

seasons

CHRISTMAS SHOW

crafted by MAKEful

NOVEMBER 16–18, 2018
THE INTERNATIONAL CENTRE, MISSISSAUGA

Exhibitor Guide

Exhibitor Kit Order Forms are available at
seasonsshow.com/exhibitor-manual

seasons

CHRISTMAS SHOW

crafted by **MAKE** *ful*

2018 Show Facts at a Glance

Show Management

Blue Ant Media Solutions Inc.
130 Merton St., Suite 200,
Toronto ON M4S 1A4

Tel: (416) 599-2000
Fax: (416) 599-0800

e-mail: info@seasonsshow.com
website: seasonsshow.com

Show Location

International Centre, Hall 5
6900 Airport Rd. (at Derry Rd.)
Mississauga, ON L4V 1E8

Show Dates/Hours

Friday, November 16
10am–8 pm

Saturday, November 17
10 am–6 pm

Sunday, November 18
10 am–5 pm

Show Staff

Show Director: Greg McLeod, ext. 237

Show Manager: Erinn Wright, ext. 224

Manager of Consumer Show Engagement:
Rebecca De Silva, 416-646-4443

Account Representative:
Jade Cannata, ext. 255

Show Coordinators:
Elizabeth Cressatti, ext. 6597
Jina Newell, ext. 247

Show Office

Connector between Halls 2 & 5
Meeting Room 509/510

Move-in

Wednesday, November 14*, 3 pm–8 pm

*At the discretion of Show Management

Thursday, November 15, 8 am–8 pm

Makeful Market Participants
Thurs. November 15, 8 am–8 pm

Move-out

Sunday, November 18, 5 pm–11 pm

MOVE IN

Date & Time

Wednesday, November 14 3 pm–8 pm*
Thursday, November 15 8 am–8 pm

Makeful Market Participants:

Thursday November 15 8 am–8 pm

*At the discretion of Show Management. All appointments must be approved by Show Management.

Schedule

While there is not a scheduled move-in per se, exhibitors are encouraged to come as early as possible to allow for maximum time to complete their booth set up and finishing touches.

Exhibits

All exhibits must be fully completed and operational by 8 pm on Thursday, November 15. This allows for aisle carpet installation and pre-show media review. Exhibits must remain intact and staffed until show closing at 5 pm on Sunday. Failure to adhere to this regulation will affect future participation in the Seasons Christmas Shows.

Material Handling

Dollies will be available at the loading doors, free of charge. Unload your vehicle as quickly as possible and return your dolly.

Forklift requirements are the responsibility of the exhibitor and should be ordered directly through Stronco. Labour required for moving materials and equipment, set-up and dismantling of exhibitors is the responsibility of the individual exhibitor.

Forklift and Labour order forms can be found in the online Exhibitor Kit at seasonsshow.com/exhibitor-manual

Storage

Please be advised that you are responsible for placing your own crates in storage. Contract labour is available from Stronco at the exhibitor's expense; however, arrangements should be made in advance.

Please carefully identify every empty case, skid, crate, or carton before it is placed in storage by completing and affixing the storage labels. Storage labels will be made available through Stronco at the Freight Desk.

Exhibitors are advised that storage areas are not, and cannot be, secured. Therefore, no valuable materials of any kind, products or exhibits, should be consigned to storage.

MOVE OUT

Dates & Times

Sunday, November 18 5 pm–11pm

Schedule

For the benefit and safety of the consumer, no removal or dismantling of exhibits or material is permitted before 5 pm on Sunday, November 18.

Exhibitors are urged to remove electronics, small cartons and open cases of products from the building immediately after the close of the show. While management will take all reasonable precautions to safeguard small items, immediate removal of such items will minimize the possibility of loss from pilferage.

Material Handling

Dollies will be available for use at the loading doors once the aisle carpet has been completely removed and must be returned when finished.

Forklift requirements are the responsibility of the exhibitor and should be ordered directly through Stronco. Labour required for moving materials and equipment, set-up and dismantling of exhibitors is the responsibility of the individual exhibitor.

Forklift and Labour order forms can be found in the online Exhibitor Kit at seasonsshow.com/exhibitor-manual

Storage

Crates and containers will be available for retrieval once carpets have been removed.

NOTE: Any material not removed from the exhibition hall by midnight will be removed and stored by our official transportation company at the expense of the exhibitor.

Children under the age of 16 are not permitted on the show floor during move-in and move-out.

EXHIBIT RULES & REGULATIONS

Booth Design Rules

Please be sure to follow the rules & regulations stipulated below 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. Please be advised that all booth displays are subject to Show Management's approval. If you foresee a problem or have any questions in regards to your booth, please contact Show Management.

- Booth displays are to be themed to the Christmas season.
- Each exhibit must have full floor covering unless otherwise noted. The required adhesive tape is double-sided 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 Inc in the show office.
- Handwritten signs are NOT permitted. Professional signage can be ordered from Stronco Show Services.
- Signs are intended to identify your exhibit space. Signage must be single sided (unless you have an island or peninsula booth), face the aisle, be finished on the back side and cannot exceed the specified height regulations stated below.
- **All backwalls & sidewalls cannot exceed 8 ft. In height.**
- Booth materials and configurations are subject to the policies of the facility. Please contact Show Management for any non-uniform set-ups. Use of canopies, platforms, or other variables could result in restrictions or obligations on the part of the exhibitor.
- Exhibitors with displays or exhibits requiring suspension from the ceiling of the exhibit hall must contact SHOWTECH Power & Lighting. Cost is the responsibility of the exhibitor. Show Management approval is required.

In-line Booth is a booth that has exhibitors on both sides. The side walls of this booth type must extend the full depth of the booth and must be 8 ft. in height. Any sign hung in this booth cannot exceed 8 ft. in height from the top of the sign.

Corner Booth is a booth that has an exhibitor on one side only. The side walls of this booth type must extend the full depth of the booth and must be 8 ft. in height where there is a neighbouring exhibit and should be left open on the side facing the aisle. Any sign hung in this booth cannot exceed 8 ft. in height from the top of the sign.

Peninsula Booth is a booth that has 1 or 2 adjoining exhibitor(s) and has 3 sides open to the aisles. This booth must have a full solid 8 ft. high backwall separating themselves from their adjoining neighbour(s). Any sign hung in this booth cannot exceed 21 ft. in height from the top of the sign and must be hung in the centre of the booth and be double-sided.

Island Booth is a booth that has aisles on all 4 sides. No walls in this booth can exceed 8 ft. in height. Any sign hung in this booth cannot exceed 21 ft. in height from the top of the sign and must be hung in the centre of the booth and be double-sided.

Flooring

Booths not using a table that is draped along the full frontage of the booth must have a floor covering for 100% of your booth space. You can rent carpet from Stronco or bring your own floor covering. Please ensure floor coverings remain within the **exact** dimensions of your exhibit space. For any floor covering that does **not**, we will request that it be cut or removed and replaced. Also note that the removal of flooring adhesive is the responsibility of the exhibitor.

Failure to do so will result in the exhibitor being charged for cleaning services.

SHOW SERVICES & INFORMATION

To ensure the orderly and efficient installation and removal of displays, and to eliminate confusion resulting from solicitation by unknown and unqualified firms, **Seasons Christmas Show** has designated certain firms as official show contractors. We urge you to place your orders with these firms unless you have a permanent arrangement and it complies with the regulations of the International Centre. Order forms must be returned to the respective companies by the deadline dates stipulated on each. Note: A premium will be charged for orders placed at the show. All order forms can be found online at seasonsshow.com/exhibitor-manual

Audio Visual

Should you have any audio-visual needs, please contact:

Stronco Show Services

1510 Caterpillar Rd., Unit B
Mississauga, ON L4X 2W9
Tel: (905) 270-6767 or 800-665-2621
Fax: (905) 270-6771
exhibitorservices@stronco.com
stronco.com

Cleaning

Individual booth cleaning is the responsibility of the exhibitor. You may choose to clean your booth yourself, or arrangements for cleaning may be made through the company listed below. Order form is available online.

Caldas Building Services Inc.

6900 Airport Rd., Box 32
Mississauga, ON L4V 1E8
Tel: (905) 672-2304
Fax: (905) 672-5670
info@caldas.ca
caldas.ca

Customs

Any exhibitors requiring assistance with regard to Canada Customs, please contact the company listed below.

North American Logistics Services Inc.

49 Simpson Rd.
Bolton, ON L7E 2R6
Tel: (905) 951-5478 or (888) 595-5357
Fax: (905) 951-9613
bcarson@nalsi.com
nalsi.com

Display Rentals

Furniture rentals, signs, plants, drapery, and carpeting, as well as installation and dismantling of exhibits are all available through Stronco. Order form is available online at seasonsshow.com/exhibitor-manual.

Stronco Show Services

1510 Caterpillar Rd., Unit B
Mississauga, ON L4X 2W9
Tel: (905) 270-6767 or 800-665-2621
Fax: (905) 270-6771
exhibitorservices@stronco.com
stronco.com

Electrical & Plumbing

Lighting in the exhibit area is adequate and additional lighting is not required for your exhibit. However, you may wish to obtain spotlights to highlight particular areas of your display.

Showtech Power & Lighting will maintain a complete service centre at the show. However, in order to allow proper scheduling of equipment and staff, exhibitors should place their orders well in advance of the show. If an estimate is required, please request it on the form. We urge you to contact Showtech with regard to voltage sensitive equipment, or if you have special requirements or concerns about electrical procedures. Showtech has a lift available to hang signs and banners for a fee.

Exhibitors requiring plumbing services can make necessary arrangements through Showtech. Plumbing and natural gas forms are not available online but are available upon request.

Showtech Power & Lighting

5675 McLaughlin Rd.
Mississauga, ON L5R 3K5
Tel: (905) 283-0550
Fax: (905) 203-0551
Toll free: 855-746-9832
International Centre Site Office:
(905) 677-9546
kdudley@showtech.ca
showtech.ca

SHOW SERVICES & INFORMATION (CONT.)

Flameproofing

The *Ontario Building Code* prohibits the use of flammable material in booth construction or decor. Foamcore in any form is forbidden. Fire regulations require that all decorating materials be flame-proofed (see online Fire Regulations Sheet). The Ontario Fire Marshall will remove equipment and materials considered hazardous, at the exhibitor's expense. If your exhibit has been flame-proofed, have documentation available at the booth for the Fire Marshall's inspection. This will avoid having to fire test the exhibit on-site, which is subject to additional fees.

Hotel

The official show hotel is offering a special rate for **Seasons Christmas Show** exhibitors. To take advantage of the special rates, call directly and identify yourself as a **Seasons Christmas Show** exhibitor.*

Holiday Inn – Toronto International Airport

970 Dixon Rd., Toronto, ON M9W 1J9

Tel: 416-674-4343

Fax: 416-798-5810

holidayinn.com/yyz-intlapt

Rate: \$115/night single/double

Parking: \$8/one car per room

The reservation link can be found above and the deadline date is October 16, 2018. The booking code is SCS. Rooms sell out quickly, so reserve early.

*Subject to space availability

Insurance

All exhibitors are required to provide proof of insurance. Please see Show Rules & Regulations for details. For additional information, please contact:

exhibitorinsurance.com

Administered by Brokers Trust Insurance Inc.

2870 Hwy 7, Suite 103

Concord, ON L4K 3R9

Tel: 905-695-2971

Fax: 1-866-296-4199

info@exhibitorinsurance.com

exhibitorinsurance.com

Photography

Exhibitors and visitors are prohibited from taking pictures of any kind within the exhibit hall unless prior written permission of the Show Management has been obtained. Show Management reserves the right to reproduce all photographs, images and likeness taken during the show by a staff photographer for future purposes. Photographs taken by an exhibitor, of their own exhibit are exempted from these rules.

Publicity Information

Our show publicist will be in attendance to promote new and interesting products to the media. If you have a media release or product photos, send to:

Kate Calder

Senior Publicist

kate.calder@blueantmedia.ca

(416) 646-6591

SHOW SERVICES & INFORMATION (CONT.)

Security

Security will be provided 24 hours a day, from the start of move-in, during the show, and throughout the move-out. If you require additional security services, please contact Seasons Christmas Show for supplier information

NOTE: In the interest of providing the best possible security, exhibitors are requested to leave the building within a half-hour of show closing each night.

Shipping

All shipments should be consigned to:

Seasons Christmas Show—Hall 5

(Exhibitor's Company Name)
(Booth # and number of pieces in shipment)
International Centre
6900 Airport Rd.
Mississauga, ON L4V 1E8

Crates and packages should be clearly marked indicating the show name, exhibitor's name, booth number, and customs broker (if shipments are arriving from outside Canada). Shipments will not be accepted at the International Centre prior to the actual move-in period of Wednesday, November 14. C.O.D. shipments will not be accepted by **Seasons Christmas Show**.

If you require a logistics company, please contact:

ABF Transportation

15 Strathearn Ave.
Brampton, ON L6T 4P1
Tel: 905-458-5888
Fax: 905-458-3434
Toll Free: 1-800-668-7888
tradeshow@freight.abf.com
abf.com

Shipping services order forms are available online. Contact ABF for deadline date.

SHIPPING IN ADVANCE:

ABF has facilities in its own warehouse to receive advance shipments for shows. Freight can be received in their warehouse up to 30 days prior to show move-in with delivery to the show building for one all-inclusive price. Should you wish to utilize this service, please contact ABF Transportation.

Telephone & Internet

Exhibitors must make their own arrangements for telephone and internet service in their booth. Order form is available online.

International Centre Telecommunications

6900 Airport Rd., Suite 120
Mississauga, ON L4V 1E8
Tel: (905) 678-5615
Fax: (905) 678-5614
support@internationalcentre.com

Travelling from Outside Ontario

We're thrilled to welcome our out-of-province exhibitors to the show. For your personal protection, it's recommended that you fully understand what your medical insurance covers, and purchase additional private insurance if suitable coverage is not in place. Please refer to the "Customs" section on page 4 for information regarding importing goods.

SHOW RULES & REGULATIONS

These rules are designed to ensure safety and fairness to all exhibitors. All exhibits must be free standing and self-supporting. Management reserves the right:

- a) to restrict exhibits which, because of noise or any other reason, become objectionable;
- b) to close, without indemnity, the exhibit of any exhibitor who refuses, after notice, to conform to the rules which apply to all other exhibitors.

Alcoholic Beverages

The use of alcoholic beverages in exhibitors' booths is prohibited and may only be consumed in designated lounge areas.

Care Of Building— Floors, Walls, Ceilings

Painting, nailing or drilling of floors, walls, ceilings or any other part of the building is strictly prohibited. Exhibitors wishing to lay any floor covering must use an adhesive that will not damage the floor and is easily removed. **Where improper adhesive has been used, the exhibitor will be invoiced for the removal of such adhesive, or any damage done to the facility.** Exhibit material is not to be fastened to ceilings, walls, pipes or electrical fixtures.

Children

Please note that the children of exhibitors are not to be left unattended at feature areas.

Children under the age of 16 are not permitted on the show floor during move-in & move-out.

Contests/Draws

Exhibitors are encouraged to offer promotional prizes to enhance sales of displayed products/services. Programs of this nature 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. Also please note that the selling of raffle tickets is not permitted. The schedule of prizes and terms of the draw must be clearly stated on the entry form. Exhibitors wishing to conduct a contest/draw in association with/at the **Seasons Christmas Show** must follow all rules under Section 59 of the Competition Act obtainable from Industry Canada. Failure to comply with the rules of this act constitutes a criminal offence. Fines could

be as high as \$25,000 and imprisonment terms of up to 5 years. Contest/draw rules and regulations must state that such contest/draw is conducted independently of the show and that **Blue Ant Media Solutions Inc.** will not assume responsibility for any liability arising as a result of contest/draw being held at the show. Names and addresses generated from entries received must not be sold or rented following the show. All such contest/draws must be approved by **Blue Ant Media Solutions Inc.** prior to show opening by completing the contest form approval.

Deliveries

Must be made before the show opens each day, not during show hours. Please clearly indicate company name, booth #, and hall #. Please note, Blue Ant Media Solutions Inc. and Seasons Christmas Show staff are not able to sign for any deliveries. Please plan your delivery time to coincide with when your booth is staffed.

Entry to Show

Blue Ant Media Solutions Inc. reserves the right to refuse admission to any visitor or exhibitor who, in the opinion of **Blue Ant Media Solutions Inc.**, is unfit, intoxicated, or in any way creating a disruption to the show.

Hand-drawn Signs

To help maintain a professional image for the public attending the show, **HAND-DRAWN SIGNS ARE NOT PERMITTED.** Failure to follow this regulation will affect future participation at the **Seasons Christmas Show.** Contact Stronco for signage services.

Insurance & Liability

Neither **Blue Ant Media Solutions Inc.** nor the building owners will accept any responsibility for injury to persons, loss of, or damage to products, exhibits, equipment or decorations by fire, accident, theft or any other causes while in the building. Exhibitors, or their agents, must provide proof of adequate liability insurance for their own personnel, exhibits, and materials against all such hazards. Exhibitors who fail to provide proof of insurance when requested will be denied access to the event.

Providing proof of insurance can be achieved by having your insurance

SHOW RULES & REGULATIONS (CONT.)

company forward their own documentation to exhibitorinsurance.com by fax: 1-866-296-4199.

For those who don't have existing insurance or are finding their present coverage more expensive, show management has made arrangements with exhibitorinsurance.com, who has designed an insurance program which is specifically for the duration of the show.

Exact details are mandatory, or your certificate of insurance will be returned as incomplete and will affect your participation in the show.

Latecomers and No Shows

Any space not claimed and occupied, or for which no special arrangements have been made prior to 8-pm on Thursday, November 15 may be resold or reassigned by **Seasons Christmas Show**, without obligation on the part of **Seasons Christmas Show** for any refund whatsoever.

Pets

Pets are not permitted at the **Seasons Christmas Show**. The only exception to this is in the case where an exhibit directly relates, or in the case of a registered service animal.

Safety

It is the exhibitors' responsibility to ensure the safety of show visitors, their own operators and exhibit personnel at all times during the show. All staffed involved in constructing and dismantling exhibits during move-in and move-out must wear safety footwear at minimum. For further details, please review the Ministry of Labour regulations and the Ontario Health and Safety Act, and/or contact Cottage Life.

Security – Staffing Of Exhibits

Exhibitors are required to have their exhibit area staffed at all times during the hours of the show. Security is an added problem when booths are not staffed. Exhibitors are reminded that **Blue Ant Media Solutions Inc.** does not assume any responsibility for losses. Therefore, exhibitors should take all reasonable precautions to protect their own property, including insurance.

Security guards will be on 24-hour duty from November 14 until the end of move-out. The **Seasons Christmas Show**, and the building owners cannot assume responsibility for losses incurred from pilferage or any other causes. Most of the loss during move-out could be eliminated by packing smaller items in cartons or crates immediately after show closing.



Show Logo

As an exhibitor, you are encouraged to use the **Seasons Christmas Show** logo on any mailing, advertising, or brochures to help promote your presence in the show.

The logo may not be altered in any way or used as an endorsement of any product or service. It should always be of smaller size than your own company name or logo. Should you require an electronic version of the logo, please visit the online Exhibitor Kit at seasonsshow.com/exhibitor-manual.

SHOW RULES & REGULATIONS (CONT.)

Signs/Decorations

Any signs, advertisements, show bills, posters, or cards of any description that are to be posted or exhibited, must be kept within the exhibitor space area. Under no circumstances may signs, banners, and similar materials be nailed, stapled, or attached to ceilings, walls, pipes, or electrical fixtures. Balloons and stick-ons are not permitted as decoration, giveaways, or draws due to building and firecode regulations. Showtech Power & Lighting has a lift available to hang signs and banners for a fee, provided prior authorization has been obtained from **Blue Ant Media Solutions Inc.** Please note that each exhibitor should have signage identifying their company name. Contact Stronco Show Services should you require signage.

Smoking

Please note that smoking in the International Centre is not permitted.

Soliciting, Samples & Souvenirs

Distribution of samples, souvenirs, and promotional material, as well as the soliciting of business must be confined to the exhibitor's own space. Aisle space must not be used for exhibit purposes or for solicitation of business. Exhibitors wishing to enter another exhibitor's area may do so if invited. The sole exception will be for **Blue Ant Media Solutions Inc.** and representatives of any official show publications.

For those exhibitor's wishing to sample **food or beverage products**, please refer to The International Centre's sampling guidelines, as well as their authorization form, found online.

Only participating exhibitors have the exclusive rights to promote or sell goods and services in this show. All other parties who attempt to make any sales solicitations or distribute written material without the express written permission of **Blue Ant Media Solutions Inc.** will be permanently removed from the show area. Exhibitors are asked to report any infractions to the show office so that immediate action can be taken. The building owners warn that exhibitors handing out adhesive-backed promotional material will be charged for removal of this material from the walls and floors of the building.

Sound Levels

Exhibitors are required to ensure that their displays do not disturb or obstruct other exhibitors. Please refrain from any loud or disturbing noises as well as anything that may cause congestion in aisles.

Subletting

No exhibitor may sublet any portion of its allocated exhibit space to another company, supplier, and/or dealer without the express written consent of **Blue Ant Media Solutions Inc.**

Tools

Out of respect for fellow exhibitors, please note that power tools used during booth construction must be equipped with dust bags.

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Tips for a comfortable and successful Show

1 If you haven't used your booth display in the last two months or so, find a place where you can erect it ahead of time. Doing this will help you discover what parts may be missing or if any signs need to be replaced.

2 Pack a show survival kit. As most show facilities are very dry, include items such as lip balm, bottled water, and fresh fruit. Extra insoles for footwear are also great things to have on hand.

3 Ask booth personnel to eat and drink in areas other than your booth. Image is an important aspect of your participation at any show.

4 Seating in the booth should be for the use of show attendees only. Staff should be standing and ready to welcome attendees to the booth.

5 Have a clear understanding of what your objectives are before the show begins. This will make it easier to assess the success of the show for you afterwards.

6 Design and/or accessorize your booth to fit with the theme of the show. In the case of the Seasons Christmas Show, giving your exhibit a "festive" look will make it more appealing and attractive for the attendees.

7 Ensure that your booth is staffed at all times. Without staff, it's next to impossible to take advantage of the market attending the show.

8 Have a system of tracking and following up on the leads generated at the show. This can take the form of a mailing list created through a draw or contest, or by simply taking note of names, addresses, and phone numbers and making sure that they are followed up afterwards. It's also important that potential customers who contact you after the show are asked where they heard about your company.

9 It's tempting to pack your booth with as much product and information as possible. Just remember to leave room for your customer, the show attendee.

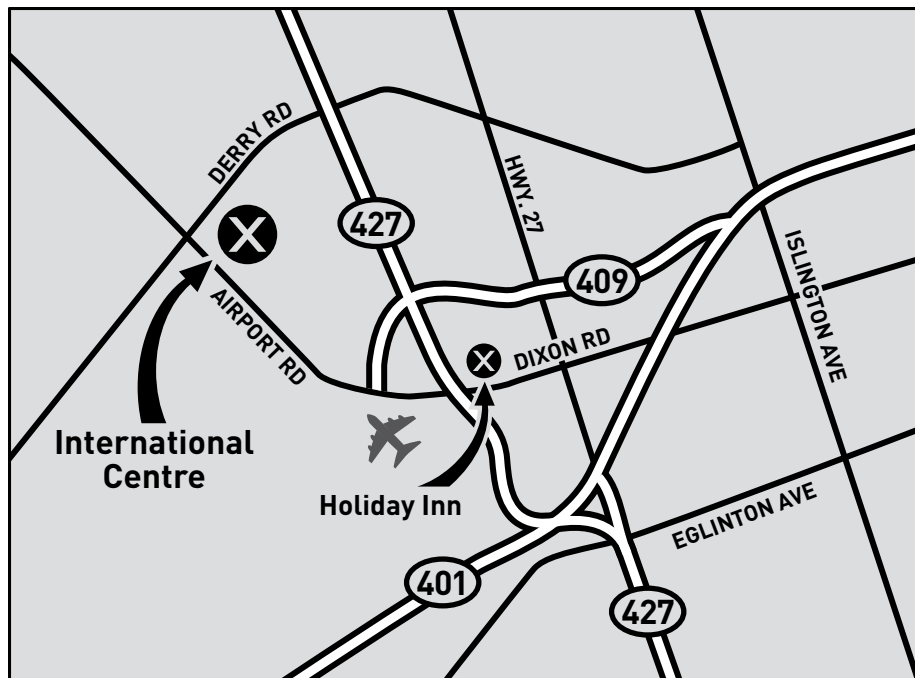
10 Take the time to read through your exhibitor kit, remembering to pay special attention to form return due dates. This will save you money and time later on.

11 Most importantly, have fun but take your participation seriously. You have gone to considerable expense and effort to be part of the show, so make it worthwhile.

We look forward to seeing you at the Show!

- Seasons Christmas Show Management

How to get to the **INTERNATIONAL CENTRE**



GO Train Information:

The Malton station is just north of Hall 3. For more information and schedules, contact:

Toronto area:
(416) 869-3200

Toll-free:
(888) 438-6646

gotransit.com

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(at Derry Rd.)

There is free parking for over 7,500 vehicles.