

EXHIBITOR FEES

Exhibitors are charged \$2,000 for a four-week long exhibition. This fee covers the following expenses:

Contribution towards Gallery Administration & Operating Expenses **\$1,000**

Quantity: 1,000 cards

4" x 6" Invitation *

Quantity: 1,000 cards

4" x 6" card without image (no envelope required for mailing)

Design/Production Management \$150

Printing \$235

* Other invitation sizes and formats, including cards with images can be designed and printed at additional cost to the exhibitor.

Signage

2 posters for display in the gallery entrance and vinyl type for the title wall

Design / Production Management / Installation \$100

Production \$100

Advertising

Coordination and placement of an exhibition listing in SLATE Gallery Guide \$90

Exhibition Installation *

Standard installation (max. 7 hours) \$325

* This includes the layout and hanging of artworks only. Exhibitors are responsible for the delivery, unpacking, packing and removal of artworks. Exhibitions that require more than 7 hours to install may incur additional charges at the rate of \$50 / hour. Exhibitors must assist with the installation of oversize works, complicated installation pieces, and with preparation and use of display pedestals. Please read Appendix B for additional regulations regarding the installation of artworks in the gallery.

Exhibitors partner with the John B. Aird Gallery to present an exhibition. There are many benefits to this partnership including access to a large and appreciative audience and financial subsidies that make exhibitions at the gallery possible.

The fees paid by Exhibitors cover a portion of the costs of running the gallery on a monthly basis. Every exhibition is subsidized by the gallery's fundraising activities, the volunteer hours of committee members, and the Government of Ontario. In actual dollars, when expenses are prorated on a monthly basis, the gallery spends over \$1,900 per month (see breakdown below) to cover basic operating costs. It is important to note that these expenses do not include rent of the Gallery space at the Macdonald Block, 900 Bay Street. This cost is currently covered by the Government of Ontario and represents a substantial financial contribution towards each exhibition.

<u>Annual Expenses</u>	<u>Monthly Cost</u>
Director's Honorarium (\$12,000 / year) The Director's fee covers day to day management, communications, consultations with exhibiting groups, co-ordination of exhibition schedule, monitoring installations, lighting each exhibition, liaising with building management and security, responding to exhibition enquiries, and assisting the Gallery's Board in the management of gallery operations.	\$1,000
Rental of Space The Aird does not currently pay rent for the use of the space and does not charge rent to gallery users. Rental rates for 2,000 sq. ft. of space in a prime location would be substantial.	0
Insurance (\$3,000 / year) The Aird currently pays \$3000 annually for Fine Art and Liability Coverage. Artworks in the gallery are insured to a maximum of \$85,000 with a \$1,000 deductible.	\$250
Gallery Maintenance & Office Supplies (\$950 / year) This amount reflects the annual cost (prorated monthly) of light bulbs, paint, hardware, tools, annual carpet cleaning, mailing labels, general photocopying, paper, envelopes, advertising, the gallery's promotional brochure and web site.	\$80
Communications (\$1,600 / year) Web site, Telephone, Answering Service	\$133
Marketing/Promotions (\$2,400/year) General advertising, gallery brochure production	\$200
Accounting & Legal Fees (\$3,000/year)	\$250
SUBTOTAL (Monthly Operating Expenses):	\$1,913