

TORONTO STAR  
*National*  
**BRIDAL SHOW**

September 11 - 13, 2009  
International Centre, Hall 5

*Meet New Clients ~ Increase Exposure ~ Expand Your Business*

# **EXHIBITOR MANUAL**

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## GENERAL INFORMATION

### Producer

Premier Consumer Shows  
447 Speers Road, Suite 4  
Oakville, ON L6K 3S7

Web Site: [www.nationalbridalshow.com](http://www.nationalbridalshow.com)

### Show Personnel

Marti Milks Show Manager	(905) 842-6591 Ext. 275 <a href="mailto:marti.milks@sympatico.ca">marti.milks@sympatico.ca</a>
Colin Brown Account Executive	(905) 842-6591 Ext. 272 <a href="mailto:cbrown@metrolandwest.com">cbrown@metrolandwest.com</a>
Kelly Christensen Operations & Event Coordinator	(905) 842-6591 Ext. 365 <a href="mailto:kchristensen@metrolandwest.com">kchristensen@metrolandwest.com</a>
Lisa Melander Assistant Event Coordinator	(905) 842-6591 Ext. 245 <a href="mailto:lmelander@metrolandwest.com">lmelander@metrolandwest.com</a>
Amanda Wedgewood Communications & Marketing Coordinator	(905) 842-6591 Ext. 235 <a href="mailto:awedgewood@metroland.com">awedgewood@metroland.com</a>

### Show Dates and Times

Friday, September 11	5:00 p.m. - 9:00 p.m.
Saturday, September 12	10:00 a.m. - 9:00 p.m.
Sunday, September 13	10:00 a.m. - 6:00 p.m.

### Location

<b>International Centre, Hall 5</b> <b>6900 Airport Road</b> <b>Mississauga, Ontario</b> <b>L4V 1E8</b>	<b>Telephone: (905) 677-6131</b> <b>Fax # (905) 677-3089</b>
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## Move-In Dates & Times

Thursday, September 10<sup>th</sup>                      8:00 a.m. - 6:00 p.m.  
Friday, September 11<sup>th</sup>                      8:00 a.m. - 3:00 p.m.

All exhibit materials must be in exhibitors' booths by 3 p.m. on Friday, September 11<sup>th</sup>. All booths must be completed Friday, September 11<sup>th</sup> at 4:30 p.m. Please allow enough time for set-up. Remember that set-up is very chaotic and it always takes longer than anticipated!

**NO CHILDREN UNDER THE AGE OF 16 ARE PERMITTED ON THE SHOW FLOOR DURING MOVE-IN AND MOVE-OUT.**

**PROPER FOOTWEAR MUST BE WORN DURING MOVE-IN AND MOVE-OUT TIMES. (OPEN TOE SHOES ARE NOT PERMITTED).**

## Move-In Procedure

**Move-in shall not commence prior to 8 a.m., Thursday, September 10<sup>th</sup>.**

1. Parking personnel will direct exhibitors to loading doors. Pedestrian entrances cannot be used for move-in/out.
2. *Report to the Show Office immediately upon arrival.* Proceed to unload vehicle as quickly as possible. Move vehicle from the door to a parking space. Please be considerate of others waiting to use loading doors.
3. A limited number of dollies will be available for exhibitors' use, although we suggest that you bring your own to facilitate your move-in time and avoid delays. Please return dollies to loading doors after use.
4. Storage for empty crates will be available. All crates must be labeled with company name and booth number.
5. Due to safety regulations, vehicles will not be permitted in the building.

## Construction Site

The show floor is deemed a construction site by the **Ministry of Labor**. Effective January 1<sup>st</sup>, 2007. **NO CHILDREN UNDER THE AGE OF 16 ARE PERMITTED ON THE SHOW FLOOR DURING MOVE-IN OR MOVE-OUT. Please note that open toed shoes are not acceptable.**

Please see enclosed information regarding the Ontario Health & Safety Act.



## Exhibitor Badges

**Individual Exhibitor Badges *MUST BE ORDERED* for all booth personnel. Please refer to the enclosed Exhibitor Badge Order Form and return by Friday, August 14<sup>th</sup>. A maximum of SIX (6) exhibitor badges will be issued per 10' x 10' booth. First and last names must be listed on the exhibitor badge form for security purposes. Badges may be picked up only at Exhibitor Badge Pick Up booth during set-up. Should you need to make alternate arrangements, please contact us upon arrival at the show. Badges will not be mailed. Exhibitors will be asked for identification when picking up exhibitor badges. There is an \$8.00 charge for additional badges. Badges may be picked up at the show office during move-in or at the Exhibitor Badge Pick Up in the main lobby during show hours.**

Badges will allow exhibitor admission to the show floor and must be worn during show hours.  
**Exhibitor badges are non-transferable.**

The Hall will be open to exhibitors, their employees, agents and contractors during move-in hours. Exhibitors only may remain in the building from 4:30 p.m. on Friday, September 11<sup>th</sup>. The building will be open to exhibitors on Saturday and Sunday from 9:00 a.m.

## Staffing of Exhibits

Each 10'x10' booth will have a maximum of 4 staff in the booth at any given time. Please remember that within the 100 square feet you will require adequate room to allow the consumer to do business in your booth. The amount of display material, product and merchandise shall be reasonable and allow the exhibitor the ability to conduct business within the confines of their contracted area. If Show Management deems that there is excessive staff or product within the contracted area, resulting in public safety or obstruction of aisle traffic, the exhibitor will be asked to make changes or amendments. Interpretation of these rules and regulations are at the sole discretion of the Show Manager and non-compliance of these regulations will result in the ejection of the offending exhibitor and the closing of their exhibit. Show Management will not be liable for any damages or loss to the Exhibitor, nor will there be any refund on rental fees or any other exhibitor expenses.

Exhibits must be staffed during all show hours. Management reserves the right to uncover any un-staffed booths during show hours and will not be liable for damage or pilferage. Should an exhibitor leave their exhibit un-staffed, they will forfeit the right to participate in future shows.

## Parking

Exhibitor and visitor parking is **free** at the International Centre.

## Security

Uniformed security personnel will be on duty 24 hours per day from opening time on move-in until closing time of move out. Exhibitors are advised to maintain normal precautionary measures to protect their display material and equipment. Booths must be manned at all times during show hours. Individual booth security may be contracted for between the exhibitor and the official security service (please see Services at

a Glance). Every precaution will be taken to prevent losses due to pilfering, however Premier Consumer Shows, the International Centre, and official appointed contractors and/or their employees, and/or agents, will not accept liability for losses of any kind.

### **Suggestions Regarding Security:**

1. During move-in make sure boxes and containers are securely taped or banded. Do not leave boxes or booths unattended during set-up.
2. After set-up, cover your display each night before you leave.
3. Never leave your booth unattended during show hours.
4. Do not leave excess merchandise in open cartons under tables of displays.
5. Small items are especially pilferage prone. Make sure that these are completely out of reach in closed or locked containers. Movable items of any value should be in locked cases or removed from the display nightly.
6. At the close of the show, be sure you pack as quickly as possible and under no circumstances leave your space unattended during this period as the confusion present on breakdown creates a very difficult problem.
7. A locked area will be available for video equipment or any other items of value. Please make arrangements with Show Office.

### **Show Service Contractors**

Booth equipment rentals, i.e. carpets, draped tables, etc., and complete display systems are available through GES Canada at (905) 283-0500. Please refer to enclosed order form. Tables and chairs are not included with booth space rentals. GES Canada will have a service desk in operation at the show.

**Please note:** A premium will be charged for rental materials not pre-ordered.

### **Insurance**

Exhibitors must obtain liability insurance. Exhibitors should provide a certificate of insurance from their liability insurer adding Premier Consumer Shows/National Bridal Show on the certificate. (Please see enclosed form.)

### **Empty Crates-Storage**

Show Management will provide a storage area for empty boxes, crates, etc. Please make arrangements with Show Office.

### **Food Service:**

A snack bar will be open during move-in and show hours, and a fully-licensed restaurant will be open during show hours.

## **Announcements**

Exhibitors holding their own draws who wish to use the stage to announce the winner must make arrangements with Marti Milks (marti.milks@sympatico.ca), Show Manager, prior to the show. Exhibitor announcements will not be made over building P.A. system.

## **Demonstrations and Distributions**

Displays, demonstrations and distributing of advertising materials are not permitted outside of the confines of the exhibitor's booth. In cases where audio/visual equipment is used, the sound must be subdued to such an extent as to ensure its having no nuisance effect on neighboring exhibitors. Floor managers will have the right to decide on accepted decibel levels at the show. Premier Consumer Shows will take the responsibility to ensure that each exhibitor is able to conduct their business at the show free of undue disturbances from other exhibitors. Should complaints be made about excessive noise, etc., from such things as audio or audio-visual equipment, the following actions will be taken.

## **Sound Levels and Exhibitor Complaints**

1. The Show Manager will request that levels be lowered to a point considered satisfactory by Premier Consumer Shows.
2. Should the level be increased following initial warnings, the Show Manager will insist that the equipment be either turned off completely, or the exhibitor leaves the show. Should this happen, there will be no refunds or compensation to those involved.

## **Draws and Competitions**

Premier Consumer Shows **must pre-approve all draws offered by exhibitors prior to the show.** Permission will be granted once Show Management is satisfied that the draw is legitimate. Exhibitors who do not obtain permission from Premier Consumer Shows will be required to cease and desist collecting entries and no compensation will be provided. Sales promotions and competitions conducted by exhibitors in conjunction with their displays must be free of any obligation on the part of the winner. Prize winners must not be required to place an order or make any monetary deposits in order to collect the prize offered. The schedule of prizes and terms and conditions of the competition must be clearly stated on the entry forms and signage in the booth.

## **Concessions**

Food or beverage sales are prohibited. Free samples may be distributed by exhibitors in the confines of their booth provided arrangements have been made prior to the show. Please contact Kelly Christensen at (905) 842-6591 Ext. 365 or via email at [kchristensen@metrolandwest.com](mailto:kchristensen@metrolandwest.com) for a food and beverage sampling form and further details regarding special insurance arrangements.

## Payment of Exhibit Space

Payment in full for exhibit space as contracted must be made by July 4, 2009. Show Management reserves the right to refuse use of space to any exhibitor who has not made full and final payment.

## Staffing Of Exhibits

Exhibits must be staffed during all show hours. Management reserves the right to uncover any unstaffed booths during show hours and will not be liable for damage or pilferage.

## Compliance with Rules and Regulations

Show Management reserves the right to make such changes, amendments and additions to the rules and regulations as considered necessary to the efficient and proper conduct of this show. Interpretation of these rules and regulations shall rest with Show Management and non-compliance of these regulations can result in ejection of the offending exhibitor, or the closing of his exhibit.

## Height Limitations of Displays

Racks and display shelves must not exceed 8 feet in height and exhibitors are required to exercise care so that their displays do not unduly obstruct visibility of adjacent exhibits. **At least 50% of the total area between adjacent exhibits must allow for eye level (4 feet maximum height) visibility.** If the backs of the racks or display materials are visible they must be finished. Please note that where a 10' x 20' or 20' x 20' booth takes up two corners, the adjacent side walls will be considered as back wall. These exhibit restrictions have been designed, not to curb creativity of design, but to ensure that the overall appearance of the show will be clean, clear and uncluttered.

## Signs

In the interest of the overall appearance of the show, suspended signs will not be allowed in the show building. Signs must not exceed the 8 foot height restriction and may not be attached to or painted on equipment above that height. All booth signage must be professionally lettered. **ABSOLUTELY NO HAND-WRITTEN SIGNS WILL BE ALLOWED IN THE SHOW.**

Prices or any reference to dollar figures are not allowed in any prominent display area within the booth, or attached to any of the signage on the booth. Show specials will be allowed, but any signage with reference to dollar figures must be no larger than 8"x10". Signage must meet with Show Management approval.

## Prefabricated Booths

An exhibitor planning to use a prefabricated display must ensure that:

1. An allowance of one inch is made on each side of the display to allow for the thickness of standard dividers.

2. Projection of side walls must be limited to a maximum of half the depth of the exhibitor's booth (I.e. 4 feet from the rear of the booth), allowing 50% visibility to the sides of the exhibit at eye level (4 feet).
3. All sides and surfaces of exhibits (booths and signs) which are exposed to view must be properly finished and decorated.

## **Display Erection**

Exhibitors may erect their own displays using their own regular employees, provided that there is no major construction involved. Please see enclosed Ontario Health & Safety Act. All display materials, including pre-fabricated booths must be pre-fitted and ready for installation prior to shipment to the building.

## **Floor and Wall Damage**

Painting, nailing, drilling or screwing to the floors, walls or any other part of the building is not permitted. Exhibitors wishing to lay carpet or floor covering may not adhere same to the building floor. If you are laying carpet - **cloth adhesive tape may be used**. If you are not sure you are using the correct tape, please ask show management or GES. Exhibitors will be charged for clean up of all other tape products. Minimum charge for unauthorized tape removal is \$300.00

## **Booth Sharing**

PLEASE NOTE: Booths are rented on the understanding that the products or services contained in that booth will be offered solely by the person or company contracting for the space. Premier Consumer Shows reserves the right to bar any other company or product being represented in the space rented.

**Booth sharing is strictly prohibited!**

## **You're Booth**

Please refer to the diagram included in this package. It outlines a standard 10' x 10' booth. Every exhibitor will be provided with curtained back and side walls as shown in the diagram. You must not obstruct your neighbor or build walls outside of this configuration without prior approval of Show Management. Should your booth not meet show code during set up, you will be asked to remove any walls that are obstructing your neighbor.

## **Booth Colours**

The exhibit floor will be set-up with white booth curtains and white and black carpet. Exhibitors wishing to use an alternate colour must provide their own or rent through the show service company.

## **Services and Equipment**

GES Canada, the official Show Decorator has an extensive supply of display materials for rent. A price list is enclosed. If you do not see what you require, please call and they may be able to assist you with your order.

## **Booth Equipment**

GES will rent carpeting, tables, etc., to exhibitors. They are equipped to provide exhibitors with full display services. Please send all requirements and payment in advance to be assured of the best service possible. Order forms and price lists are enclosed. Please note advance order deadline on form. On site orders will be charged a premium.

## **Cleaning**

Aisles only will be cleaned daily. Individual booth cleaning may be contracted through Caldas Building Services. (905) 672-2304. The order form can be found on [www.nationalbridalshow.com](http://www.nationalbridalshow.com).

## **Electrical Contractor**

### ***SHOW MANAGEMENT DOES NOT FURNISH ELECTRICAL OUTLETS***

Electrical outlets may be ordered from ShowTech Power & Lighting (905) 283-0550. All orders must be prepaid in full and received by the deadline listed in this package. Orders received after this date will be charged at the after deadline prices.

## **Exhibiting Electrical Equipment**

### **A Special Note about Hydro:**

Extension cords must be of the three-prong type (i.e. grounded) and must contain wires of the proper size to carry the electrical load. Multiple outlet extension cords are not permitted. The Official Electrical Contractor is obligated to refuse connections where the exhibitor's electrical wiring or wiring method constitutes a code violation.

Note: Orders must be placed and paid in full 72 hours prior to move-in. On site orders will be charged a premium.

It is a requirement of the Electrical Safety Code that any electrical equipment which is being displayed, offered for sale or used in any show or convention must be approved. If you need further information, please call (800) 434-0172 and ask for a copy of the Provincial Requirements for Exhibiting Electrical Equipment at Trade Shows.

## **Telecommunication Services**

Telephone, Internet, Fax and/or credit card services may be ordered from The International Centre's Telecommunications Department. Order form is enclosed. All orders must be prepaid in full and received ten days prior to show move-in to take advantage of the advance rate. Orders received within 10 days of show date will be charged at the standard rate. Adam Kroft (905) 678-5615.

## **Security**

Should you require individual overnight booth security in addition to security provided by Premier Consumer Shows please contact Tone-Gar Security Services at (519) 746-1970.

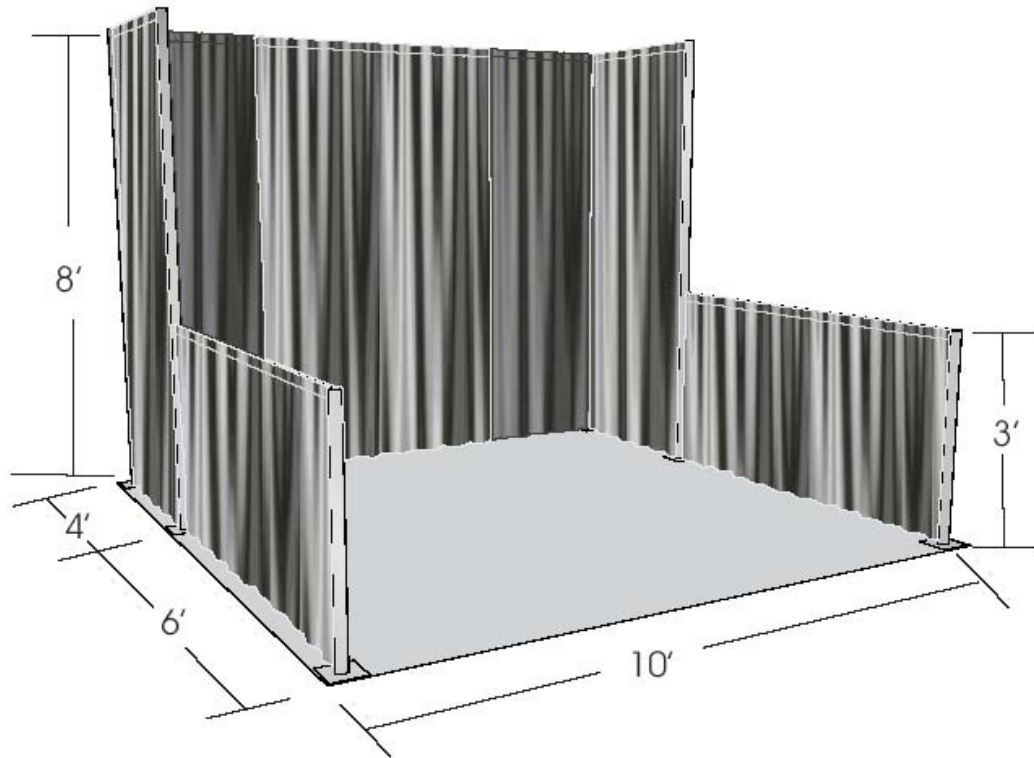
## **Photography**

No photography of any exhibits on the show floor or fashion show is allowed, without the written consent of Show Management. No video or digital images are allowed to be taken of any booth displays. Exhibitors may photograph their own exhibits.

## **Extra Services**

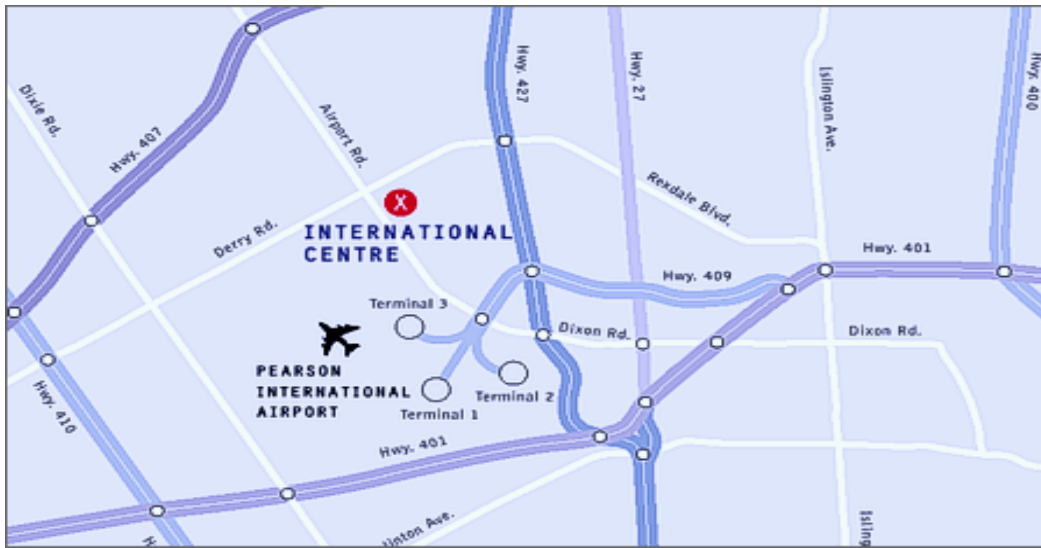
Should you require services that are not available in this package, please call us at Premier Consumer Shows (905) 842-6591 and we will assist you in any way possible. Please note: We recommend that you place all orders for equipment rentals and services by mid August to avoid any confusion.

## 10'x10' - Draped booth



## SERVICES AT A GLANCE

Service	Contact
Decorating, Furniture Rentals, Carpet, Signs, Flowers, Etc.	GES Canada 5675 McLaughlin Road, Mississauga, ON L5R 3K5 (905) 283-0500 Toll Free (877) 437-4247 Fax (905) 283-0596
Electric	ShowTech Power & Lighting 5675 McLaughlin Road, Mississauga, ON L5R 3K5 (905)283-0550 Fax (905) 283-0551 On Site Office at the International Centre (905) 677-9546
Telecommunications	International Centre -Telecommunication Dept. 6900 Airport Road, P.O. Box 8, Mississauga, ON L4V 1E8 Adam Kroft (905) 678-5615 Fax (905) 678-5614
Booth Cleaning	Caldas Building Services Inc. 6900 Airport Road, Box 32, Mississauga, ON L4V 1E8 (905) 672-2304 Fax (905) 672-5670
Security	Tone-Gar Security Services A-145 Otonabee Drive Kitchener, ON N2C 1L7 (519) 746-1970
Transportation	Livingston Event Logistics Mario Mendes, Event Coordinator 40 University Ave., Suite 400 Toronto, ON M5J 1T1 CANADA Bus: 416-863-9339 ext. 140 Toll: 800-665-4628 Fax: 416-863-5149 Cell: 416-419-4186 Website: <a href="mailto:mmendes@livingstonintl.com">mmendes@livingstonintl.com</a>
Customs Broker	Livingston Event Logistics Mario Mendes, Event Coordinator 40 University Ave., Suite 400 Toronto, ON M5J 1T1 CANADA Bus: 416-863-9339 ext. 140 Toll: 800-665-4628 Fax: 416-863-5149 Cell: 416-419-4186 Website: <a href="mailto:mmendes@livingstonintl.com">mmendes@livingstonintl.com</a>
Insurance	Nacora 80 Tiverton Court, Suite 801 Markham, ON L3R 0G9 (905) 307-0307



## **DIRECTIONS TO THE INTERNATIONAL CENTRE**

### **Traveling East on Highway 401**

- Take Hwy. 401 East to Hwy. 427 North
- From Hwy. 427 North, exit at Dixon Road and turn left at traffic lights
- Follow Dixon Road (which becomes Airport Road) for approx. 4 km.
- Follow the signs to the International Centre

### **Traveling West on Highway 401**

- Take Hwy. 401 West to Hwy 409
- Exit at Airport Road and turn right
- Continue along Airport Road, for approx. 3 km.
- Follow the sign to the International Centre.

### **Traveling East or West on Highway 407**

- From Hwy. 407, exit at Airport Road, and go South
- Continue along Airport Road for approx. 5km.
- Enter International Centre from Airport Road, one light South of Derry Rd.

### **QEW**

- Take QEW to Hwy. 427 North
- From Hwy. 427 North exit at Dixon Road and turn left at lights
- Follow Dixon Road. (Becomes Airport Road) for approx. 4 km.
- Follow the signs to the International Centre

**FREE PARKING**