



March 6 -9, 2008  
Liberty Grand

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# Exhibitor Information Package

[www.theartistprojecttoronto.com](http://www.theartistprojecttoronto.com)

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Welcome to The Artist Project Toronto 2008 show. Thank you for choosing to exhibit and sell your work with us. Inside this package you will find important show information regarding:

- Move-in and set-up procedures
- Service order forms
- Exhibitor badges and complimentary tickets
- Promotional postcards
- Competitions and awards

Booth number assignments will be posted on The Artist Project Toronto website as of February 8, 2008. To find your booth number, visit your Artist Profile page at [www.theartistprojecttoronto.com/artists](http://www.theartistprojecttoronto.com/artists). The floor plan for the show will also be posted at this time. **Please note that your booth number assignment will not be posted until your booth has been paid for in full.**

In the coming month, we will keep you up to date with news and updates via an email newsletter. If you haven't done so already, please provide us with a valid email address.

Please do not hesitate to contact a member of The Artist Project Toronto team with any questions that you may have. We look forward to working with you in the coming month and to a successful 2008 show!

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# Show Dates & Hours

**Show Dates:** Thursday, March 6 – 9, 2008

**Show Hours:**

Thursday.....7pm – 10pm (Opening Night Preview)  
Friday.....11am – 8pm  
Saturday.....11am – 8pm  
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 5 for the 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 in the Show Office if you would like one of them to come by your booth.

### EXHIBITOR RELATIONS & OFFICE ADMINISTRATION

**Kim Selman**

Exhibitor Coordinator  
416-960-4527 kim@mmpicanada.com

**Stephanie Rodriques**

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

**Kathleen Hogan**

Sales Director, The Artist Project, Chicago  
1-312-527-7642 khogan@mmart.com

### MEDIA CONTACTS

**Debra Goldblatt**

rock-it promotions  
416-656-0707 debra@rockitpromo.com

### OPERATIONS

**Judy Merry**

Director of Operations  
416-960-4501 judy@mmpicanada.com

**Liz Lyew**

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

**Jennifer Ledingham**

Operations Coordinator  
416-960-4502 jennifer@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

### MAILING ADDRESS & FAX

**The Artist Project Toronto**

10 Alcorn Avenue, #100, Toronto, ON M4V 3A9  
Fax: 416-923-5624

# Move-In Procedure

**Shipping Company Delivery:** This option is for exhibitors who have made prior arrangements to have their items picked up and delivered to Liberty Grand by a shipping company. This is the quickest and easiest option available to exhibitors. **Shipments will only be accepting at the North Entrance of the Liberty Grand from Tuesday March 4. Any shipments arriving before this date will not be accepted.**

1. When packing your booth and materials to be delivered to the show, please ensure your items are clearly labeled with your company 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 Stronco (please see enclosed forms). 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 Show will not be able to sign for any deliveries.

**Dolly to Your Booth:** This option is to park your car in the designated offloading area and dolly your items from your vehicle to your booth.

1. Report to the marshalling yard (refer to enclosed map) and get a pass to drive to the Liberty Grand, park your vehicle and dolly your materials.
2. From the Marshalling Yard you will be directed to the north entrance door where you will park your vehicle.
3. At this point unload your vehicle and dolly 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 5 during set up (east of the Liberty Grand – see enclosed map.)

## 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**  
**Liberty Grand, Exhibition Place**  
**North Entrance**  
**25 British Columbia Road**  
**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 (see enclosed Stronco order forms).
- If you are receiving a shipment during Show hours, all couriers and shippers must check in with just inside the main entrance. The Staff will allow them to enter the Show and visit your booth.

The Artist Project Toronto's official show carrier/shipper is Stronco Logistics (see their information and order pages within the enclosed Stronco order form package.).

**Stronco Logistics**

Contact: Thomas Golacki  
Tel. 905-270-6767 x.2248  
email: Thomas.g@stronco.com

**Other shipping companies:**

**QuikX Transportation**

Contact: Rob McCall  
Tel. 1-800-461-8023 or  
905-670-5770  
www.quikx.com

**Reimer Express Lines**

Contact: Kelly Miller  
Tel. 1-800665-8374 ext. 6040  
kelly.miller@reimerexpress.com

**The Artist Project Toronto does not have possession of the building after 11:59pm on Sunday, March 9, 2008 so we must be clear of the building. For move-out it is crucial that you make arrangements with your shipping company to pick up your merchandise and booth on Sunday, March 9 prior to 11:00pm. Any items left at the Liberty Grand after this time will be shipped back at the exhibitor's expense.**

# Move-In & Set-Up Schedule

There will be **two** move-in days: Wednesday March 5 (Artifacts Room only) and Thursday March 6, 2008 (Artifacts and Governors Room). Please refer to the floor plan for your room location. Your booth number and floor plan will be available online at [www.theartistprojecttoronto.com](http://www.theartistprojecttoronto.com) as of February 8, 2008.

## MOVE-IN SCHEDULE

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

### Wednesday March 5

- 6:00am Hard wall booth construction begins in Artifacts Room
- 12:00pm Exhibitors in **Artifacts Room** begin moving in
- 5:00pm Move-In ends for the day, exhibitors must exit the hall – no exceptions.
- 5 – 7pm Exhibitor welcome reception at The Drake Hotel

\* Please note: The **Governors Room** will not be accessible on Wednesday March 5 due to the construction of the hard walls.

### Thursday March 6

- 7:00am Exhibitors in **Governors Room** begin moving in
- 12:00pm Exhibitors in **Artifacts Room** will have access to continue with booth set-up
- 2:00pm Loading doors will close. Please ensure that you have dollied all of your packages to your booth before 2pm
- 5:00pm Final touch ups to booths. All packaging, tools, and dollies to be removed from the show floor
- 5:15pm Final light check
- 6:00pm Press preview of The Artist Project Toronto begins. All artists are asked to remain in their booths during this time
- 7:00pm **Doors open** to the public. Opening Night Preview party begins!
- 10:00pm Doors close
- 10pm – on After-party at The Drake Hotel!

# 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 fork lifts 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.

Please note admission to the Opening Night Preview Party is restricted to those 19 years of age or older. Children **are** allowed onto the show floor during regular Show hours.

## Show Floor Safety

All exhibitors are reminded that show floor safety is everyone's responsibility. All participants at The Artist Project Toronto 2008 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](http://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.

## Accommodation Options

Here are some suggestions for out of town artists. There are many hotels in the downtown area, with various amenities and a wide price range. It's always a good idea to check sites that do comparisons like [www.expedia.ca](http://www.expedia.ca). Be sure to select "Downtown Toronto".

For those looking for a hotel alternative, we have listed some helpful sites.

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

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

<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

## Parking

### Cars

A discounted rate for exhibitors is available at Lot 6, west of Medieval Times (please see map). The exhibitor rate is \$7.00 per day available only in a 4 day parking pass. Return the enclosed form with payment by February 28, 2008 directly to the Parking Services Department and your passes will be ready for pick up during Move-In (March 5 & 6) at the Guest Services located just inside the main entrance. In-out privileges are included with multi-day exhibitor parking passes only. We do not advise using your car as storage. **Do not leave any valuables in your vehicle.**

# Forklifts

Exhibitors requiring forklift service during Move-In and Move-Out must make arrangements with Stronco Show Services. Mail or fax the enclosed "Stronco In-Booth Forklift with Operator Order Form" to Stronco directly. Arrangements can also be made on site by visiting the Stronco order desk located at Guest Services (just inside the main entrance). On-site orders will be filled on a first-come first-serve basis so be sure to book early.

# Dollies

A limited number of dollies are available for use at the Show during Move-In and Move-Out on a first-come first-serve basis. They will be located outside of the Exhibitor Entrance. 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. Alternatively, you may bring your own dolly or have your boxes or crates on wheels. **Dollies are not allowed on the Show floor during Show hours and pallet jacks/pump trucks are strictly prohibited in the Liberty Grand at all times.**

To avoid waiting to borrow a dolly, 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 they 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](http://www.advancesupply.ca)) that carries various "platform trucks". Depending on the length and tire specified the price ranges from \$205.00 to \$375.00. Advance Shipping Supply can be reached at: 905-670-2121 or [sales@advancesupply.ca](mailto:sales@advancesupply.ca).



Advance Shipping Supply's  
"Steel Deck Platform Truck"



Canadian Tire's  
"Ultra-Steel Convertible Dolly"

# Booth Display Guidelines

An attractive and effective booth display is crucial. It will encourage visitors to enter your booth. 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:

**Hard Wall:** Your booth includes a hard wall system that that consists of 3 walls (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:

- o The hard walls are smooth, white walls finished to drywall quality and can be treated as you would a standard wall in a gallery or home.
- o The panels are constructed with an interior plywood rib frame that can take screws for heavier items
- o There are studs running vertically on 16" centres that you can screw directly into
- o The rest of the panel surface is able to take small wood screws for mounting of lighter items (up to 10 pounds)
- o Lights can be fastened to the top of the walls, there is a ¾" thick plywood top for this purpose.
- o You may also rent a cross bar (that will run across the top of your booth) to attach additional light fixtures (please see enclosed The Artist Project Toronto order form)
- o 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.
- o Please do not paint the walls

## Don't Forget...

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

- o Hammer, screwdriver, cordless drill
- o Extension cord
- o Drywall anchors
- o Wood screws, nails, hooks, etc
- o Wire, wire snips
- o Chalk line, level
- o Tape measure
- o Pencil
- o Step stool

**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 are reduced slightly (approx. 4").

In fairness to your fellow exhibitors, please do not extend your display into your neighbour's space or into the aisles! If you exceed your booth size, you will be asked to change it so that it fits in its dimensions and/or you will be invoiced for the extra space. 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 peg board, wire and grid racking systems are NOT acceptable. Work cannot be displayed on the floor (with the exception of large sculpture), in racks, bins or like objects during the show.**

## **FLOOR COVERING:**

Both the Artifacts and Governors Rooms have existing flooring. The Artifacts Room has a grey, industrial Linoleum type floor and the Governors Room has a deep blue carpet with a burgundy border. To ensure a clean, professional looking show, we ask that you do not bring any additional floor covering.

**ELECTRICAL:** The amount of electrical power you require must be ordered from The Artist Project Exhibitor Services Department on behalf of the Liberty Grand/ESG. Please complete and return the enclosed "Electrical Order Form" by the deadline to receive a power/lighting. On the form, please select the "750 Watt outlet". The amount of electricity used can be calculated by multiplying the number of fixtures by the wattage indicated on each. If you require more wattage, please mark quantities/units of 750 watts. If you have any questions about the power in your booth please contact the Liz Lyew directly at [liz@mmpicanada.com](mailto:liz@mmpicanada.com).

**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 products in the most appropriate and effective way. Therefore you must bring or rent lighting for your booth. (Please complete "The Artist Project Toronto Order Form" and mail or fax it directly to us by the deadline. If you are bringing your own light fixtures you will still need to rent an electrical outlet for your booth (please use the same form mentioned above).

### **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 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 6 at approximately 5pm to ensure that all displays are properly lit and that all lights are functioning.**

**BOOTH NUMBER & SIGN:** A small sign with your name, city and booth number will be provided. The sign will be located on the top left-hand corner of the left wall of 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](http://www.theartistprojecttoronto.com)) on February 8, 2008.

**MATERIALS:** If you would like to rent tables, display counters or other materials for your booth display, please review the enclosed catalogue and order forms from our show decorator, Stronco. They will also be on site should you need make arrangements when you arrive.

## Fire Proofing / Fire Safety

All display materials 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

Telephones are not available for rental at the Liberty Grand although payphones are available inside the Liberty Grand downstairs from the main entrance. The Liberty Grand receives good mobile phone reception. We are sorry, but we cannot allow exhibitors to use the phones in the Show Office.

## Credit Card / Debit 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).

If you choose to do so, you will need to order a wireless internet connection for the POS (credit card machine) you use or connect the machine through your mobile phone. A wireless connection can be ordered by completing the enclosed "Artist Project Toronto Order Form" and mailing or faxing it directly to our office.

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 and 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 Shows 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 strongly 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 \$3,000,000.00 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! Request promotional postcards to distribute to your clients and The Artist Project Toronto will ship them to you free of charge. To request postcards, email Kim Selman ([kim@mmpicanada.com](mailto:kim@mmpicanada.com)) with "Flyer Request" as the subject and the number of postcards that you would like.

Don't forget to tell your clients that advance tickets may be purchased online for a reduced price. A \$2 coupon may also be downloaded from [www.theartistprojecttoronto.com](http://www.theartistprojecttoronto.com). Your customers will appreciate the thought and time you have taken to send them a coupon.

## Exhibitor Tickets

You will be mailed 4 VIP tickets and 12 regular tickets for distribution to your friends, family and favourite clients.

**Exhibitors may purchase additional tickets online for only \$7!** You will be mailed a special code to access this special rate. If you have not received this code and would like to purchase tickets, please email [kim@mmpicanada.com](mailto:kim@mmpicanada.com) with Exhibitor Tickets as the subject line.

# Security

The Artist Project Toronto is staffed during the day in the exhibit hall from set-up day through tear-down and building security 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 drapes 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. Take them with you.
- **We strongly recommend that you close off the front of your booth each night with a cloth, mesh, netting, etc. that will prohibit 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.
- Make daily bank deposits!
- Report suspicious behaviour to the Show Office immediately!
- Do not leave your booth unattended, not even for a second during the Show hours. At Show closing, do not leave immediately – wait until the public clears the floor.
- Insure yourself for the duration of the Show to protect yourself 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 in Room A, Mezzanine Level. Please see Guest Services 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. **The badges will not be sent out ahead of time.** Exhibitors Badges will be delivered to your booth during move-in or may be picked up from the Guest Services desk located just inside the main entrance.

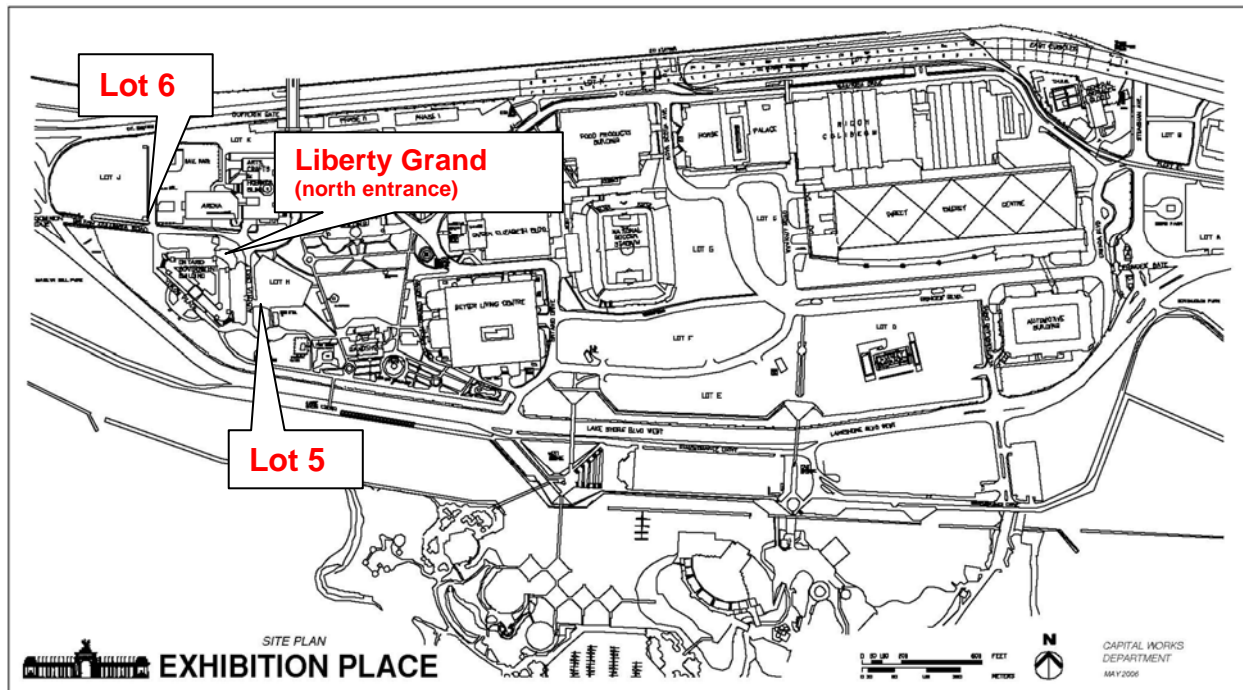
**You will be mailed temporary sticker badges that must be worn by you and your staff during Move-In until you have picked up your permanent badges.** You must wear your badge during Move-In, during the Show and at Move-Out. Exhibitors without a badge will **not** be allowed into

the Show. **Do Not Lose 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 Liberty Grand

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 staffing that is 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 art purchases home. Bags and packaging serve as a great marketing tool so you may want to consider your own personalized bags or packaging. Customers appreciate this and it shows that you have taken special care and extra thought. If you would like to order your own bags or packaging, contact the following suppliers:

**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

**NOTE:** In order to strengthen The Artist Project Toronto brand, exhibitors may not distribute bags from another show or event.

## Storage for Product

If you require storage space for product please consider the following points before requesting a product storage space:

- Storage space is extremely limited and exhibitors coming from outside of Ontario will be given priority, on a first-come first-serve basis
- Product storage is located adjacent to the Show Office (Room A Governor's Room Mezzanine)
- Product storage spaces are for stock only! Empty crates and boxes will be stored in a designated and blocked off section on the south wall of the Governor's Room. Please ask The Artist Project Toronto Staff at the Guest Services Desk when you arrive at the Show for the location and be sure to have your crates/boxes labeled.
- **Product storage areas will be locked at all times for the duration of the show. Only Show Office staff will hold keys to the storage area. Please visit the Guest Services desk if you need to access the product storage area.**
- **Merchandise Mart Properties (Canada) Inc. is not responsible for any loss, theft or damage of any product while on the premises of The Liberty Grand. This includes the storage area. We strongly recommend that you contain your product in closed boxes that are labeled with your company 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.

Please note: Due to limited storage space, storage requests will be assessed based on factors such as product size, distance traveled, etc. Please contact Stephanie Rodrigues to discuss your storage needs: [Stephanie@mmpicanda.com](mailto:Stephanie@mmpicanda.com), 416-960-4516

# The ORANGE Competition

Art is ORANGE at The Artist Project Toronto. Exhibiting artists are invited to submit an original piece of artwork based on their interpretation of what the colour orange means to them. Your entry will be identified with your name and booth number and it must remain in the competition display for the entire duration of the Show from Thursday March 6 – Sunday March 9, 2008.

A panel of judges will award prizes on the afternoon of Friday, March 7, 2008.

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

Submissions to The Orange Competition should be dropped off in the competition display area (North Foyer) on Wednesday March 5<sup>th</sup> between 12 – 5pm or Thursday March 6<sup>th</sup> between 7am – 1pm.

For more information, please contact Kim Selman at [kim@mmpicanada.com](mailto:kim@mmpicanada.com)

## The Untapped! Emerging Artist Competition

Nurturing the talent of emerging artists, **The Artist Project Toronto** is pleased to present Untapped, a competition and exhibition of emerging artists. Selected from hundreds of applicants, 12 of the best up-and-coming students and new graduates have been invited to participate in this special exhibition.

## Corporate Purchase Award Program

As you know The Artist Project Toronto is hosting a Corporate Purchase Award Program (CPAP). The goal of this program is to encourage and highlight organizations that take an interest in supporting artists and to guarantee some good sales on opening night. Here is an overview of how the program works:

- Participants of the CPAP received a voucher once they paid their \$500, the minimum purchase amount. (see image below)
- On opening night when 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 and questions and to gather delivery details.
- A sign "Recipient of the *Company A* Corporate Purchase Award" will hang in the artists booth for the duration for of the show.
- At the end of the show TAP will take care of shipping the piece after the show to the buyer.
- 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.



## Sale Signs

Please note that **"Discount", "Sale", and "No GST" signs are strictly prohibited, as are handwritten signs.** 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.

## 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. Contact Kim Selman at [kim@mmpicanada.com](mailto:kim@mmpicanada.com) or at 416-960-4527 if you have any questions.

## 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. Be sure to get credit card authorizations from your customers and return the card to them before they leave your booth.
- **Deliveries** If you are expecting a delivery, please instruct the shipper or courier to go the Guest Services Desk and check in with the Staff. The Artist Project 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 the Show staff can direct them to your booth.

- **Paging** someone to a booth. If you must leave your booth, notify your staff 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

We have designated the entrance at the north door at the Liberty Grand for you to enter and exit prior to Show opening. Exhibitors may enter the Show **1 hour** before Show opening each day with the exception of the Thursday March 6 when exhibitors can enter at either 7am or 12pm (please refer to the Move-in Schedule on page 6 for your time). 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 Pick-Up kiosk at the Box Office.

### Exhibitor Lounge

Your Exhibitor Lounge, your refuge from the hustle and bustle is located on the Mezzanine Level of the Governors Room behind the Untapped Exhibit. The area is equipped with coffee machines and teakettles. Help yourself to a hot cup of coffee or tea (Exhibitors are advised to bring their own mug but there will be some on hand should you forget). Please be courteous to your fellow exhibitors and clean up after yourselves!

### Show Office

The Show Office is located on the Mezzanine Level of the Governors Room in Room B. Visit the Show Office if you would have any questions or if you would like to speak with one of our staff.

### Exhibitor Welcome Reception: Wednesday March 5<sup>th</sup> 5-7pm at The Drake Hotel

The Artist Project Toronto will be hosting an Exhibitor Welcome Reception at The Drake Hotel on Wednesday March 5<sup>th</sup>. Relax after a hard days work and get to know the other exhibitors in the Show. Enjoy some cocktails and tasty treats provided by The Drake! The Drake Hotel is located at 1150 Queen Street West, [www.thedrakehotel.ca](http://www.thedrakehotel.ca).

## Customer Services

### Free Re-admission

Your customers can come back for free! Remind them to pick up their free re-admit pass at the Guest Services Desk.

### First Aid

Customers or exhibitors requiring first aid can visit the first aid room located on the Mezzanine Level of the Governors Room behind the Untapped Exhibit. The first aid hours of operation will be the same as those of the show.

### Art Chat Series

The Artist Project Toronto will host an "Art Chat" series for visitors free of charge. The Art Chats will be hosted by leading Toronto art and design experts Betty Ann Jordan and Mark Challen.

Art Chat Schedule:

Friday 12 – 1:30: ARIDO (Association of Registered Interior Designers of Ontario) lunch and tour of the show

Friday 6 – 7pm: Friday night “ARTinis” with Mark Challen

Saturday 2- 3pm: The Thrill of the Chase: Art Buying Trends and Tips

Sunday 2- 3pm: The Thrill of the Chase: Art Buying Trends and Tips

**After Party at The Drake Hotel: Thursday March 10pm on**

After 10pm the Opening Night party will continue around the corner at the Drake Hotel, 1150 Queen Street West.

## Show Closing / Move-Out

Move-out takes place Sunday, March 9, 2008 from Show closing, 6:00pm to 9:00pm.

**It is crucial that you make arrangements with your shipping company to pick up your merchandise and booth on Sunday, March 9, prior to 11:00pm.** Any items left at the Liberty Grand after this time will be shipped back at the exhibitor’s expense.

Additional information about Move-out will be distributed to all exhibitors on-site.

There will be an area available for you to store your empty boxes once you have unpacked during move-in. This will allow easy access to your packing materials for move-out. Please speak with the staff at the Guest Services to receive “Empty Crate” stickers and your assigned location. All empty boxes, crates and /or containers must be clearly marked with the “Empty Crate” stickers and your name and booth number

**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