following is a list of **announcements that WILL be made during the show:**

- > Lost child or medical emergency
- > Seminars & Presentations
- > Show closing warnings

Announcements will NOT be made during the show for the following:

- > **Lost items** including wallets, credit cards, parcels, etc. If you find a lost object please bring it to the Guest Services desk.
- > **Deliveries** If you are expecting a delivery, please instruct the shipper or courier to check in at the Guest Services desk. The Artist Project Toronto staff is not authorized to sign for any deliveries. Make arrangements in advance with your shipper/courier and provide them with a contact number where they can reach you when your package arrives. Be sure your package is marked with your company name and booth number so that show staff can direct them to your booth.
- > **Paging** someone to a booth. If you must leave your booth, notify your booth help where you can be found and how long you will be away. If you do not have any staff, please let your neighbour know.
- > **Car/vehicle** announcements of any kind.

Exhibitor Services

Exhibitor Entrance

Exhibitors may enter the show **1 hour before show opening** each day with the exception of the Thursday March 4th when exhibitors can enter at 7am (please refer to the Move-in Schedule on page 7). Remember that dollies are not permitted on the floor during show hours. Please notify your booth help to pick-up their badges from the Ticket Sales booth at the main entrance.

Exhibitor Lounge

Relax from the hustle and bustle of the show in the Exhibitor Lounge. The lounge will be located at the center of the East Wall. This area will be equipped with complimentary coffee and tea. Cups will be provided but we encourage you to be kind to the environment and bring your own mug. Please be courteous to your fellow exhibitors and clean up after yourselves.

Guest Services

Guest Services is located inside the main entrance. Please visit Guest Services if you have any questions or would like to request that a member of our staff visit your booth.

Exhibitor Welcome Reception: Wednesday March 3rd, 7 – 9pm at The Drake Hotel

The Artist Project Toronto will be hosting an Exhibitor Welcome Reception at The Drake Hotel on Wednesday March 3rd. Relax after a hard days work and get to know the other exhibitors in the show. Enjoy some cocktails and tasty treats compliments of The Artist Project Toronto and The Drake! The Drake Hotel is located at 1150 Queen Street West, www.thedrakehotel.ca.

Customer Services

Free Re-Admission

Your customers can come back to the show for free with the purchase of an Opening Night or Regular Admission ticket! Remind them to pick up their free re-admit pass at the Guest Services desk before leaving the show.

First Aid

Customers or exhibitors requiring first aid can visit the first aid room located at the North East corner. The first aid hours of operation will be the same as those of the show.

After Party at The Drake Hotel: Thursday March 4th from 10pm on!

The Opening Night Party will continue around the corner at the Drake Hotel, from 10pm until late! The Drake is located at 1150 Queen Street West.

Art Chat Series & Docents

The Artist Project Toronto will host an “Art Chat” series for visitors free of charge (Friday – Sunday). The Art Chats will be hosted by leading Toronto art and design experts and will cover topics such as trends in contemporary art. New for 2010 – docents will be onsite (Friday – Sunday) to offer visitors free “mini-tours” of the show floor. This will be a great opportunity to connect with visitors and potential clients. The docents will try to visit as many booths as possible throughout the show.

Industry Events

We also hold a variety of events in which we invite members of the art and design community to visit the show. For example, we will host special events for local gallery owners / curators as well as for members from ARIDO (Association of Registered Interior Designers Ontario)

Show Closing / Move-Out

Move-out takes place Sunday March 7, 2010 from show closing: 6:00pm to 11:00pm. Additional information regarding move-out procedures will be distributed to all exhibitors on-site.

The Artist Project Toronto does not have possession of the building after 11:59 pm on Sunday, March 7, 2010 so we must be clear of the building. **It is preferable that you arrange with your shipper to pick up your artwork on Sunday evening.** If this is not possible, you may be allowed to make arrangements for your shipment to be picked up on Monday March 8th (no later than 12, noon). Please contact TAP staff if you would like to request a Monday pick-up. All artwork must be properly packed and labelled. Any items left at the Queen Elizabeth building after this time will be shipped back at the exhibitor’s expense.

If you have any questions about the information in this package, please contact us (contact details are on page 3). We look forward to seeing you at the show!

Ontario Retail Sales Offices

If you do not have an Ontario Retail Sales Tax Vendor's Permit, please contact the office closest to you.

Regional Tax Offices

(Employer Health Tax [EHT], Retail Sales Tax [RST] and Collections)

London Regional Tax Office
Dufferin Corporate Centre
130 Dufferin Ave., Suite 400
London N6A 6G8
Tel.: (519) 433-3901
Toll Free: 1-800-265-1540
FAX: (519) 661-6618

North York Regional Tax Office
5 Park Home Ave., Suite 200
North York M2N 6W8
Tel.: (416) 222-3226
Toll Free: 1-888-565-6433
FAX: (416) 218-3738

Mississauga Regional Tax Office
77 City Centre Drive, Suite 200
Mississauga L5B 1M5
Tel.: (905) 273-9490
Toll Free: 1-800-265-9969
FAX: (905) 949-3389

Ottawa Regional Tax Office
1400 Blair Place, Suite 300
Gloucester K1J 9B8
Tel.: (613) 746-9200
Toll Free: 1-800-461-4909
FAX: (613) 842-3593

Field and District Tax Offices

Durham and Whitby
Tel.: 905-432-3332
Toll Free: 1-800-668-5810
1-800-615-2757

Kitchener (RST)
305 King St. W., 9th Floor
Kitchener N2G 1B9
Tel.: 519-576-8400 FAX: 519-571-6100
Toll Free: 1-800-265-2303

Windsor
Tel.: 514-250-0066
Toll Free: 1-800-465-4621

Hamilton District Office (RST)
119 King Street West, 15th Floor
Hamilton, Ontario
Canada L8P 4Y7
Tel.: 905-521-7504 Fax: 905-521-7868
Toll Free: 1-800-263-9229

North Bay (RST)
447 McKeown Ave., Suite 102
North Bay P1B 9S9
Tel.: 705-474-4900 FAX: 705-495-3805
Toll Free: 1-800-461-1564

GTA East (EHT)
33 King St. W.
Oshawa L1H 8P5
Tel: (905) 436-4561
Toll Free: 1-800-265-9005
FAX: (905) 436-4474

Thunder Bay (RST and EHT)
130 South Syndicate Ave., 3rd Floor
Thunder Bay P7E 1C7
Tel.: (807) 625-5840
Toll Free: 1-800-465-6699
FAX: (807) 625-5848