

2017 EXHIBITOR INFORMATION MANUAL

SIGN EXPO CANADA



**SIGN EXPO
CANADA**

sac ace
SIGN ASSOCIATION OF CANADA ASSOCIATION CANADIENNE DE L'ENSEIGNE

HOSTED BY THE SIGN ASSOCIATION OF CANADA

32nd ANNUAL TRADE SHOW

October 27 - 28, 2017

THE INTERNATIONAL CENTRE
ENTRANCE 1, MISSISSAUGA, ON

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IMPORTANT DEADLINES

Advance orders can save time and money. Many services are discounted if orders are placed before the deadline date; late orders are more costly. Read all service descriptions carefully and place your orders as early as possible. Advance planning can go a long way toward ensuring a successful exhibit and saving money.

Deadline	Item
August 31	Sign Expo Canada Sign Competition Design & Wrap Competition
September 1	Sign Expo Canada - Exhibitor Listing for Show Guide (see page 9)
September 22	Sheraton Toronto Airport Hotel and Conference Centre - Accommodations Reservation Deadline
October 5	Showtech Power & Lighting (Early Bird rate) Lighting Order Form Electrical Order Form Sign & Banner Order Form Mechanical Order Form
October 4	Stronco Show Services (discount price deadline date) Credit Card Authorization Labour Service Form In-Booth Forklift Order Form MX Show Special Order Form Slatwall Booth Show Special Exhibit Packages Order Form Exhibit Accessories Form Carpet Order Form Display Tables & Drapery Order Form Counters, Storage & Display Units Order Form Accessories & Office Furnishings Order Form Chairs & Stools Order Form Tables Order Form Sofas & Chairs Order Form Plant Rental Order Form Signs & Banners Order Form Transportation & Customs Brokerage Services
October 25	Showtech Power & Lighting (regular deadline date) <i>Orders after this date are subject to an additional 10% charge</i>
September 28	Stronco Advance Show Receiving Order Form; shipment must be received by October 16
October 16	AV-CANADA Rental Order Form
October 13	The International Centre - Telecommunications Order Form (Advance rate)
October 13	CONEXSYS Lead Retrieval (Early Bird rate)
October 13	Purchase Exhibitor Insurance (must also have a copy of certificate in possession onsite)
October 20	Caldas Building Services - Cleaning Order Form <i>A 25% surcharge will be added to all orders received after this date.</i>
October 16	Last day shipments are received at the Stronco Advance Warehouse
October 13	The International Centre - Booth Hospitality Order Form (deadline) <i>Orders after this date may be subject to last-minute surcharges and availability is not guaranteed.</i>

EXHIBIT REGULATIONS

For any questions or concerns regarding your booth design and/or construction please contact Show Management before you begin construction.

Exhibitors are required to exercise care so that their displays do not obstruct the visibility of adjacent exhibits. All exhibitors are entitled to reasonable sight lines from the aisle, regardless of the size of exhibit. All exhibitors must comply with the booth guidelines presented. Displays must be confined to the exhibitor's contracted booth space and must not obstruct the clear view and accessibility of nearby exhibitors, fire apparatus, exits or service corridors. Portable signs exceeding four feet in height must be placed at least five feet back from the front of the booth. All display racks, printers and their output must be confined to the booth space and not spill out into the aisle.

Show Management must be informed of any heavy or large equipment or vehicles being brought in. It is the responsibility of the Exhibitor to inform Show Management; otherwise, the Exhibitor may be denied access to the show floor. Exhibitors bringing in large or heavy equipment must adhere to the show Move-In/Move-Out schedule.

THERE ARE RESTRICTIONS WITH RESPECT TO HEIGHT, AS FOLLOWS: (please refer to the online floorplan for ceiling height restrictions and pillar locations)

Standard or Linear Booth (see page 5 for drawing)

Standard or Linear booths are arranged in a straight line and have neighbouring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Standard or linear booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. The maximum back wall height is 8ft (2.44m), including signage.

Corner Booth

A Linear booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.

End-cap Booth (see page 5 for drawing)

A booth that is exposed to aisles on three sides and is comprised of two booths. End-cap booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height of 8ft (2.44m) is allowed in the rear half of the booth space and within 5ft (1.52m) of the two side aisles, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.

Perimeter Booth

A Perimeter Booth is a Linear Booth that backs on to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m), including signage.

Peninsula Booth (see page 5 for drawing)

A Peninsula Booth is exposed to aisles on three sides and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth. A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger.

(a) When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths.

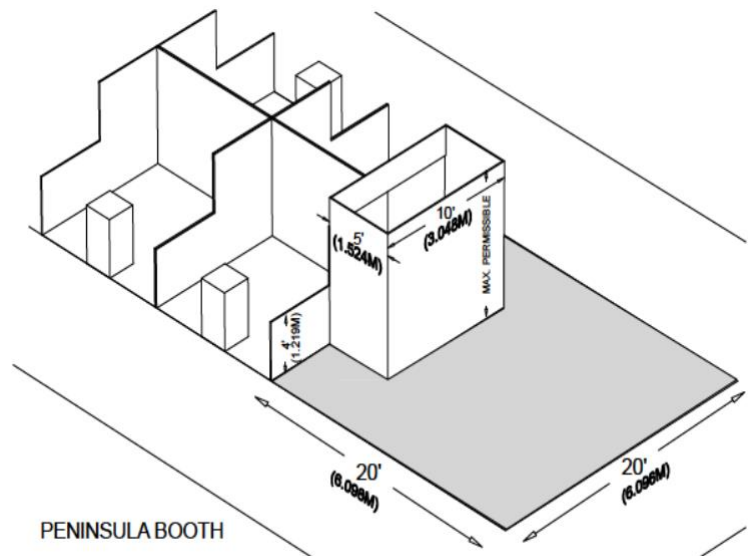
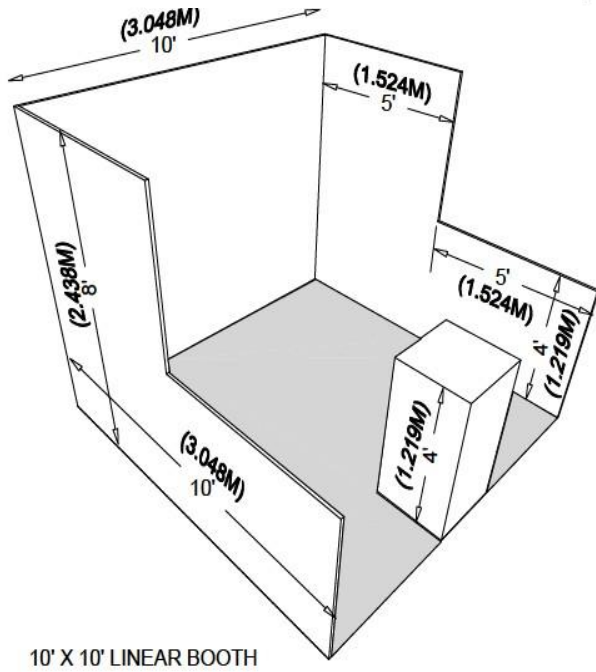
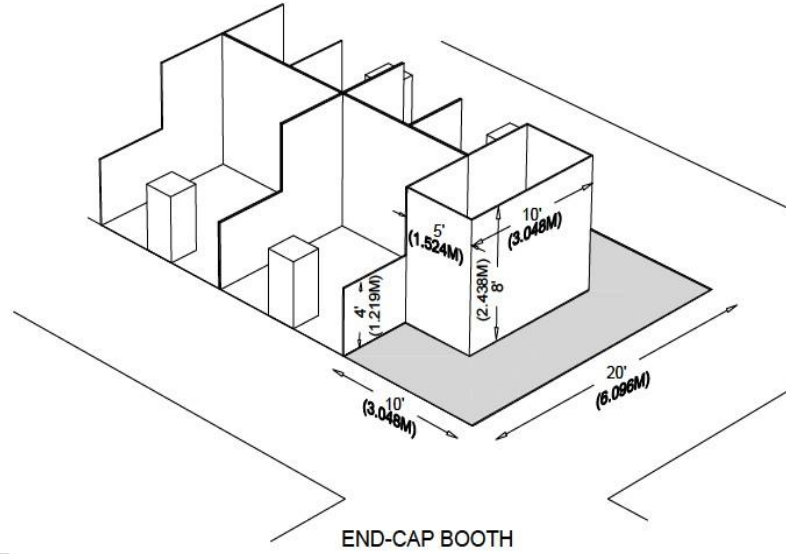
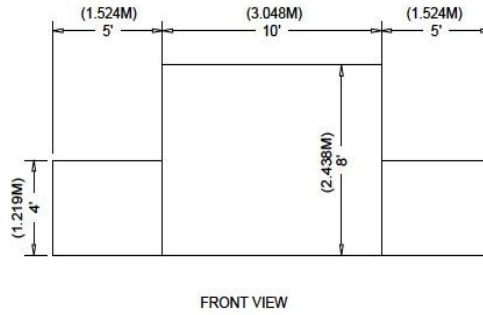
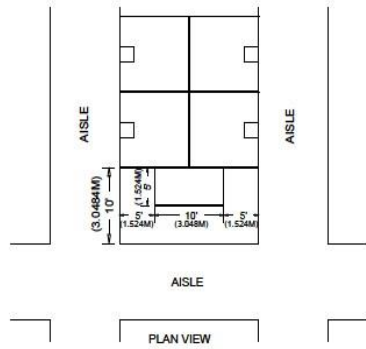
(b) The entire cubic content of this booth may be used, up to the maximum allowable height of 16ft (4.88m), including signage.

Island Booths

An Island Booth is any size booth exposed to aisles on all four sides. It is typically 20ft by 20ft (6.10m by 6.10m) or larger. The entire cubic content of the space may be used up to the maximum allowable height of 16ft (4.88m), including signage.

These regulations will be enforced at Sign Expo Canada 2017, so please review this information thoroughly as you will be required to modify your exhibit space if it does not comply with the regulations.

EXHIBIT REGULATIONS (BOOTH DIAGRAMS)



SHOW CONTRACTORS

Exclusive Services:

These services are provided exclusively by the providers listed below and cannot be contracted to anyone else.

Service	Company	Contact
Electrical, Sign and Banner Hanging, Mechanical Services	Showtech Power & Lighting	Tel: (905) 283-0550 Tel: (855) 746-9832 Email: support@internationalcentre.com
Food and Beverage Telecommunications (Internet & Telephone)	International Centre	Food and Beverage Tel: (905) 677-6131 Tel: (800) 567-1199 Fax: (905) 678-4681 Email: info@internationalcentre.com Telecommunications Tel: (905) 678-5615 Email: support@internationalcentre.com

Additional Services

The following show contractors will provide additional services as outlined, at discounted group prices. Please contact the individual supplier directly to make your arrangements.

Service	Company	Contact
Audio Visual (TV, Computer Rentals)	AV-CANADA	Tel: (905) 566-5500 Tel: (866) 667-2345 Email: gene.h@av-canada.com
Booth Cleaning (Individual)	Caldas Building Services Inc.	Tel: (905) 672-2304 Email: info@caldas.ca
Booth Security (Individual)	Tone-Gar Security Services	Tel: (416) 885-1946 Email: treena@tone-gar.com
Show Services including Customs and Transportation	Stronco	Tel: (905) 270-6767 Tel: (800) 665-2621 Email: exhibitorservices@stronco.com
Lead Retrieval	CONEXSYS Registration Ltd.	www.conexsys.com Event Code: SIGN1017E Tel: (800) 661-5319 Tel: (905) 405-8415 Email: troy@conexsys.com

LOCATION, SCHEDULE AND MANAGEMENT

Show Location (see page 19-20 for directions and map)

The International Centre - Hall 1
 6900 Airport Road, Mississauga, ON L4V 1E8
 Phone: (905) 677-6131 / Fax: (905) 677-3089

EXHIBIT SCHEDULE	
MOVE-IN*	
Thursday, October 26, 2017	8:30 am to 6:00 pm (move in schedule will be provided)
SHOW HOURS	
Friday, October 27, 2017	Hand Carry ONLY up to 9:00 am
Saturday, October 28, 2017	9:30 am to 5:00 pm 10:00 am to 4:00 pm
MOVE-OUT*	
Saturday, October 28, 2017	4:00 pm to 10:00 pm

* Please refer to the Move-In Procedures and Move-Out Procedures on page 13.

REGISTRATION HOURS	
Thursday, October 26, 2017	8:00 am to 5:30 pm
Friday, October 27, 2017	8:30 am to 4:30 pm
Saturday, October 27, 2017	9:30 am to 3:30 pm

Entertain Your Clients, Treat Your Employees, and Celebrate with your Colleagues in the Sign Industry!

Networking Events: For information about any of these events, contact Emilie Gavreau, Ph (905) 856 0000.

OHA Presents - The Don Morgan Memorial Golf Tournament

Thursday, October 26, 2017; 8:00 am to 8:00 pm

Post-Move-In Party

Thursday, October 26, 2017; 7:00 to 10:00 PM

Friday Night Event

Includes Sit-down Dinner, Awards Ceremony & Entertainment.

Friday, October 27, 2017; 6:00 to 11:00 PM

Register online at: <https://www.sac-ace.ca/sign-expo-canada/social-functions/>

\$150 per individual ticket

\$1,200 per table of 8 guests (includes preferred seating, corporate table recognition and 2 bottles of wine – 1 red/ 1 white). Please contact SAC at 905-856-0000 / 877-470-9787 if you require a table of 10.

Show Management

Sign Association of Canada

Contact: Asif Ahmed

Email: asif@sac-ace.ca

Office: (905) 856-0000

Cell: (647) 896-2354

Sign Association of Canada • 1 Yonge Street, Suite 1801, Toronto, ON M5E 1W7 • T: (905) 856-0000 / (877) 470-9787

GENERAL INFORMATION

Accommodations

Host hotel:
Sheraton Toronto Airport Hotel and Conference Centre
801 Dixon Road, Toronto, Ontario M9W 1J5
Phone: (416) 675-6100

Group code: SJ21AD or Sign Association of Canada
Rate: \$137.00* for single/double occupancy Deadline:
September 22, 2017

* Includes complimentary parking, internet

Book online at <https://www.starwoodmeeting.com/Book/SJ21AD> or by phone at (866) 932-7058.

Note: Sign Expo Canada does not use an agent to book hotel rooms. We will not contact exhibitors to solicit bookings. If someone is contacting you to book a hotel room, please notify Show Management immediately.

Aisle Space

Aisle space may not be used for exhibit purposes or for general solicitation of business. Distribution of literature or other exhibit material is forbidden outside your immediate exhibit booth area. All exhibitor materials (including individual floor graphics, printers and their output) and interactions must be limited to the confines of your booth space.

Animals

No animals of any kind are permitted on the show floor, unless they are a recognized service animal.

Announcements

Exhibitor announcements will not be made over the PA system. The PA system is reserved solely for general show announcements and emergencies.

Attendance

We estimate 2500 people will attend the tradeshow.

Show Management reserves the right to refuse admission to the show to any visitor, exhibitor, or contractor who, in the opinion of Show Management, is unfit, intoxicated, or in any way creating a disruption to the show. All persons on the show floor must have proper registration credentials.

Audio Visual

Audio visual equipment is permitted but must be operated so as not to create a disturbance. The official audio visual equipment supplier is AV-CANADA. To order audio visual services, please complete and submit the order form at <https://www.sac-ace.ca/wp-content/uploads/2016/04/AV-Canada-Audio-Visual-Equipment.pdf>.

Balloons

No helium filled balloons are allowed in the show; only air-filled balloons may be used. Exceptions will be made if submitted in advance to Show Management and plans are approved in writing. Approval may be granted to companies accepting costs to remove any balloons released into the ceilings.

Booth Design

Please follow the Rules and Regulations that pertain to your specific booth type. Following these rules will enhance the overall appearance of the show, allowing all exhibitors the same opportunity to market themselves. Booth design/concepts must be approved by Show Management. Drawings need not be professionally done, but should show a "birds-eye view" and an elevation of your exhibit area. Be sure to indicate the heights and widths of product and display materials as well as other appropriate dimensions or placements of equipment. This drawing should be submitted no later than 60 days prior to show opening.

Exhibitors will be required to modify their booth space/design onsite if it does not comply with the exhibit regulations.

Booth Furnishings

A wide selection of furniture is available from Stronco. To order both furnishings, please complete and submit the order form at <https://www.sac-ace.ca/wp-content/uploads/2016/04/SIGN-EXPO-CANADA-2017-Stronco.pdf>.

Booth Rental

Each 10' x 10' booth will be set with 8' high back black drape and 3' high back black drape side dividers.

All LED equipment that is being displayed must be draped off in the back and sides to cover anything that appears unsightly or unfinished.

Standard Booth: 10' x 10'

- one 10' x 10' exhibit space with pipe and black drape

Marketplace Booth: 10' wide x 5' deep

- one 10' wide x 5' deep exhibit space with pipe and black drape

Oversized Equipment or Indoor Truck Display (please refer to *Display Vehicles* on page 11)

- Net Square Foot (NSF) as purchased; pipe and drape is not included for Indoor Truck Display area

Exhibit fees INCLUDE the following:

- Assigned floor space at the International Centre with general house lighting
- Janitorial service for maintenance of aisles and public areas
- 24-hour uniformed security guards during move-in, show dates and move-out
- Access to a dedicated exhibitor lounge
- Exhibitor badges as required
- Drayage (maximum 4,000 lbs per lift)
- Basic listing in Show Guide (if received by September 1)

Exhibit fees EXCLUDE the following:

- Audio visual components
- Carpet, Tables, Drapery, Counters, Storage & Display Units, Accessories & Office Furnishings, Chairs & Stools, Sofas & Chairs, Plants, Signs & Banners
- In-Booth Forklift Services, Labour, Material Handling Services
- Transportation Services, Customs Brokerage Services
- Electricity, Lighting, Mechanical Services, Signage, Sign & Banner Hanging
- Food and beverage
- In-booth cleaning
- In-booth security
- Lead retrieval
- Social events (Don Morgan Memorial Golf Tournament, Post-Move-In Party & Friday Night Event)
- Telecommunications

Business Centre

The Printing House (store 025) is located at 2859 Derry Road East. Please contact them directly at (905) 677-0674 if you require business services.

Care of Building

No materials of any kind may be affixed to the ceiling or to any walls of the International Centre by any method whatsoever without the prior approval of the facility. Use of nails, screws, glue or any material that can mark floors, walls, columns or ceilings is prohibited. Exhibitors are liable for any damage caused to building floors, walls, columns or ceilings or to standard booth equipment.

Exhibits that have floor coverings are required to use double-sided adhesive cloth tape. Duct tape is not permitted. The exhibitor will be charged if the building must remove tape residue from the floor after the show. Tape can be purchased from Caldas Building Services by using the form available at https://www.sac-ace.ca/wp-content/uploads/2016/04/Caldas_Cleaning_Services_Booth_Order_Form_2017.pdf.

Cleaning of Common Areas and Booths

Aisles and common areas within the show will be cleaned daily. Booth cleaning will not be provided by Show Management. To order in-booth cleaning services, please complete and submit the order form at https://www.sac-ace.ca/wp-content/uploads/2016/04/Caldas_Cleaning_Services_Booth_Order_Form_2017.pdf.

At the end of the show, exhibitors are responsible for removing all garbage and debris from their booth upon moving out of The International Centre. There will be a bulk garbage removal fee charged to the exhibiting company if any garbage is left in your exhibit space.

Contests/Draws – Exhibitors

Contests and draws conducted by exhibitors in conjunction with their display must be free of any obligation on the part of the winner. Prize winners must not be required to place an order before collecting the prize offered. The schedule of prizes and terms of the draw must be clearly stated on the entry form and must comply with all existing regulations.

Contests – Sign Association of Canada

1. Best Booth

This year SAC will hold its annual Best Booth Award. A prize will be awarded to the exhibitor based on the following criteria:

- Design
- Booth layout
- Overall appearance
- Promotion
- Display of products
- Attendee engagements
- Visibility consistent with booth décor
- Customer service
- Staff accessibility and approachability
- Product resource material

The winner will be announced on Saturday, October 28, 2017.

2. Attendee Attraction Award

The exhibitor who attracts the most onsite attendees will be awarded with a prize on Saturday October 28, 2017. Exhibitors have been provided with unique codes that can be tracked. Be sure you use your unique code to advertise to your customers! This code provides them with free admission to Sign Expo Canada 2017. Contact info@sac-ace.ca if you have not received your code.

Courier and Deliveries

Deliveries will not be accepted at the International Centre until exhibitor move-in commences on Thursday, October 26, 2017 at 8:30 AM. A representative from your company must be onsite to sign for all deliveries. Show Management will not sign for any deliveries. Only materials that can be hand-carried should be brought through the main entrance doors; all items requiring a forklift or dolly must be delivered through the loading docks.

Note: Exhibitors shipping less than a tractor trailer load of goods to the show are urged to pre-ship the goods through the Advance Warehouse. By pre-shipping, you will avoid delays as pre-shipped goods will be consolidated by Stronco and delivered to your booth by your assigned move-in time. To order transportation services, please complete and submit the order form at: <https://www.sac-ace.ca/sign-expo-canada/exhibitor-information/>.

Customs

Show Management strongly encourages exhibitors from outside of Canada to use the show's **official** Customs Broker, Stronco. As the official customs broker they will have a representative onsite during move-in for assistance with customs clearance. To make customs arrangements, please complete and submit the order form at <https://www.sac-ace.ca/sign-expo-canada/exhibitor-information>. Please note: Show Management has registered this event with the Canada Border Services Agency, and have been granted tariff classification **9993.00.00.00** duty free, on the condition that the goods will be exported from Canada upon the completion of the event. To facilitate border procedures, it is recommended that any foreign national destined for Sign Expo Canada ask Show Management for a copy of the letter for presentation to the Border Services Officer upon your arrival to Canada.

Demonstrations

Demonstrations include any part of the exhibitor's presentation involving the interaction of exhibit personnel and their audience through demonstrations, presentation, or sampling. Demonstration areas must be organized within the exhibitor's space so as not to interfere with any aisle traffic. Sampling or demonstration tables must be placed a minimum of 2'0" from the aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, Show Management will have no alternative but to request that the presentation or sampling be stopped or the exhibit rearranged to contain the spectators or samplers within the exhibit space.

Display Vehicles

Cars, trucks and machinery for display must be thoroughly cleaned before entering the building, and a protective sheet of plastic placed underneath to prevent staining the floor. In addition, the following must be adhered to:

- the vehicle's gasoline tank should be filled as close to the 1/2 mark as possible
- the battery terminal needs to be disconnected
- a drip pan must be placed underneath vehicle
- the vehicle must have a lockable gasoline tank cover

Distribution of Materials

Exhibitors have the right to distribute their catalogues and other approved printed matter (i.e., only information related to items displayed), but only within their booth space; not in the aisles or public areas.

Drayage

Drayage is included in your booth rental; the maximum weight for a single item lift is 4,000 lbs. A limited number of dollies will be available for exhibitor use.

Dress Code

The dress code has been designated as business casual for all exhibitors and attendees.

Electrical

Electricity is not provided with your exhibit space and exhibitors are not permitted to use electrical outlets ordered by another exhibitor. Showtech Power & Lighting is the exclusive electrical supplier for The International Centre. To order electrical services, please complete and submit the order form at <https://e.showtechordering.com/ST-00049194>.

Exhibitors are not permitted to install any electrical wiring devices onsite other than regular extension cords; all onsite wiring and connections must be done by Showtech. Any electrical signs or lighting attached to the building structure must be installed by Showtech.

Electrical Safety Code Requirements

The International Centre maintains a complete service centre at the show. In order to allow proper scheduling of equipment and manpower, exhibitors should place their orders for electricity with Showtech, listed above under "Electrical", well in advance of the show. All electrical equipment operated at the show must have Canadian Standards Association (CSA) approval.

Emergency Procedures

Please ensure all onsite staff review the Emergency Response Plan for The International Centre. This document is posted here <https://www.sac-ace.ca/sign-expo-canada/exhibitor-information>.

Exhibitor Badges

- In order to provide a safe move-in/out environment, the show floor will be controlled to ensure only approved exhibit staff have access.
- Entrances to the show floor will be monitored and access denied to those without show credentials. Security will also be routinely checking the show floor for badges.
- Children under the age of 16 are not allowed on the show floor (or in vehicles on the show floor) during move-in and move-out.
- Please order a badge for all persons working the show and advise all onsite staff and contractors that they must pick up their show credentials as soon as they arrive onsite.

Exhibitors must register for their name badge in advance. You will need to enter your company name and exhibitor code to register. If you do not have an exhibitor code, please phone SAC at (877) 470-9787.

Exhibitor Listing for Show Guide

Each exhibitor will receive their company name and booth number in the Sign Expo Canada 2017 Show Guide. Upgraded listings can be purchased by contacting Heidi Rule, Sales Manager at Sign Media: (800) 409-8688 ext. 231 or hrule@signmedia.ca.

Exhibitor Lounge

Room 102 in Hall 1 is the dedicated exhibitor lounge. This room is not supervised, so please do not leave any valuables unattended.

Fire Regulations

Fire hose cabinets, exit signs and exit doors must be left accessible and in full view at all times.

It is of paramount importance that, at no time, a fire exit or accompanying corridor be blocked/obstructed. Hold open devices (i.e. door wedges) are not allowed as this breaches fire regulations.

All display materials including banners must be flame proofed and are subject to inspection by the City of Mississauga Fire Department. No inflammable fluids or substances may be used or shown in booths. All exhibit, display or demonstration installations must meet the requirements of all regulations and inspections enforced by the local Fire Department and the International Centre. Please read the document titled "City of Mississauga Fire Regulations", found here http://www.internationalcentre.com/site_files/content/pdfs/forms-guidelines/City_of_Mississauga_Fire_Regulations.pdf

First Aid

A nurse will be available during move-in, show hours and move-out. The station is located close to Hall 1; if you require medical or emergency assistance, please go directly to the First Aid station. Please advise Show Management of any medical emergencies.

Floor Graphics

If you wish to have floor graphics in your booth, they must be contained within your booth space. Individual floor graphics may not spill out into any aisles or public spaces.

Food and Beverage

The International Centre is the exclusive provider of food and beverage services. No food or beverage may be brought into The International Centre. To order food and beverage for your booth, please review the Hospitality Menu and complete and submit the order form at <https://www.sac-ace.ca/sign-expo-canada/exhibitor-information>.

Insurance and Liability

Neither Sign Expo Canada, Show Management, The International Centre, nor any show contractor can be responsible for injury to persons, loss of or damage to products, exhibits, equipment, or decorations, by fire, accident, theft or any other cause while in the building or on the grounds.

Exhibitors are responsible for the placement and cost of a Commercial General Liability Insurance Policy with a per occurrence limit of not less than \$5,000,000. Additional insured companies, including Sign Expo Canada and The International Centre, must also be listed on the insurance certificate. We recommend that you secure an all risk rider for merchandise and equipment from the point of shipment to the return. Please review your company insurance coverage prior to the show; most insurance companies will provide additional riders for extra coverage.

Latecomers/No-Shows

Any space not claimed and occupied on Friday, October 27, 2017 at 9:00 AM may be resold or reassigned by Show Management without any refund whatsoever. Any exhibitor failing to occupy contracted space is not relieved of the obligation to pay the full rental of such space. If you cannot move into your exhibit space on time, please contact Show Management to make special arrangements.

Lead Retrieval

Why use Lead Retrieval? In a competitive world you need all the advantages you can receive. CONEXSYS® helps you succeed by providing comprehensive lead retrieval information in a simple, fast and efficient manner. Using bar codes, the CONEXSYS® system records information such as the name and address of each visitor to your booth, which of your products/services they are interested in and the type of follow-up action desired.

CONEXSYS® leaves you free to do what you do best - introduce your products and services to prospective clients. To order a lead retrieval unit, please complete and submit the order form at <https://www.sac-ace.ca/sign-expo-canada/exhibitor-information>.

Lighting

General house lighting is provided inside Hall 1. Additional lighting for your booth can be rented directly from Showtech. You will need to order electricity if you plan to have additional lighting in your booth. Laser beams, gobos and other lighting accessories must be contained within your booth space. To order electrical or lighting services, please complete and submit the order form at <https://e.showtechordering.com/ST-00049194>.

Lost and Found

Any lost and found items will be held at the Registration Desk, located in the main lobby of Hall 1. Once the show closes, any items remaining will be provided to The International Centre's security.

Mechanical Services

Mechanical services can be ordered through Showtech Power & Lighting. To order mechanical services, please complete and submit the order form at <https://e.showtechordering.com/ST-00049194>.

Move-In Procedures

(please refer to the Occupational Health and Safety section on page 14 and the Shipments to/from the Show section on pages 15-16)

Move-in is scheduled from 8:30 AM to 6:00 PM on Thursday, October 26, 2017. Please follow the instructions below for move-in:

1. Parking personnel will direct exhibitors to loading docks located at Hall 1.
2. Park your vehicle in one of the loading docks between 37 and 43, or park in a parking spot until a loading dock becomes available.
3. Unload your vehicle as quickly as possible and move it from the dock to a parking space. Please be considerate of others waiting to use loading docks. Vehicles left unattended in the loading docks will be towed at the exhibitor's expense.
4. A limited number of dollies will be available for exhibitor use during move-in hours. Please return dollies once you have finished using them.
5. Labour for booth setup and dismantling is the responsibility of the individual exhibitor. If you have outside personnel installing your booth, please make sure they are advised of the above move-in schedule.
6. Ensure that the staff setting up your booth have a copy of all service orders (electrical, telephone, internet, etc.).
7. Due to safety regulations, vehicles will not be permitted in the building without prior consent from Show Management.
8. ALL exhibit setup must be completed by 6:00 PM on Thursday, October 26, 2017. Exhibitors moving in on Friday, October 27, 2017 will only be permitted to hand-carry materials onto the show floor. Forklifts, dollies and other equipment will not be allowed on the show floor. All materials must be brought through the front doors, as all loading docks will be closed.

Note: The show floor is deemed a construction site by the Ministry of Labour, 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 these times. Open toed shoes are not permitted.

Move-Out Procedures

(please refer to the Shipments to/from the Show section on pages 15-16)

Move-out shall not commence before 4:00 PM on Saturday, October 28, 2017. A penalty may be assessed to any exhibitor dismantling or removing material prior to that time. Exhibitors are encouraged to remove small cartons and open cases of products from the building immediately after show close. While Show Management will take all reasonable security precautions to safeguard small items, immediate removal of such items will minimize the possibility of loss or damage.

All exhibits must be dismantled and removed on Saturday, October 28, 2017 no later than 10:00 pm. Any exhibitor leaving materials in the exhibit area after the deadline will be charged for labour and storage fees.

All exhibitor materials must be removed from the International Centre including all samples, 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 International Centre's cleaning service.

Music/Noise Levels

All exhibitors must adhere to a maximum noise level of 40 decibels. The use of public address systems, live instruments, etc., are not permitted on the show floor or within the grounds of the International Centre unless authorized by Show Management. Speakers must be facing inwards and not facing the aisles or any other booth. Show Management reserves the right to control the sound level in the event that it becomes a nuisance to other exhibitors.

Occupational Health and Safety

All exhibitors are reminded that workplace and worker safety is everyone's responsibility. All participants at Sign Expo Canada 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.

Important Notice: All exhibitor personnel involved with the move-in and/or move-out process (i.e., material handling, erecting/dismantling exhibits, etc.) MUST wear approved safety footwear at all times during move-in and move-out regardless of their booth size or location on the show floor. Approved hard hats must be worn in booths where overhead work is being done.

Show Management will be vigilantly monitoring the show floor to ensure a safe work environment. It needs to be everyone's goal to minimize the potential hazards and reduce the risk of injuries. Should you see a hazard or unsafe work practice on the show floor, notify Show Management immediately.

Exhibitor Procedures for Worker Safety

We ask that all exhibitors make safety a part of their activities during the show; especially during set-up and tear-down. Any exhibitor who sees something that is unsafe or presents a hazard should report it to Show Management immediately. By doing so, we can all help make the show floor safer for all participants. Below are some key procedures to follow while at the show to enhance overall show safety and to help prevent injuries:

- During move-in and move-out, appropriate attire including approved safety footwear with steel-toes and hard soles and hard hats must be worn if you are involved with material handling or erecting/dismantling exhibits. Safety shoes help protect against potential injuries from debris on the show floor; these types of shoes also limit the potential for slips and falls. Open-toed shoes are not allowed during move-in!
- Ensure that all move-in/out staff has access to approved protective devices/materials and that these be worn in the appropriate construction situations (e.g., safety glasses, gloves, etc.).
- Do not stand on chairs, tables or other furniture at any time; please use a ladder. Note that ladders are not to be used as working platforms and should only be used for momentary access to a higher point. Extended time at a height should be performed on a scaffolding system.
- A person performing work at a height greater than 10' must be wearing a safety harness and be tied off appropriately.

Parking

Daytime parking for exhibitors and visitors at the International Centre is complimentary.

Payment of Account

All booths must be paid in full prior to move in. Show Management reserves the right to refuse entry to any exhibitor whose account has not been paid in full. For questions regarding payments to your account, please contact Asif Ahmed at (905) 856-0000.

Photography/Videography

Show Management reserves the right to reproduce all photographs, images and likeness taken during the show. These images may be used by Show Management for marketing or other purposes as required.

Reassignment of Space

Show Management has the right to change assigned space to an exhibitor in order to create an effective show floor.

Safety and Security

While every precaution is taken to safeguard exhibits, Show Management and The International Centre do not assume responsibility for the safety of exhibits against robbery, fire, damage, accidents or any cause whatsoever, either during move-in, show hours or move-out. In all cases, exhibitors must insure their goods and exhibits against such losses. Please report all incidents of theft to Show Management immediately. We suggest you take anything valuable with you when you leave or arrange for in-booth security.

Exhibitors are required to maintain staff in their exhibit at all times during hours of the show. This will reduce the likelihood of a loss in your booth during the show.

Uniformed security personnel will be on duty 24-hours a day from move-in through to move-out. Exhibitors are advised to maintain normal precautionary measures to protect their display material and equipment. If you require individual booth security, please complete and submit the order form at <https://www.sac-ace.ca/sign-expo-canada/exhibitor-information..>

Tips:

- The greatest risk of theft is during move-in and move-out. Stay with your materials as much as possible and be especially alert during these times
- Do not leave your exhibit unattended
- Familiarize exhibit employees with the onsite emergency contact number, first aid office, closest emergency exits and what to do in the event of an emergency
- Ensure all valuables are secured after hours
- Keep all personal items out of plain sight and secured
- Report any suspicious behaviour to security personnel and Show Management

Shipments to the Show

Deliveries will not be accepted at the International Centre until exhibitor move-in commences on Thursday, October 26, 2017 at 8:30 AM. A representative from your company must be onsite to sign for all deliveries. Show Management will not sign for any deliveries. Only materials that can be hand-carried should be brought through the main entrance doors; all items requiring a forklift or dolly must be delivered through the loading docks.

Note: Exhibitors shipping less than a tractor trailer load of goods to the show are urged to pre-ship the goods through the Advance Warehouse. By pre-shipping, you will avoid delays as pre-shipped goods will be consolidated by Stronco and delivered to your booth by your assigned move-in time. To order transportation services, please complete and submit the order form at <https://www.sac-ace.ca/sign-expo-canada/exhibitor-information>.

You have three shipping options:

Option 1: Advance Shipments To Warehouse

We recommend you ship your show materials to the Stronco warehouse in advance of the show. This service includes storage of your materials for up to 30 days in advance of the show, delivery of your shipment to your booth, and both the removal and storage of empty containers. This option also eliminates marshalling yard time. To order Advanced Show Receiving, please complete and submit the order form at <https://www.sac-ace.ca/consac/exhibitor-registration>.

Advance shipping warehouse address:

Exhibiting Company Name: Booth

Number: Sign Expo Canada 2017

STRONCO LOGISTICS

1510B Caterpillar Road

Mississauga, ON L4X 2W9

Advance Warehouse includes Material Handling Services and charges. Your carrier must pick up your materials directly from the show site at the conclusion of the event. For more information please read the Stronco Advanced Show Receiving Order Form and the Stronco Material Handling Form at <https://www.sac-ace.ca/sign-expo-canada/exhibitor-information>.

Option 2: Direct Shipping To The International Centre

The International Centre loading docks will ONLY BE RECEIVING DIRECT SHIPMENTS BETWEEN 8:30 AM and 6:00 PM ON THURSDAY, OCTOBER 26, 2017. Every crate or carton should be marked with appropriate shipping labels. Please try to time your arrival with that of your direct shipment should you be doing your own booth set up. This will help avoid any delays at the loading docks. If you wish Stronco to deliver your direct shipment to your booth, please complete the Stronco Material Handling Order Form at <https://www.sac-ace.ca/sign-expo-canada/exhibitor-information>.

Direct shipping exhibit site address:

Exhibiting Company Name: Booth Number:
Sign Expo Canada 2017
The International Centre Exhibit Hall 1
6900 Airport Road Mississauga, ON L4V 1E8 Carrier:
Number of Pieces:

Option 3: Hand Carry

Exhibitors can hand carry items themselves only on Friday, October 27, 2017, up to 9:00 am. No dollies on the floor after 9:00 am. Any heavy equipment must be handled by Stronco.

Please note that if you use your own courier service, you must be onsite to receive the delivery.

Show Management will not sign for any exhibitor materials.

Shipments from the Show

Stronco is the preferred shipper and will be onsite to assist you. To order Transportation Services, please complete and submit the order form at <https://www.sac-ace.ca/sign-expo-canada/exhibitor-information>.

NOTE: Any exhibitor material not picked up by 10:00 PM on Saturday, October 28, 2017 will be rerouted at the exhibitor's expense. International exhibitors' freight will be forwarded via Stronco Logistics and Canadian exhibitors will have their freight sent to the Stronco warehouse at the exhibitor's expense.

Shuttle Bus Services

Shuttle bus service is not provided at Sign Expo Canada. Complimentary parking is available at the host hotel for overnight guests and at The International Centre. Taxi service is readily available at both locations.

Soliciting

Distribution of literature or other exhibit material is forbidden outside the immediate exhibit area; any materials found outside of your booth area will be removed and disposed of immediately. Exhibitors wishing to enter another exhibitor's area may only do so if invited.

Staffing of Exhibits

Exhibits must be set up and staffed during all open hours of the show. No exhibits should be left unattended at any time. Exhibit removal prior to the final day's close of the show is strictly forbidden.

Storage

A limited amount of storage will be available on the show floor, in designated areas. Show Management and their suppliers are not responsible for any items left in this area, as they are not secure.

Subletting

No exhibitor may sublet any portion of their allocated exhibit space to another company or person without the expressed written consent of Show Management.

Telecommunications

The International Centre is the exclusive provider of all telecommunications services. To order internet and phone services, please complete and submit the order form at <https://www.sac-ace.ca/sign-expo-canada/exhibitor-information>.

Unpacking of Boxes and Crates

During move-in, exhibitors must unpack crates within their own booth areas and keep aisles clear for the safety of others. A limited amount of storage will be available on the show floor, in designated areas. Show Management and their suppliers are not responsible for any items left in this area, as they are not secure.

MAPS & DIRECTIONS

International Centre - Hall 1

6900 Airport Road, Mississauga, ON
L4V 1E8 (see map on next page)

Travelling by Bus:

A bus stop is located near the Main Entrance of The International Centre on Airport Road. For current bus transit times and locations, please call Mississauga Transit at 311 for customer service or visit <http://www.mississauga.ca/portal/miway>.

Travelling by Plane:

The International Centre is located approximately 3 kilometers from Toronto's Pearson International Airport (YYZ) on Airport Road. Many taxi and limousine services are on stand-by at each terminal.

Travelling by Train:

The Malton GO Station is located adjacent to The International Centre across the railway tracks. Please use the tunnel walkway between the Malton GO Station and The International Centre. For current train transit times and locations, please call GO Transit at (888) 438-6646 or visit <http://www.gotransit.com/>.

Travelling by Car:

QEW (Travelling EAST)

1. Take QEW EAST to Hwy. 427 NORTH.
2. Follow Hwy. 427 NORTH and exit at Dixon Road.
3. Turn LEFT at the traffic lights at Dixon Road.
4. Follow Dixon Road (which becomes Airport Road) for approximately 4 kilometers.
5. The International Centre will be located on your RIGHT.

GARDINER EXPRESSWAY (Travelling WEST)

1. Take GARDINER WEST to Hwy. 427 NORTH.
2. Follow Hwy. 427 NORTH and exit at Dixon Road.
3. Turn LEFT at the traffic lights at Dixon Road.
4. Follow Dixon Road (which becomes Airport Road) for approximately 4 kilometers.
5. The International Centre will be located on your RIGHT.

401 (Travelling WEST)

1. Take 401 WEST to Hwy. 409 WEST.
2. Follow Hwy. 409 WEST and exit at Airport Road.
3. Turn RIGHT at the traffic lights at Airport Road.
4. Follow Airport Road for approximately 3 kilometers.
5. The International Centre will be located on your RIGHT.

401 (Travelling EAST)

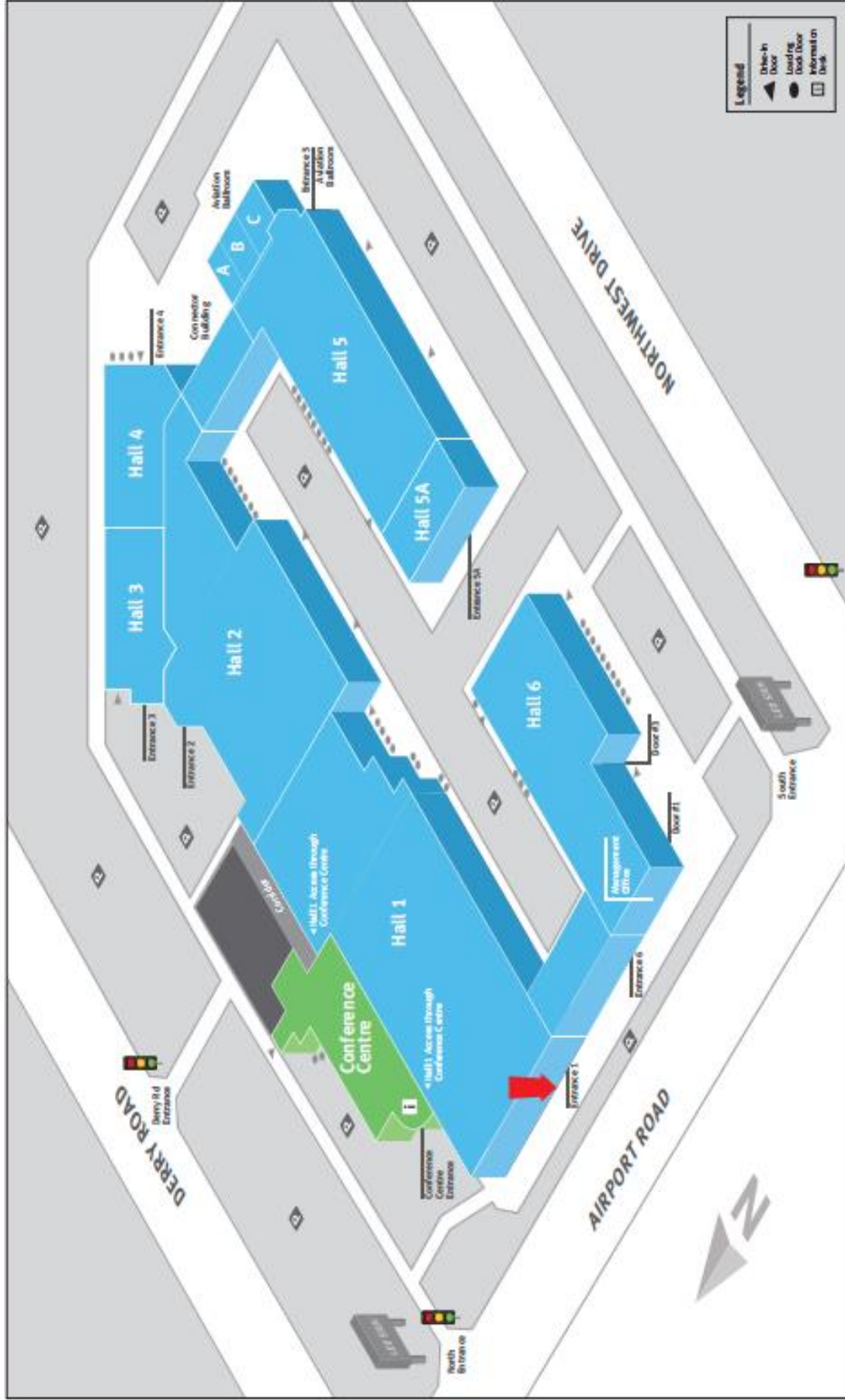
1. Take Hwy. 401 EAST to Hwy. 427 NORTH.
2. Follow Hwy. 427 NORTH and exit at Dixon Road.
3. Turn LEFT at the traffic lights at Dixon Road.
4. Follow Dixon Road (which becomes Airport Road) for approximately 4 kilometers.
5. The International Centre will be located on your RIGHT.

407 (Travelling EAST OR WEST)

1. Take Hwy. 407 EAST OR WEST and exit at Airport Road.
2. Turn SOUTH at the traffic lights at Airport Road.
3. Follow Airport Road for approximately 5 kilometers.
4. The International Centre will be located on your LEFT.

THE INTERNATIONAL CENTRE

Hall 1



6900 Airport Road, Suite 120, Mississauga, Ontario, Canada L4V 1E8
T 905.677.6131 F 905.677.3089 T 1.800.567.1199 internationalcentre.com

THERE'S SOMETHING HAPPENING HERE!

EXHIBITOR CHECKLIST

To keep track of show planning tasks simply print this checklist and check off tasks as you complete them.

Track Your Progress

- Invite your customers to see you at the show (pre-show mailer/postcard).
- Review sponsorship and advertising opportunities available.
- Book airfare and hotel for booth staff.
- Design your booth and obtain Show Management approval, if required.
- Determine show promotions - giveaways, press kits, etc.
- Order staff badges for booth staff and setup contractors.
- Register for Golf Tournament, Post-Move-In Party,

Friday Night Event

- Order booth amenities (carpet, furniture) through Stronco.
- Order electrical equipment & services through Showtech Power & Lighting.
- Order food and beverage and telecommunications services through The International Centre.
- Order lead retrieval units through CONEXSYS to track visitors to your booth.
- Order in-booth cleaning services through Caldas Building Services.
- Order audio visual equipment and services through AV-Canada.
- Ship your materials to the show with Stronco, the official transportation supplier.
- Confirm move-in / move-out times, copy all booth orders and insurance certificates and provide to booth staff attending the show.
- HAVE A GREAT SHOW!
- Book your booth for Sign Expo Canada 2018.
- Follow up with your leads from the show.