
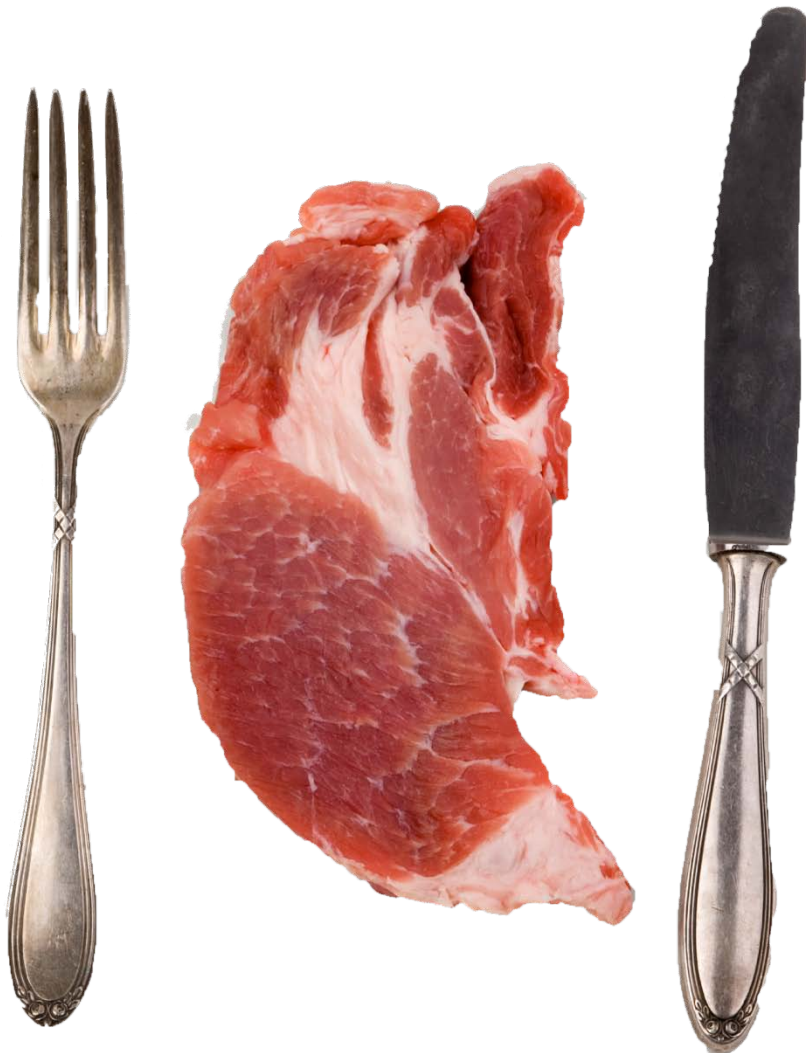


meat
industry  expo
Exhibitor Manual





Meat Industry Expo 2017

www.meatindustryexpo.ca

October 20-21, 2017

Scotiabank Convention Centre

Dear Exhibitor,

Welcome to the 2017 Meat Industry Expo. Included in this manual is information to assist you in planning your exhibit and to help ensure an enjoyable and successful Expo experience. Be sure to share this information with all staff involved in the planning, set-up and staffing of your exhibit.

Please pay particular attention to the *Order Form Deadlines* page to ensure all required documentation is submitted on time and to take advantage of pre-show discounts where applicable.

All exhibitor forms are available for download from the Expo website, www.meatindustryexpo.ca, and contact information for our official Expo suppliers is listed on page 4 of this manual.

Please feel free to contact me at (519) 763-4558 ext. 225 or exhibit@oimp.ca if there is anything I can do to further assist you in preparing for the Expo.

Thank you. We look forward to seeing you in October!

Sincerely,

A handwritten signature in black ink, appearing to read "Heather Nahatchewitz", with a long horizontal flourish extending to the right.

Heather Nahatchewitz

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Expo Management

Ontario Independent Meat Processors (OIMP)
52 Royal Road, Unit B-1, Guelph ON N1H 1G3
Tel: 519-763-4558 Fax: 519-763-4164
Websites: www.meatindustryexpo.ca www.oimp.ca

Exhibitor Sales

Derek Boudreau
(519) 635-9281
d.boudreau@oimp.ca

Visitor Information

Heather Nahatchewitz
(519) 763-4558 Ext 225
expo@oimp.ca

Meat Industry Expo Location

Scotiabank Convention Centre
6815 Stanley Avenue
Niagara Falls, ON L2G 3Y9
Tel: (905) 357-6222
Fax: (905) 357-6212
Toll Free: 1-888-997-6222
www.fallsconventions.com

Expo Schedule

Move-in

Thursday, October 19, 12 pm - 6 pm

Friday, October 20, 7 am - 9 am*

**Carry-in items only – no dollies or pump trucks allowed*

Show Hours

Friday, October 20, 10 am - 5 pm

Saturday, October 21, 10 am - 3 pm

Move-out

Saturday, October 21, 4 pm - 7 pm

Official Suppliers

Expo Management has designated official suppliers to ensure you have access to all the services necessary for an effective and successful show. Order forms can be found online at

www.meatindustryexpo.ca/exhibit/already-an-exhibitor.

Customs and Logistics - Stronco	Erik Naar 800-665-2621
Material Handling - Stronco	Erik Naar 800-665-2621
Show Decorator - Stronco	Erik Naar 800-665-2621
Lead Retrieval - CONEXSYS	905-405-8415
Badge Order Form - CONEXSYS	905-405-8415
Electrical - Scotiabank Convention Centre	905-357-6222
Mechanical/Air/Water - Scotiabank Convention	905-357-6222
Internet Service - Scotiabank Convention Centre	905-357-6222
Booth Cleaning - Scotiabank Convention Centre	905-357-6222
Arctic Refrigeration & Equipment Rentals	866-528-8528

Order Form Deadlines

Expo Management

- Expo Show Guide Listing Form.....**September 22, 2017**
- Certificate of Insurance.....**September 22, 2017**

Scotiabank Convention Centre

- Exhibitor Food Sampling Authorization Request.....**September 28, 2017**
- Telephone and Data Order Form.....**September 28, 2017**
- Electrical.....**September 28, 2017**
- Mechanical/Air/Water**September 28, 2017**
- Janitorial Services.....**September 28, 2017**
- Parking Pass**September 28, 2017**

CONEXSYS

- Lead Retrieval Order Form.....**October 6, 2017**
- Exhibitor Badge Request (online)**October 18, 2017**

Stronco - Show Decorator, Transport, Customs Brokerage

- Carpet, Display Tables and Drapery Order Forms**September 27, 2017**
- Counters, Storage and Display Units Order Form.....**September 27, 2017**
- Accessories and Office Furnishings Order Form.....**September 27, 2017**
- Signs and Banners Order Form**September 27, 2017**
- Material Handling Order Form.....**September 27, 2017**
- Advance Show Receiving Order Form.....**September 27, 2017**
- In-Booth Forklift Order Form**September 27, 2017**

Accommodations

- Marriott on the Falls**October 2, 2017**

Accommodations

A block of rooms has been reserved at the Marriott on the Falls, 6755 Fallsview Boulevard, Niagara Falls, directly across the street from the Scotiabank Convention Centre. The room rates for single/double occupancy are \$179 Cityview and \$199 Fallsview. Rates for upgraded suites are available upon request. The rates are valid for stays from Thursday October 19 to Sunday October 21, 2017. The block will be released Monday October 2, after which point there will be no guarantee rooms will be available.

Call 1-877-353-2557 and request the Ontario Independent Meat Processors room rate.

IMPORTANT ACCOMMODATION INFORMATION:

Please note it has come to our attention that a company from the US has been calling and emailing Expo exhibitors to book their accommodations at significantly reduced rates.

PLEASE NOTE they do not work for OIMP or Marriott on the Falls (our preferred hotel). We highly recommend that you DO NOT book your accommodations through this company.

We recommend you book directly with our preferred hotel – [Marriott on the Falls](#).

Advertising

Advertising opportunities exist within the official 2017 Meat Industry Expo Show Guide and in BLOCKtalk, Ontario Independent Meat Processors' magazine ([rate card](#)). Contact Derek Boudreau at (519) 635-9281 or d.boudreau@oimp.ca for more information.

Aisles

Aisles will have 'salt & pepper' colour carpet. Exhibitors shall not encroach on aisle space at any time and are reminded that they must remain within the booth space assigned. Failure to do so may constitute a request from Expo Management to remove the encroaching materials from the booth. Aisles should be kept as clear and uncluttered as possible during move-in and move-out hours. Aisles MUST be kept clear at all times during show hours.

Animals

With the exception of guide dogs, no animals, birds or pets of any description are permitted in the Expo without the prior written approval of the Scotiabank Convention Centre.

Attendance Promotion

Along with advertising and email campaigns utilized by Expo Management, exhibitors will have access to promotional materials for print and use online. Exhibitors will also be provided with 20 free passes per 100 sq ft of exhibit space.

Please contact exhibit@oimp.ca for access to these promotional materials or go online to www.meatindustryexpo.ca and download artwork. In all correspondence to your customers, magazine ads, etc., be sure to include your booth number.

Banners, Signs and Displays

Banners, signs or displays suspended from the ceiling or above three meters on the wall will require special services. Contact Scotiabank Convention Centre for quotes.

Under no circumstances may banners, decorations, signs or other display materials be nailed, stapled, screwed, taped or attached to the ceilings, walls or other painted surfaces. No holes may be drilled, nails driven, hooks, screws or pushpins tacked to any part of the Centre or its equipment (including tables); this is strictly forbidden. Failure to comply will result in a damage charge to the exhibitor.

Booth Allocation

Booth space is allocated on a first-come, first-served basis based solely on the date signed contract and deposits are received at the Expo office. A deposit equal to 50% of the total booth rental must accompany a completed rental contract to hold a booth. Booth rentals must be paid in full by May 1, 2017. Expo Management will make every possible effort to allocate booths according to exhibitor preference; however, Management reserves the right to allocate space in the case of any discrepancies and to re-allocate or change space as deemed necessary.

Booth Furnishings

Booth furnishings including furniture, carpeting, plants, curtains and tables are available from Stronco. To order these services, please see the order forms available online.

Booth Inclusions

Exhibit Fees include the following:

- Draped booth with 8' back wall and 3' sidewall (black)
- (1) 1500 watt 120 volt duplex outlet **per exhibiting company**
- 12 hours of exhibit time
- On-site show service providers
- Official Show Guide listing
- Six exhibitor name badges (per 100 sq. ft.)

- Twenty free admission coupons (per 100 sq. ft.)
- Expo promotional graphics (personalized upon request)
- Listing in Expo promotional materials
- Access to exhibitor wash-up station
- Free on-site storage space
- List of 'opt-in' attendees following the show

Exhibit Fees EXCLUDE the following:

- Additional electrical services
- Air / water / drainage
- Audiovisual equipment rentals
- Booth amenities and furnishings (e.g. tables)
- Booth carpeting
- Booth cleaning
- Brokerage services
- Communications equipment
- Customized booth design
- Display set-up / dismantling labour
- In-booth security
- Insurance
- Lead tracking barcode scanners
- Material handling
- Rental exhibits
- Shipping and transportation

Detailed information on these services is provided in this manual. Order forms and/or supplier contact information are listed for your convenience.

Please place your orders directly with the appropriate supplier using forms posted on the Expo website, www.meatindustryexpo.ca or online where applicable.

Please note that discounts may apply when you order early.

Booth Set-up/Dismantle

It is the exhibitor's responsibility to unload their own freight into the exhibit facility, take displays to their booths, set-up, dismantle and remove their display from the building at the conclusion of the event. All exhibitors are to unload vehicles through loading docks. Access through the front doors of the Scotiabank Convention Centre is not permitted. Security will be enforced. Exhibitors handling their own freight will be responsible for arranging storage of empty containers, in designated areas, during the Expo. Limited storage will be available on the show floor. Please ensure that you are on the dock to receive and sign for your shipment(s) at the time of arrival, unless prior arrangements have been made, to avoid delivery refusal by Expo Management. Exhibitors may install their own exhibits using the services of their own regular employees. All display material, including prefabricated booths, must be pre-fitted and ready for installation prior to shipment to the Scotiabank Convention Centre.

Exhibitors *must not* dismantle display materials or booths, before 4 pm on Saturday, October 21, 2017, without prior authorization from Expo Management.

Unless otherwise arranged with Show Management prior to move-in, all equipment and display materials must be removed by 7 pm on Saturday, October 21, 2017 or be liable for removal at the exhibitor's expense. If your materials are not removed from the show floor, they will be removed by the Expo's service company and shipped at the exhibitor's expense.

Cancellation Policy

In the event of an exhibitor cancellation, Expo Management must receive a written notice of withdrawal. Failure to provide notice in writing will result in an exhibitor being charged the full price of booth rental as specified in your rental agreement, regardless of whether the exhibitor appears at the event or not. Refunds will be provided on a date dependent basis as specified in the following:

<u>Date Notice Received</u>	<u>Portion Refunded</u>
<i>Before May 1, 2017</i>	<i>50% of deposit</i>
<i>After May 1, 2017</i>	<i>No refund available</i>

Care of Building

No materials of any kind may be affixed to the ceiling, walls, tables or floors of the Scotiabank Convention Centre whether painted, wooden or vinyl, by any method whatsoever without the prior approval of the Scotiabank Convention Centre. Exhibitors failing to abide by this rule will be charged for the removal of any such materials. Any damage to the building as a result of moving materials is the responsibility of the exhibitor.

Catering/Food and Beverage

There are no food concessions on the tradeshow floor. Concessions may or may not be open in other areas of the Centre. Plan for meals accordingly.

Circulation/Solicitation

Distribution of circulars or promotional materials is permitted only within the area assigned to the exhibitor.

Communications Services

The Scotiabank Convention Centre is the exclusive provider of all communications services including installation, networking of telephone, data, ISDN, and DSL. To order communications equipment/services, call 905-357-6222.

Customs Broker

Stronco is the official customs broker for the Expo. Call Erik Naar at 800-665-2621 for more information.

Directions

Scotiabank Convention Centre
6815 Stanley Avenue, Niagara Falls, ON L2G 3Y9
Tel: (905) 357-6222

From Toronto:

- Follow the Queen Elizabeth Way (QEW) to Niagara Falls, Canada.
- Take Hwy 420 (Exit 30) and follow to Stanley Ave.
- Turn right onto Stanley Ave. and follow directly to the SCCN.

From the Peace Bridge:

- Follow the Queen Elizabeth Way (QEW) to Niagara Falls, Canada.
- Take McLeod Rd. exit (Exit 27), turn right & follow to Stanley Ave.
- Turn left onto Stanley Ave. and follow directly to the SCCN.

From Rainbow Bridge:

- Follow Roberts St. (Hwy 420) to Stanley Ave.
- Turn left onto Stanley Ave. and follow directly to the SCCN.

From the Queenston/Lewiston Bridge:

- Follow Hwy 405 to Niagara Falls, Canada.
- Take the Stanley Ave. exit, turn right & follow to Thorold Stone Rd.
- Turn left onto Thorold Stone Rd, which turns into Stanley Ave.
- Follow Stanley Avenue directly to the SCCN.

Display Rules and Regulations

Displays may consist of equipment, services, materials and products of interest to the meat processing industry. Display materials must be arranged so they do not obstruct sight lines of neighboring exhibitors. Signage must be included as part of your display area. For any questions or concerns regarding your booth construction, please contact Expo Management before you set up your display.

Draws

Draws conducted by exhibitors in conjunction with their display must be free of any obligation on the part of the winner. The prize winner 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.

Let us know if you are having a draw, and we will promote it for you in our direct mailing campaigns and on the website.

Electrical

Scotiabank Convention Centre is the exclusive supplier for electrical and utility services. Each Exhibitor will receive (1) 1500 Watt 120 volt duplex outlet. Orders for additional outlets or special power requirements should be placed by completing the Electrical Order Form. It is the responsibility of each exhibitor to ensure all electrical equipment has the appropriate approval (CSA, ESA, or other recognized electrical approval).

Electrical Safety Code Requirements

The Ontario Electrical Safety Code (Ontario Regulation 10/02) is the provincial regulation that defines the requirements for electrical installations and electrical products in Ontario. The Electrical Safety Authority is responsible for enforcement of the Ontario Electrical Safety Code. Rule 2-022 of the Ontario Electrical Safety Code requires that any electrical equipment that is being displayed, offered for sale, or used in any show/convention/or similar exhibition **MUST BE APPROVED**. At Trade Shows, unapproved electrical equipment will only be permitted when the Electrical Safety Authority gives permission.

Electrical equipment is considered approved if it bears the certification mark or Field Evaluation label of an organization that has been accredited by the Standards Council of Canada to approve electrical equipment. If these markings are missing, the equipment is considered to be unapproved. Bulletin 2-7-11 shows all approved certification marks or Field Evaluation markings accepted in Ontario. At present, the following organizations have such an accreditation:

Canadian Standards Association (CSA), Entela, Met Laboratories Inc. (MET), Intertek Testing Services, OMNI Environmental Services Inc., Quality Auditing Institute, TUV Rheinland, Underwriters Laboratories Inc. (UL), Underwriters Laboratories of Canada (ULC).

Electrical equipment is also considered to be approved if it bears an Electrical Safety Authority (ESA) special inspection label. Exhibitors who wish to display equipment, which is not approved, must obtain permission from the Electrical Safety Authority and pay the necessary fees. Exhibitors who attempt to display unapproved electrical equipment without obtaining prior permission from the Electrical Safety Authority risk having their equipment ordered removed from the show.

Note:

1. Electrical equipment must be approved as an assembled unit. Electrical equipment that consists of an assembly or combination of other individually approved electrical equipment or devices is considered unapproved.
2. The exhibitor is expected to make every reasonable effort to have electrical equipment approved prior to the show. The Electrical Safety Authority will permit equipment to be shown

as stated in Rule 2-022(5) of the Ontario Electrical Safety Code for specific equipment and for a determined period of time.

Please visit www.esasafe.com or contact:

Tony Moscioni, Electrical Safety Authority, 416-991-4145

Exhibitor Badges

All exhibitor personal must wear official identification badges, issued by Expo Management, at all times while attending the exposition except during move-in and move-out times. Security will be enforced. Each exhibitor is entitled to (6) six complimentary exhibit staff badges per 100 square feet of exhibit space. **You must register these complimentary staff badges online by October 18, 2017, using the unique link emailed to you by our registration services provider, CONEXSYS.** Any personnel not registered prior to the Expo will be required to pay a registration fee of \$25.00. Additional staff badges are available on-site for a charge of \$25.00 each, and lost badges will be replaced at a cost of \$25.00. Badges will be available for pick-up during move-in at the Registration Desk.

Exhibitor Personnel

No one under the age of 16 years will be allowed in the exposition area during move-in or move-out. During move-in and move-out, exposition halls, loading docks, and related areas are considered hazardous work areas. As such, there shall be absolutely no drinking of alcoholic beverages, horseplay or any other unsafe activities permitted whatsoever. Booths must remain staffed during all Expo hours.

Exhibitor Updates

Expo Management is committed to keeping exhibitors informed through email updates as needed. Any questions regarding exhibiting can be directed to Heather Nahatchewitz, exhibit@oimp.ca.

Exposition Date Change or Cancellation

In circumstances beyond our control, Expo Management reserves the right, at its sole discretion, to change the date or hours the show is held or cancel the show, and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund, in full, all moneys paid by the exhibitor to Expo Management.

Food and Beverage Sample Distribution

Centerplate has exclusive food and beverage distribution rights within the Scotiabank Convention Centre. Expo has bought out these rights for the duration of the show so that exhibitors may distribute SAMPLE food and/or beverage products ONLY upon written authorization and adherence to ALL of the conditions outlined on the Authorization Request.

Items dispensed are limited to products manufactured, processed or distributed by the exhibiting firm.

Freight Deliveries & Storage

The Scotiabank Convention Centre restricts delivery and/or storage prior to and following an event. No shipments or deliveries of any kind will be accepted by either Scotiabank Convention Centre staff members or Expo Management unless the exhibitor is present to accept the same.

Garbage Removal

During move-in and move-out please leave your garbage in the aisles and it will be cleared at regular intervals. Removal of waste and interior booth cleaning is available for a fee to the exhibitor, please refer to the Janitorial Services form.

Insurance and Liability

Neither Expo Management nor the building owners accept any responsibility 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 its grounds. Exhibitors, or their agents, should provide adequate insurance for their own personnel, exhibits and material against all such hazards. The Exhibitor must provide Management with proof of **Commercial General Liability Insurance of \$3 million** (naming Meat Industry Expo 2017 c/o Ontario Independent Meat Processors as additional insured), as well as such additional insurance as may be required to ensure all liabilities are covered 30 days prior to the first day of move-in. **All exhibitors must forward a Certificate of Insurance to Expo Management before September 22, 2017.**

Janitorial Services

Scotiabank Convention Centre is the exclusive supplier of cleaning services within the building. Cleaning of public corridors/common areas, show aisles and restrooms are provided on a complimentary basis. Supplementary charges will apply to interior booth cleaning and removal of bulk trash, crates, pallets, packing material and lumber.

Lead Retrieval

A lead retrieval service is being offered through CONEXSYS Registration Ltd. There are a variety of options available to exhibitors. An early bird discount is offered until **October 6, 2017**. See the CONEXSYS form for more information or visit www.conexsysleads.com to order online.

Loading Docks

Access to the building is through the loading docks. Expo is in Exhibit Hall C.



Material Handling

Stronco offers material handling services. These services include off-loading from delivery trucks; transportation of materials to exhibitor's booth(s), removal of crates to designated storage area, return of crates to booth(s) at close of show and reloading on transport trucks. Forklifts, pump-truck, and dollies may also be procured at an additional fee. See form online.

Mechanical Connections

In-booth water, drainage and compressed air services are supplied by Scotiabank Convention Centre. If your display requires these services, please complete the Mechanical Order Form.

Parking

Overnight parking at the Scotiabank Convention Centre is permitted, at a rate of \$40.00 for a three day pass for cars when purchased in advance. See order form.

Photography

Any photographs taken at the 2017 Meat Industry Expo will remain the property of Expo Management and may be used for future promotional materials at their discretion without the permission of exhibitors or visitors.

Promotional Materials

Exhibiting companies receive twenty (20) complimentary passes per 100 sq ft of exhibit space. Artwork is available online to download or contact Show management for personalized artwork.

Security

Security is provided to manage persons entering and leaving the show building. Expo Management will provide 24-hour general show security outside of the Exposition area from start of move-in to the end of move-out. **This security service does not guarantee against theft, accidental or willful damage suffered by an Exhibitor and no liability for such can or will be accepted by Expo Management and/or the Scotiabank Convention Centre.**

It is strongly advised by Expo Management that all articles of value, including VCR/DVD players, television monitors, stereos, etc. be removed from the exhibit nightly by company booth personnel to prevent unauthorized removal of goods. If such removal is not possible, please ensure items have been securely fastened to the exhibit or display in some way.

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

Show Guide

The 2017 Meat Industry Expo Show Guide will be distributed on-site to attendees free of charge. The guide will list participating companies alphabetically and will provide booth numbers, company contact information and product listing. Exhibitors are entitled to a 25-word description of their product(s) or services(s) free of charge. Please complete and return the Expo Show Guide Form as soon as possible to ensure your description is included in the guide.

Smoking

Smoking is prohibited in the Scotiabank Convention Centre at all times.

Soliciting and Promotional Materials

Distribution of samples, souvenirs, and promotional material and soliciting of business must be confined to your booth space. Such activities are not permitted in the aisles, registration areas, hallways or other exhibits. Exhibitors wishing to enter another exhibitor's booth may do so *only* if invited.

Sound Levels

The noise level of any demonstration, sound system or equipment must be kept to a minimum in order not to interfere with other exhibitors (not to exceed 70 decibels, four feet away from the source). Expo Management reserves the right to determine the sound level at which the noise interferes with others and may request the exhibitor to comply.

On-Site Storage

It is recommended that small display cases be stored within your booth. Limited storage is available at the Scotiabank Convention Centre, and exhibitors do so at their own risk.

Subletting Space

The exhibitor shall not assign or sublet the space or any part thereof or permit the same to be used by any other person, without the prior written consent of Expo Management. Any attempt to do so will result in immediate cancellation of your booth contract and the forfeiture of any moneys paid by the exhibitor to Expo Management.

Tape

Removal of tape, tape residue and/or any other adhesive material used by exhibitors to secure booth flooring to concrete floor will be billed to exhibitors at a rate of \$2.00 per linear foot.

Transportation Services

Stronco is the official customs broker and transportation services provider for the Expo.

Visitor Attendance

Visitor admission to the Expo will be by controlled registration. A link to online visitor registration is available at www.meatindustryexpo.ca. Admission prices for the Expo are as follows (all prices include HST):

Online Registration prior to October 19, 2017	\$15.00 per person
On-Site Registration	\$25.00 per person

Wash Up Station

A sink with running hot and cold water will be available for cleaning of sampling equipment and utensils.

Website

The official website for the Expo is www.meatindustryexpo.ca. This site contains important information on the Expo including all exhibitor forms.