

ESSENTIAL EXHIBITOR INFORMATION

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GIC GROCERY
INNOVATIONS
CANADA

OCTOBER 22 & 23, 2019
TORONTO CONGRESS CENTRE

Trade Show & Conference

GROCERYINNOVATIONS.COM

GENERAL INFORMATION:

MOVE-IN DATES & TIMES: Sunday, October 20, 2019

9:00 am – 12:00 pm
12:00 pm – 3:00 pm
3:00pm – 5:00pm

Monday, October 21, 2019

8:00 am – 11:00 pm
11:00am – 2:00pm All Halls

Tuesday, October 23, 2019

9:00 am – 11:00 am All Halls

Last minute deliveries only. No early access unless approved by Show Management.

**** Each booth is allocated a move-in time. You will be contacted directly with your exact time.**

TRADE SHOW DATES & TIMES:

Tuesday, October 22, 2019

11:00 am – 4:30 pm

Wednesday, October 23, 2019

11:00 am – 4:00 pm

PLEASE NOTE: NO EXHIBITOR ACCESS before 9:00 am on Tuesday OR before 9:00 am on Wednesday. If you must access the trade show hall any earlier on show days for cooking or food-prep - YOU MUST COMMUNICATE WITH SHOW MANAGEMENT IN ADVANCE to be placed on the "exceptions" list. Security will be checking at the door.

MOVE-OUT DATES & TIMES:

Wednesday, October 23, 2019

5:00 pm – 7:00 pm

7:00 pm – 11:00 pm

LIFO'S ONLY

All Halls

Thursday, October 24, 2019

8:00 am – 12:00 pm

All Halls

EVENT LOCATION:

Toronto Congress Centre - North Building

650 Dixon Road

Toronto, Ontario

M9W 1J1

Telephone: (416) 245-5000

Fax: (416) 245-4923

MOVE-OUT PROCEDURES

Beginning at 4pm on Wednesday, October 23, once the aisle carpets have been rolled up and removed, all packing materials will be returned to your booths.

MARSHALLING YARD is considered the North Parking Area of the Toronto Congress Centre. **All transport companies, company/personal vehicles & couriers must report to the marshalling yard at least 30 minutes prior to their scheduled move-in time.** Parking attendants will be onsite to assist you.

COMPANY/PERSONAL VEHICLES must also follow assigned move-in times. All materials, regardless of size, must be transported through the loading docks.

**All exhibits must be removed by 12:00 pm on Thursday, October 24, 2019.
Any materials left at the facility will be removed and stored at the Exhibitor's expense.**

DISMANTLING

No dismantling or removal of exhibits or exhibits material is permitted before the close of the show. All packing materials will be returned to the booths after the aisle carpets have been rolled up and removed. Exhibitors are urged to remove small cartons and open cases of products from the building immediately after the close of the show. While Show Management will take all reasonable security measures to safeguard small items, it is the responsibility of the Exhibitor to ensure their material and booths are secured at all times.

VEHICLES will only be permitted at the docks once the exhibitor booth is entirely packed and ready to leave. All material regardless of size must be transported through the loading dock.

FOOD BANK

The Toronto Daily Food Bank will be at Grocery Innovations Canada during move-out to collect Exhibitors' donations of merchandise and food products. Volunteers will be available to pick up any large donations from your booth.

Any product left in cold storage will be automatically donated to the Food Bank by end of day on Wednesday, October 23, 2019.

SHOW FLOOR CONTACTS- PRE- SHOW CONTACT INFORMATION:

Jessica Herdsman **Registration & Operations Coordinator**
416.492.5982 Jherdsman@cfg.ca

Rolster Taylor **Director of Sales**
416.492.4878 Rtaylor@cfg.ca

During Move-In, Show Dates and Move Out, staff will be accessible only via radio through the Trade Show Office, located just outside of the show floor, West of **the main entrance, in Meeting Room #10**. See hours below:

<u>Trade Show Office Hours:</u>	
Sunday, October 20	9:00 am ~ 5:00 pm
Monday, October 21	9:00 am ~ 5:00 pm
Tuesday, October 22	9:00 am ~ 6:00 pm
Wednesday, October 23	8:00 am ~ 12:00 pm

ENTRY TO THE SHOW

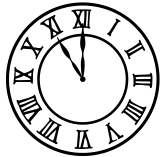
Show Management reserves the right to refuse admission to the show building to any Visitor, Exhibitor, or Contractor who, in the opinion of Show Management, is unfit, intoxicated, or in *any way* creating a disruption to the show.

For security reasons, you will be required to wear your **Exhibitor Badge** in a prominent location when entering the building.

EXHIBITOR BADGES - TO BE PICKED UP in the TCC LOBBY at REGISTRATION.

****No Children under the age of 16 are permitted on the floor at any time; including babies or toddlers of all ages. ****

As an Exhibitor, your company is allotted **5** Exhibitor Badges for every **100 square feet** of contracted exhibit space. Additional **Retailer Customer Invitations** can be purchased for **\$40 +HST** using the **Registration Page found on our show website (groceryinnovations.cfg.ca)**. Please note that Exhibitor Registration can only be done ONLINE and Badges can be printed from home or picked up onsite at the registration area at the Toronto Congress Centre (North Building).

<u>Registration Hours:</u>		
Sunday, October 20	8:00 am ~ 4:00 pm	
Monday, October 21	8:00 am ~ 4:00 pm	
Tuesday, October 22	7:00 am ~ 6:00 pm	
Wednesday, October 23	7:00 am ~ 3:30 pm	

NO SUITCASING Policy

Suitcasing is the act of handing out product literature or samples at a trade show without being an exhibitor. Suitcasing is not allowed inside or on the grounds of the Toronto Congress Center. Attendees found suitcasing will forfeit their badge and be escorted off the show floor.

Notice to GIC Exhibitors & Registrants

BADGE IDENTIFICATION

Attendee badges will be identified based on the attendee registration category selected:

Categories and Colour for Badge

- Exhibitor – Blue
- Retailers / Wholesalers - Red
- Importer / Exporter/ Distributor - Yellow
- Supplier / Service / Manufacturer - Green
- Media - Grey

SERVICES INCLUDED WITH YOUR EXHIBITING COSTS

- **Pipe and Drape:** Standard draped back wall (8') and side wall (3').
2019 Show Colours - drape - black, aisle carpet – black and white speckled carpet.
- Comprehensive Online **Exhibitor Manual** for pre-show planning
- **5 complimentary Exhibitor Badges** per 10' x 10' exhibit space
- **6 complimentary VIP Retail Guest Passes** for you to invite Retailers to the show as your guest
- Opportunity to participate in **New Product Showcase**
- **Material Handling:** including all equipment and labour necessary to transport your exhibit from the loading docks to the booth site as quickly and efficiently as possible. This does not include blanket wrapping, unskidding or spotting your booth material. Material requiring a forklift with a load greater than 4000 lbs. may be subject to a surcharge by the official transportation company.
- **Storage:** including removal and return of empty crates. Storage labels to identify each crate or box.
- **Food Bank:** Donation pick up
- **Clean Up stations:** located inside the show hall. Please refer to signage on site for specific locations.
- **Hot oil disposal:** if needed
- **Ice:** available on a complimentary basis if needed
- **Discounted hotel and airfare rates**, please visit: <https://groceryinnovations.cfig.ca/>

RESPONSIBILITY FOR LOSSES

Grocery Innovations Canada, Official Show Contractors and the Toronto Congress Centre are **not** responsible for any loss due to causes or conditions beyond their control such as wars, panic, mobilization, strikes, fires, floods, as well as other conditions preventing the Show from opening on time, continuing through its scheduled dates or opening at all. Under such conditions, Show Management, Official Show Contractors and the Toronto Congress Centre will **not** be responsible for any expenses incurred by an Exhibitor in preparation for or promotion of such an exhibit.

SECURITY

The Security team will be responsible for 24-hour coverage of entrances, exits and the general floor area. **Exhibitors are responsible for their own booth security and should have their booth attended to always during Move-in/out and Show hours.**

We ask that Exhibitors take whatever precautions are necessary to protect valuable materials and equipment. Show Management, Official Show Contractors and the Toronto Congress Centre are **not** responsible for the loss of property of any kind, from either the booth location or the storage area. If you are concerned about possible theft, please exercise cautious security measures. Steel mesh security cages can be ordered through Lange Transportation.

INSURANCE REQUIREMENTS

Exhibitor Insurance is as outlined on the Exhibit Space Application & Contract. **All Exhibitors are required to maintain general insurance coverage against all risk of bodily harm, death, material loss or damage occurring in rented areas. Exhibitors must obtain a document proving that they are fully insured, and they must forward a copy of the document prior to the show.**

NOTE: Show Management has ensured that all Official Service Contractors meet the Toronto Congress Centre's insurance requirements. Exhibitors contracting the services of suppliers other than the official named service contractors are responsible for ensuring their appropriate insurance coverage as outlined above. Proof of such insurance coverage should be submitted to Grocery Innovations Canada, if requested.

We strongly recommend that Exhibitors review their company insurance coverage prior to the show. Most insurance companies will provide additional riders if extra coverage is desired. In the event that the Exhibitor's insurance company does not offer a rider, Grocery Innovations Canada has provided the name of a recommended insurance partner, see [Exhibitor Manual for Information](#).

NON-COMPLIANCE WITH DISPLAY RULES & REGULATIONS

Show Management reserves the right to make changes, amendments, and additions to the Rules and Regulations without notice, as considered necessary to the efficient and proper conduct of the show. Interpretation of these rules and regulations shall rest with Show Management and non-compliance can result in the ejection of the offending Exhibitor or in the closing of their/this exhibit.

(See [Exhibitor Manual](#) to download [Display Rules & Regulations](#))

DISTRIBUTIONS, MASCOTS AND DEMONSTRATIONS

Distribution of advertising print material is not permitted outside the confines of the booth space. However, product sampling by Mascots and/or Hostess' is permitted, **provided written authorization has been received by Show Management.** Please contact Operations jherdsman@cfig.ca for more information.

FLOOR, WALL AND CARPET DAMAGE

Painting, nailing, drilling or screwing to the floors, walls, or any other part of the building is not permitted. Exhibitors are also responsible for oil, grease or any general damage to the carpeted area. Exhibitors wishing to lay any floor coverings may not glue or attach them to the building floor. In such cases, it is suggested that either building paper or other suitable protection be laid down first or authorized tape be used (only cloth-based tapes such as Polyken are acceptable). In the event that unauthorized tape is used, Exhibitors are responsible for removing the tape once the show is over. Charges will apply for all tape damage and/or adhesive removal at a rate provided by the building.

***** ALL Exhibitors MUST have floor covering in their booth that is in suitable condition *****

FIRE REGULATIONS

All Exhibitors planning to use any type of fuel, (gas, oil or helium gas) in their exhibits are required to contact the Toronto Congress Centre to discuss all matters pertaining to the installation of such equipment. All displays or exhibited materials must be fireproof to conform to Federal, Provincial and City Fire Laws.

Nothing shall be hung from or affixed to any sprinkler piping or heads. Construction or ceiling decorations of the booth must not impede the operation of the sprinkler system or modify the general IAEM Display Rules and Regulations guidelines.

PROHIBITED MATERIALS, PROCESSES, EQUIPMENT & BOOTH CONFIGURATIONS

Use of the following materials, processes or equipment are strictly prohibited at the Toronto Congress Centre:

- ◆ Acetate fabrics, corrugated paper box board, no-steam paper
- ◆ Paper backed foil unless glued securely to suitable backing
- ◆ Styrofoam and/or foam core
- ◆ Fireworks (permit)
- ◆ Blasting agents
- ◆ Explosives
- ◆ Flammable cryogenic gases
- ◆ Aerosol cans with flammable propellants
- ◆ Smoking in posted “No Smoking” area
- ◆ Fueling of motor vehicles
- ◆ Liquefied petroleum or natural gas
- ◆ Wood matches with “all surface” strikes
- ◆ Hazardous refrigerants such as sulfur dioxide & ammonia
- ◆ Cellulose nitrate motion picture film
- ◆ Portable heating equipment
- ◆ Flammable liquids or dangerous chemicals
- ◆ Electrical equipment or installation not conforming to the Ontario Electrical Code of CSA (Canadian Standards Association)

PROPANE

Lange is the exclusive supplier of all propane used at the Toronto Congress Centre. This ensures safety and compliance on-site. All exhibitors **MUST** arrange their propane through Lange. For further information, please call 905.362.1290 or 1.800.668.5687.

MOTORIZED VEHICLES

Vehicles powered by an internal combustion engine must not contain more than ½ tank fuel and once in position must not be operable (e.g. battery must be disconnected). Fuel caps must be locked or taped shut. Vehicles must have drip pans underneath them and pads under all tires. All vehicles entering the exhibit area must be clean and dry. All floor areas of the Toronto Congress Centre must be covered and protected with heavy-duty plastic sheeting prior to vehicles entering. No motorized vehicles can operate in the Toronto Congress Centre unless special permission to do so has been granted by management.

ELECTRICAL EQUIPMENT & CONNECTION

The Electrical Safety Code, Ontario Regulation 180/84 requires that all electrical equipment is approved before it may lawfully be advertised, displayed, offered for sale or sold, or otherwise disposed of or used in the Province of Ontario. Appropriate approval markings (CSA monogram or label) **MUST** appear on each device. If such markings are missing, the device must be considered unapproved and, therefore subject to special inspection and/or removal from Toronto Congress Centre property.

It is the responsibility of the exhibitor to ensure that all electrical equipment in, on or about their booth complies with the above regulations. This includes electrical merchandise as well as lighting and display equipment. If you wish to display or use any electrical equipment which is not certified by the CSA, you must complete an application to the Electrical Safety Authority. For more information, or for an application form, please see the Electrical Safety Association Permission to Show and Permission to Energize forms – in the Toronto Congress Centre package.

Any type of utility connection, (i.e. electrical, audio, video, water, compressed air, steam, etc.) must be carried out by the Licensor's authorized personnel or its appointees.

COMPANY/PERSONAL VEHICLES must also follow assigned move-in times. All materials, regardless of size, must be transported through the loading doors.

SPECIAL MATERIALS HANDLING

Blanket Wrap: The Material Handling crew will only load/unload exhibit material and will not assist with other special services unless contracted to do so by the Exhibitor. If you require special services, the Official Material Handler can provide services at a direct cost to your company. **There should be a representative of the exhibiting company on-site during loading and unloading.**



Heavy Equipment Companies are required to have a representative from their company on-site during move-in to ensure that the freight is positioned correctly. Repositioning of freight after the initial transportation to the booth will be subject to a forklift surcharge by the Official Material Handler.

*Material with a load greater than 4000 lbs. must contact **Lange Transportation** to secure a forklift.*

Handcarts/Dollies will be available during move-in/out in limited numbers. A security deposit in the form of a driver's license or credit card will be required for the use of handcarts.

STORAGE

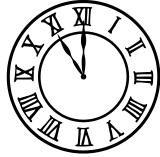
Your crates and packing materials will be picked up and stored as part of your exhibiting cost. Materials must be ready for pick-up daily. Materials will be returned to your booth on **Wednesday, October 23**, following the removal of the aisle carpeting.

Materials must be clearly marked with your company name and booth number. Labels are available at the Lange Transportation Service Desk

COLD STORAGE

The cold storage reefers will be located on the East docks. This is a secured area that requires sign-in/out authorization by a representative from your company. The hours that Cold Storage will be available are as follows:

Cold Storage Hours:	
Saturday, October 19	4:00 pm ~ 8:00 pm
Sunday, October 20	8:00 am ~ 5:00 pm
Monday, October 21	10:00 am ~ 6:00 pm
Tuesday, October 22	10:00 am ~ 5:00 pm
Wednesday, October 23	10:00 am ~ 5:00 pm



Cold storage is available to all Exhibitors who have completed and returned the **Cold Storage** form in the *Exhibitor Planner* section of your Exhibitor Manual. To determine an accurate quantity of cubic feet required, multiply width by height by length. Products can be delivered to the Toronto Congress Centre **no earlier** than Saturday October 20 @ 4:00 pm. **Any product delivered to Cold Storage before Saturday, October 20 @ 4:00 pm will be refused at the Exhibitor's expense. Any items left in cold storage after 9pm on Wednesday October 24 will be donated to the food bank.**

- ▶ **Neither Show Management, official contractors, nor the Toronto Congress Centre will be held responsible for any expense incurred by an exhibitor should the cold storage facility malfunction at any time during Grocery Innovations Canada's occupation of the Toronto Congress Centre.**
- ▶ **Although this is a secured area, neither Show Management, official contractors nor the Toronto Congress Centre will be held responsible for any products lost, misplaced and/or stolen from the cold storage facilities at any time during Grocery Innovations Canada's occupation of the Toronto Congress Centre.**

CLEAN-UP STATIONS

Clean-up station areas will be set up inside the exhibit halls for Exhibitors needing to wash dishes or utensils. Sinks with hot and cold water (as well as soap) will be located at each clean-up station.

PUBLIC WASHROOMS ARE NOT TO BE USED FOR CLEAN-UP PURPOSES

HOT OIL DISPOSAL

A metal container for the disposal of small quantities of hot oil will be available during show days. Please speak to Show Management for the exact location.

NOTE: Exhibitors who use improper disposal methods for hot oil will be liable for any damages incurred.

PUBLIC WASHROOMS ARE NOT TO BE USED TO DISPOSE OF HOT OIL

ICE

Ice is complimentary and is provided to all exhibitors by GBS Foodservice Equipment Inc. booth #1203. Exhibitors are responsible for providing containers for personal use and/or for delivery of ice to their booth.

SHIPPING & CUSTOMS

ADVANCE SHIPMENTS:

Exhibitors who find it necessary to ship their equipment in advance should contact Lange Transportation Company, the official carrier for Grocery Innovations Canada 2019. Their service is particularly advantageous for Exhibitors who are shipping their exhibits from another show, or for those who can schedule shipping more economically in advance using surface transportation - rather than relying on air freight to guarantee arrival at the show on time.

Bonded shipments FROM OUTSIDE CANADA should be consigned as follows:

<p>Name of Exhibitor, Booth # GROCERY INNOVATIONS CANADA Toronto Congress Centre - North Building 650 Dixon Road Toronto, Ontario M9W 1J1 <u>Notify: Lange Custom Services for Clearance.</u> Box _____ of _____</p>

These shipments should arrive one week prior to the move-in dates. All freight must be prepaid. Equipment and exhibits for the show may be brought in free of duties and taxes on a temporary basis but are subject to a deposit equal to the duties and taxes normally levied on them. The Official Customs Broker has decided with Canada Customs for a bond to cover all importation for the show. **Exhibitors using their own customs broker will need to arrange their own bond or cash deposit with Canada Customs.**

Canada Customs requires the payment of full duties and taxes on goods remaining in Canada. Handouts such as printed materials are subject to only 5% tax. Any such materials not used or consumed may be exported under customs supervision and a 99% refund of duties and taxes may be applied for the Canada Customs.

As there are specific customs regulations for Exhibitors using their own trucks or methods of transportation other than common carrier, Exhibitors should advise the Broker well in advance of their expected arrival.

All other shipments should be consigned as follows (Please see Exhibitor Labels for printable version):

<p>Name of Exhibitor, Booth # Toronto Congress Centre - North Building 650 Dixon Road Toronto, Ontario M9W 1J1 Box _____ of _____</p>

C.O.D SHIPMENTS WILL NOT BE ACCEPTED BY SHOW MANAGEMENT

SHOW PROMOTIONS

The Official Show Guide details the exhibiting companies' information for the attendee. Information includes: company name, address, phone/fax, web address and company profile, if submitted by the assigned deadline.

As well, we provide exhibitors with the opportunity to enhance their exposure by advertising in the Official Show Guide.

VIP Retail Guest Passes - Exhibitors are eligible to receive **6 COMPLIMENTARY VIP Retail Guest Passes** to provide to *retailers. A unique Exhibitor VIP Code with the registration link for our show registration system will be emailed to you directly from our registration company (*Microspec*).

* To be eligible for a VIP Retailer Guest Pass your guest must work for any full independent or franchised retail store operating in at least four departments of the following: dry grocery, produce, meat, frozen, dairy, bakery, or deli. If they do not fit within this category, their pass will be updated to reflect the correct pricing and badge type.

You simply need to email the Exhibitor VIP Code and registration link to your guests, along with a personal message inviting them to the show. By using the code on the registration page, your guests will be able to register themselves for the tradeshow for free.

If you wish to invite more than 6 retail guests, additional invitations can be purchased for **\$35 +HST** each before the show. To purchase additional VIP Customer Invitations, please do so through your exhibitor registration portal. If you have any questions, please reach out to CFIG@Microspec.com

Sponsorship Programs are yet another way to gain more exposure! By sponsoring Grocery Innovations Canada your company will benefit in year-round promotional support and on-site interaction opportunities. Contact **Joe Sawaged** at 416.492.1507 x 231 or jsawaged@cfg.ca for more details.

Online Advertising Opportunities available, contact **Joe Sawaged** at 416.492.1507 x 231 or jsawaged@cfg.ca for more details.

Best Booth Awards are awarded to exceptional exhibits at Grocery Innovations Canada. The categories evaluated are: Best Single, Best Double, Best Multiple and Best Marketed. It is in the best interest of the exhibiting company to build towards the following criteria, which will be judged on-site:

- Curb Appeal
- People & Product
- Structure/Design
- Overall Impression

The New Product Showcase is a great way to get noticed by retailers and provides a second location for your products by the Main Entrance of the show. Taking a space in the New Product Showcase also allows you to be eligible for the **Top 10 In Grocery** contest chosen by a panel of esteemed judges. Winners of the contest receive a trophy along with additional media coverage and exposure.

Find out details about it online at www.groceryinnovations.com or call Rolster Taylor at 416-492-4878 ext. 223. (**Space is limited & exhibitors are selected on a first-come, first-serve basis**).