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National
BRIDAL
SHOW



January 22 – 24, 2010
Direct Energy Centre, Exhibition Place

EXHIBITOR MANUAL

www.nationalbridalshow.com

EXHIBITOR MANUAL INDEX

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GENERAL INFORMATION

Producer

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

Phone: 905-842-6591
Toll Free: 1-800-693-7986
Fax: 905-842-6843

Web Sites:

www.bridesintoronto.com
www.nationalbridalshow.com

Show Personnel

Marti Milks, C.D.E.
Show Manager

905-842-6591 ext. 275
marti.milks@sympatico.ca

Kristine Barton
Assistant Show Manager

905-842-6591 ext. 366
kbarton@metroland.com

Kelly Christensen
Event & Operations Co-ordinator

905-842-6591 ext. 365
kchristensen@metrolandwest.com

Show Dates and Times

Friday, January 22, 2010	5 p.m. – 9 p.m.
Saturday, January 23, 2010	10 a.m. – 9 p.m.
Sunday, January 24, 2010	10 a.m. – 6 p.m.

Location

Direct Energy Centre
Exhibition Place, Hall D
100 Princes' Blvd.
Toronto, Ontario
M6K 3C3

Telephone: 416-263-3000
Fax: 416-263-3029

Show Office

Telephone: 416-263-3122

Exhibitor Services

Telephone: 416-263-3064
E-mail: exhibitorservices@directenergycentre.com

Direct Energy Centre Exhibitor Services office is located at the Direct Energy Centre, near Door 20.

PLEASE NOTE: YOU CAN CONTACT THE DIRECT ENERGY CENTRE EXHIBITOR SERVICES FOR INQUIRIES ABOUT ELECTRICAL, WATER, PARKING, TELECOMMUNICATIONS, INTERNET, SIGN INSTALLATION, NATURAL GAS, AND COMPRESSED AIR. THESE FORMS CAN BE LOCATED ON OUR WEBSITE, WWW.NATIONALBRIDALSHOW.COM.

Move In Dates and Times

Thursday, January 21, 2010 8 a.m. – 6 p.m.
Friday, January 22, 2010 8 a.m. – 3 p.m.

All exhibit materials must be in exhibitors' booths by 3 p.m. on Friday, January 22. All booths must be completed by Friday, January 22 at 3:00 p.m. Please allow enough time for setup. Remember that setup always takes longer than anticipated.

Move In Procedures

Move in shall not commence prior to 8 a.m., Thursday, January 21.

1. Parking personnel will direct exhibitors to loading doors located at the east loading dock (docks 1-8). 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 exhibitor 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, 2007, no children under the age of 16 are permitted on the show floor during move in or move out. Proper footwear must be worn during move in and move out times. Open toe shoes are not permitted.

For more information, please see the Ontario Health and Safety Act which can be found on our website at www.nationalbridalshow.com.

Courier and Shipping Instructions

Pre-paid courier packages and shipments to the building will be accepted and signed for by Premier Consumer Shows. Driver must report to the Show Office and show personnel will supervise and direct freight to the exhibitor's booth. Shipments cannot be accepted prior to Thursday, January 21, 2010 under any circumstances.

Shipping Address:

National Bridal Show
Attention: (Company Name and Booth Number)
Direct Energy Centre, Hall D
Exhibition Place
100 Princes' Blvd.
Toronto, On
M6K 3C3

Move Out Procedure

Sunday, January 24, 2010

6:00p.m. – 11:00 p.m.

The tear down and movement of exhibits and materials while the public are legitimately viewing the show (i.e. before 6 p.m. on Sunday) is both discourteous and dangerous. Exhibitors may start tear down at 6:00 p.m. Security will not allow goods to be removed from the building before 6:00 p.m. Non-compliance will result in expulsion from future shows.

All exhibits and display materials must be out of building by 11:00 p.m. on Sunday, January, 24. Should you be renting display materials from service companies other than GES Canada, it is your responsibility to notify them of setup and move out times. All products must also be removed from the Direct Energy Centre including all magazines, brochures and promotional materials. If there is excessive printed material left by the exhibitor, you will be responsible for a disposal fee as determined by the Direct Energy Centre Cleaning Services. Premier Consumer Shows' contract ends at 12 a.m. Sunday night and nothing can be left in the building overnight. Significant charges will be billed to any exhibitor who is non-compliant.

Show Office

The Show Office is located on the floor by the show entrance and will be staffed by Show Management and Service Personnel throughout setup show hours and take down. Please report to the Show Office upon arrival at setup and direct all inquiries to the Show Office throughout the show.

Telephone Messages

From January 21 to January 24, we will have a telephone number at the Direct Energy Centre in our Show Office. The phone number is 416-263-3122. For the convenience of exhibitors, messages will be received through the Show Office and delivered to your booth. Please use this service for emergencies only.

Exhibitor Badges

Individual exhibitor badges must be ordered for all booth personnel. Please refer to the Exhibitor Badge Request Form which can be found on our website, www.nationalbridalshow.com and return by Friday January 1, 2010. A maximum of six (6) exhibitor badges will be issued per 10' x 10' booth. There is a \$10.00 (includes taxes) charge for each additional badge. First and last names must be listed on the exhibitor badge form for security purposes. 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. Should you need to make alternate arrangements, please contact us upon arrival at the show. Badges will not be mailed out.

Badges will allow exhibitor admission to the show floor and must be worn during show hours. Exhibitor badges are non-transferable. Exhibitors will be asked for identification when picking up their exhibitor badges.

Hall D will be open to exhibitors, their employees, agents and contractors during move in hours. Only exhibitors may remain in the building from 4:30 p.m. on Friday, January 22. The building will be open to exhibitors on Saturday and Sunday from 9 a.m.

Guest Passes

If you're looking to bring a client to the show, you can order Guest Passes for a discounted price. Guest Pass Order Forms can be located on our website, www.nationalbridalshow.com. Guest passes cost \$10.00 each, including taxes. Orders must be paid for in full by January 8, 2010 and can be mailed out or picked up in the Show Office during the show.

Staffing of Exhibits

Each 10'x10' booth may have a maximum of six (6) 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

Exhibitors can order parking passes using the Exhibitor Parking Pass Order Form which can be found on our website, www.nationalbridalshow.com. Orders must be faxed in to the Direct Energy Centre by Thursday, January 7, and will be ready for pickup during move in at the Exhibitor Services Office. All orders must be paid in full before parking passes can be issued. Reduced rate exhibitor parking is not offered at the parking kiosks.

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 Direct Energy 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 setup.
2. After setup, 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.

Show Service Contractors

Booth equipment rentals, i.e. carpet, draped tables, signage, plants, etc., and complete display systems are available through GES Canada at (905) 283-0500. Order forms can be found on our website, www.nationalbridalshow.com. 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 THAT HAVE NOT BEEN PRE-ORDERED.

Insurance

Show Management strongly recommends exhibitors purchase liability insurance. The official show insurance provider is Nacora Insurance. Their insurance application form can be found on our website, www.nationalbridalshow.com. Exhibitors should provide a certificate of insurance from their liability insurer adding Premier Consumer Shows/National Bridal Show on the certificate. *Show Management is not responsible for anything lost, stolen or broken.*

Empty Crates-Storage

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

Food Services

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 the 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 (see restrictions below). Please visit our website, www.nationalbridalshow.com for a Food Sales and Sampling Form and further details regarding special insurance arrangements.

Any exhibitor wishing to sample at the show must comply with the following:

1. All samples must be less than 28 grams by weight or less than 30 mL by volume.
2. A Food Sales and Sampling Form as well as a Certificate of Insurance must be completed and submitted at least 10 days prior to the show.
3. All booths sampling at the show must have a hand washing sink with hand soap and paper towels.
4. If dish washing facilities are not provided at the show, then you must have at least four (4) sets of serving utensils.
5. For further information on City of Toronto Public Health requirements, please call 416-392-0978

Payment of Exhibit Space

Payment in full for exhibit space as contracted must be made by November 12, 2009. Show Management reserves the right to refuse use of space to any exhibitor who has not made full and final payment.

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 the 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 the exhibit.

Height Limitations of Displays

Racks and display shelves must not exceed eight (8) feet in height and exhibitors are required to exercise care so that their displays do not 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 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 eight (8) foot height restriction and may not be attached to or painted on equipment above that height. All booth signage must be professionally lettered.

PLEASE NOTE: ABSOLUTELY NO HAND-WRITTEN SIGNS WILL BE ALLOWED ON THE SHOW FLOOR.

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".

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 the Ontario Health and Safety Act which is posted on our website, www.nationalbridalshow.com. All display materials, including prefabricated booths must be pre-fitted and ready for installation prior to shipment to the building.

Floor and Wall Damage

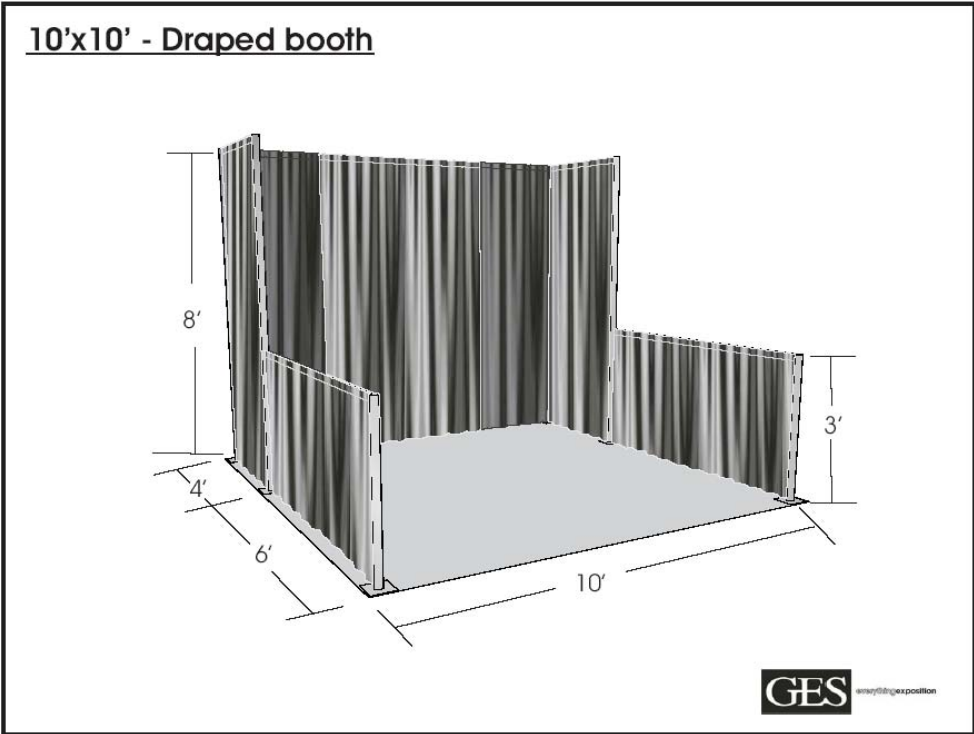
Painting, nailing, drilling or screwing to the floors, walls or any other part of the building is not permitted. Exhibitors wishing to lay carpet or floor covering may not adhere to the building floor. If you are laying carpet, cloth adhesive tape may be used. If you are not sure you are using the correct 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.

Booth Sharing

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.*

Your Booth

Please refer to the diagram below which 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 salt & pepper coloured aisle carpet. Exhibitors wishing to use an alternate colour for their booth curtain must provide their own or rent through GES.

Services and Equipment

GES Canada, the official Show Decorator, has an extensive supply of display materials for rent. A price list and order form can be found on our website, www.nationalbridalshow.com. If you do not see what you require, please call GES directly and they may be able to assist you with your order.

Booth Equipment

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

Cleaning

The show floor aisles will be cleaned daily. Individual booth cleaning may be contracted through Direct Energy Centre Exhibitor Services. This form is available on our website, www.nationalbridalshow.com.

Electrical Contractor

Show Management does not provide electrical outlets. Electrical outlets may be ordered from Direct Energy Centre Exhibitor Services. All orders must be prepaid in full and received by January 7, 2010. This form can be found on our website, www.nationalbridalshow.com. Orders received after this date will be charged at the after deadline prices.

Exhibiting Electrical Equipment

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.

PLEASE 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 Direct Energy Centre Exhibitor Services at 416-263-3064.

Telecommunication Services

Telephone, Internet, Fax and/or credit card services may be ordered from Direct Energy Centre Exhibitor Services. This form can be found on our website, www.nationalbridalshow.com.

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 Premier Consumer Shows at 905-842-6591 Ext. 365 and we will assist you in any way possible.

PLEASE NOTE: WE RECOMMEND THAT YOU PLACE ALL ORDERS FOR EQUIPMENT RENTALS AND SERVICES BY DECEMBER 23, 2009 TO AVOID ANY CONFUSION AND TO OBTAIN THE EARLY BIRD DISCOUNTED RATES.

Services at a Glance

Service	Contact
Decorating, Furniture Rentals, Carpet, Signs, Flowers, Etc.	<p>GES Canada 5675 McLaughlin Road Mississauga, On L5R 3K5</p> <p>905-283-0500 Toll Free 1-877-437-4247 Fax 905-283-0596</p>
Electric, Telecommunications, Booth Cleaning	<p>Direct Energy Centre Exhibitor Services 100 Princes' Blvd. Toronto, On M6K 3C3</p> <p>416-263-3064 Fax 905-283-0551</p>
Security	<p>Tone-Gar Security Services A-145 Otonabee Drive Kitchener, ON N2C 1L7</p> <p>(519) 746-1970</p>
Canadian Customs Broker and Transportation Supplier	<p>Livingston Event Logistics 69 Yonge St., Suite 400 Toronto, On M5E 1K3</p> <p>416-863-9339 Toll Free 1-800-665-4628 Fax 416-863-5149</p>
Insurance	<p>Nacora 80 Tiverton Court, Suite 801 Markham, On L3R 0G9</p> <p>905-307-0307</p>

Map and Directions



The Direct Energy Centre is located 4 kms west of downtown Toronto and is accessible via the Gardiner Expressway or Lakeshore Boulevard.

Direct Energy Centre is bordered by:

- Gardiner Expressway to the North
- Lake Shore Boulevard to the South
- Dufferin Street to the West
- Strachan Avenue to the East

Access via automobile:

FROM THE 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).

FROM THE WEST: Take the Gardiner Expressway east to Lake Shore Boulevard or Jameson Avenue. There are three entrance points to Exhibition Place from Lake Shore Boulevard - British Columbia Drive, Ontario Drive and Newfoundland Drive.