

EXHIBITOR MANUAL



March 4 - 5, 2011

International Centre - Hall 6
6900 Airport Road, Mississauga, Ontario

www.foodindustryexpo.ca



Dear Exhibitor,

Welcome to the 2011 Meat and Food Processing 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 Forms and 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.foodindustryexpo.ca, and contact information for our official Expo suppliers is listed on page 6 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 March!

Sincerely,

David St. Louis

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Expo Management

Expo Management

Ontario Independent Meat Processors (OIMP)
7660 Mill Road, RR 4
Guelph, ON N1H 6J1
Canada
Tel: 519-763-4558 Fax: 519-763-4164
Websites: www.foodindustryexpo.ca www.oimp.ca

Exhibitor Information

David St. Louis Ext. 225 exhibit@oimp.ca

Visitor/Sponsor Information

Janet Wellwood Ext. 221 expo@oimp.ca

Media Contact

Laurie Nicol Ext. 224 laurie.nicol@oimp.ca

2011 Meat and Food Processing Expo Location

International Centre – Hall 6
6900 Airport Road, Mississauga, Ontario L4V 1E8
Tel: 905-677-6131 or Toll Free 800-567-1199
Fax: 905-677-3089
Web: www.internationalcentre.com

Expo Schedule

Expo Schedule

Move-in

Thursday, March 3 12 p.m. to 6 p.m.
Friday, March 4 8 a.m. to 9:30 a.m.*

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

Show Hours – Extended for 2011

Friday, March 4 10 a.m. to 7 p.m.
Saturday, March 5 9 a.m. to 3 p.m.

Move-out

Saturday, March 5 3 p.m. to 7 p.m.

Official Suppliers

Expo Management has designated official suppliers to ensure you have access to all the services necessary for an effective and successful show.

Audiovisual – Multimedia Staging Inc..... Brian Ireland 905-282-2444
Food & Beverage – International Centre Tazia Harris 905-677-6131
Cleaning – Caldas Building Services..... Roy Henriques 905-672-2304
Customs Broker – Commerce Trade Show Logistics Group 888-827-7469
Electrical – SHOWTECH Power and Lighting Rocky Mele 905-677-9546
Lead Retrieval – CONEXSYS. Colin Vanmierlobensteyn 905-405-8415
Material Handling – Stronco Show Services 905-270-6767
Mechanical / Air / Water – SHOWTECH Rocky Mele 905-677-9546
Security – Tone Gar Security Services..... Gary Arthur 519-746-1970
Show Decorator – Stronco Show Services..... Erik Naar 905-270-6767
Telephone/Internet Service – International Centre Adam Kroft 905-678-5615
Transportation – Commerce Trade Show Logistics Group..... 888-827-7469

Order Forms and Deadlines

Order Forms and Deadlines

EXPO MANAGEMENT

- New Products, Demonstrations, Draws **ASAP**
- Expo Show Guide Listing Form **ASAP**
- Certificate of Insurance..... **Jan. 7, 2011**
- Exhibitor Badge Request (online)..... **Mar. 2, 2011**

INTERNATIONAL CENTRE

- Exhibitor Sampling Authorization Form **Feb. 4, 2011**
- Telephone and Data Order Form **Feb. 15, 2011**

CONEXSYS

- Lead Retrieval Order Form **Feb. 15, 2011**

SHOWTECH **Feb. 17, 2011**

- Electrical Lighting Services Order Form
- Hanging Sign Quotation/Order Form
- Mechanical – Compressed Air, Drain, Water Order Form
- Booth Layout Form

STRONCO SHOW SERVICES (online ordering also available) **Feb. 17, 2011**

- Credit Card Authorization Form
- Material Handling Order Form
- Labour Service Order Form
- In-Booth Forklift Order Form
- Show Special Order Form
- Exhibit Packages Order Form
- Exhibit Accessories Order Form
- Carpet; Display Tables & Drapery Order Forms
- Counters, Storage & Display Units Order Form
- Accessories and Office Furnishings Order Form
- Chairs & Stools; Tables; Sofas and Chairs; Plant Rental Order Forms
- Signs and Banners Order Form
- Advance Show Receiving Order Form **Feb. 22, 2011**

COMMERCE TRADE SHOW LOGISTICS GROUP

- Customs & Transportation Services Order Form (Commerce Trade Show Logistics Group)
- Canada Customs Invoice

CALDAS BUILDING SERVICES

- Cleaning Services Order Form **Feb. 15, 2011**

ACCOMMODATIONS

- Doubletree by Hilton – Toronto Airport **Feb. 11, 2011**

General Information

Accommodations

The **Doubletree by Hilton – Toronto Airport** is the official hotel for the 2011 Meat and Food Processing Expo. A block of guest rooms is being held until **February 11, 2011**.

All reservations should be made directly with the hotel or online; please request the **Ontario Independent Meat Processors room block** to receive the discounted rate of \$119.00 per night plus taxes; (1) parking space is included in the room rate.

Check-in Time: 3 p.m. / Check-out Time: 12 p.m. (Noon)

Doubletree by Hilton - Toronto Airport
655 Dixon Road
Toronto, Ontario, Canada M9W 1J3
Tel: 416-244-1711 Fax: 416-244-8031

Online Registration (Use Group Code - **OIM**):

<http://doubletree.hilton.com/en/dt/groups/personalized/YYZIPDT-OIM-20110303/index.jhtml>

Advertising

Advertising opportunities exist within the official 2011 Meat and Food Processing Expo Show Guide (rate card available at www.foodindustryexpo.ca) and in BLOCKtalk, Ontario Independent Meat Processors' newsletter (download rate card at www.oimp.ca/communications/newsletters.aspx). Contact Janet Wellwood at 519-763-4558 ext. 221 or info@oimp.ca for more information.

Aisles

Aisles will be carpeted in grey. 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 International Centre.

Attendance Promotion

Along with the normal methods of advertising and direct mail campaigns utilized by Expo Management, a brochure with \$10 discount coupon, quarter page advertisements, web banners as well as quantities of promotional postcards will be available to Exhibitors for distribution through their own direct mail campaigns and personal contacts. Please contact David St. Louis for access to these promotional materials. In all correspondence to your customers, magazine ads, etc., be sure to include your booth number. Information on the Expo can be found at www.foodindustryexpo.ca.

Audiovisual

MULTIMEDIA STAGING INC – CHARGES APPLY

The official audiovisual supplier is Multimedia Staging Inc. To order audiovisual services, call 905-282-2444 ext. 26 or email brian@multistaging.com.

Banners, Signs and Displays

SHOWTECH FORM – CHARGES APPLY

Banners, signs or displays suspended from the ceiling or above three meters on the wall will require special services. See the enclosed order form to order these services. 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 December 1, 2010.** 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

STRONCO FORM – CHARGES APPLY

Booth furnishings including furniture, carpeting, plants, curtains and tables are available from STRONCO. To order these services, please complete the applicable order forms or order online at www.stronco.com.

Step 1 – In the top right hand corner, click on the “STRONCO ONLINE” button

Step 2 – Click on the “Register” button

Step 3 – Enter show code **6021553**

Step 4 – Enter booth number

Step 5 – Follow the prompts for completing contact information and login information

Step 6 – Start ordering or viewing the selections

Returning users can enter their Login and Password, then enter show code **6021553** and their booth number to continue browsing and ordering.

Booth Rental Inclusions & Exclusions

Exhibit Fees Include the Following:

- Draped Booth 8' high back wall and 3' high sidewall (Burgundy)
- (1) 1500 watt 120 volt duplex outlet **per exhibitor**
- Carpeted aisles (Grey)
- Limited storage area
- Free parking
- Listing on the Expo website
- Listing in the 2011 Meat and Food Industry Expo Show Guide
- 6 complimentary exhibit staff badges per 100 sq. feet of exhibit space
- 6 Free Admission Coupons per 100 sq. feet of exhibit space
- Promotional postcards, 1/4 page ads, web banners and brochures with discount admission coupons as needed

Exhibit Fees EXCLUDE the Following:

- Additional electrical services
- Air / water
- Audiovisual equipment rentals
- Booth amenities and furnishings (e.g. tables)
- Booth carpeting
- Booth cleaning
- Booth food and beverage service
- 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.foodindustryexpo.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 50 to 64. Access through the front doors of the International 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 International Centre.

Exhibitors *must not* dismantle display materials or booths, before 3 p.m. on Saturday, March 5, 2011, without prior authorization from Expo Management.

All equipment and display materials must be removed by 7 p.m. on Saturday, March 5, 2011, 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:

Date Notice Received

Before November 30, 2010

After November 30, 2010

Portion Refunded

50% of deposit

No refund available

Care of Building

No materials of any kind may be affixed to the ceiling, walls, tables or floors of the International Centre whether painted, wooden or vinyl, by any method whatsoever without the prior approval of the International 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

A concession stand located inside the hall will be available during set-up and show hours.

Circulation/Solicitation

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

Cleaning Services

CALDAS FORM – CHARGES APPLY

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

Communications Services *INTERNATIONAL CENTRE FORM – CHARGES APPLY*

The International Centre is the exclusive provider of all communications services including installation, networking of telephone, data, ISDN, and DSL. To order communications equipment/services, contact Adam Kroft at 905-678-5615.

Customs Broker

CUSTOMS & TRANSPORT FORMS – CHARGES APPLY

Stronco Logistics Services in partnership with Commerce Trade Show Logistics Group is the official customs broker for the Expo. Call 888-827-7469 for more information.

Demonstrations

EXPO MANAGEMENT FORMS

Let us know if you are introducing a new product or conducting a demonstration or draw at your booth. We will promote these features in our direct mailing campaigns and on the website.

Directions

A map to the International Centre has been provided in your material. You can access additional maps at: www.internationalcentre.com/maps-and-directions.

Travelling East on Highway 401 - Take Hwy. 401 East to Hwy. 427 North, from Hwy. 427 North, exit at Dixon Rd and turn left at traffic lights. Follow Dixon Rd. (which becomes Airport Rd.) for approx. 4 km. Follow the signs to the International Centre.

Travelling West on Highway 401 - Take Hwy. 401 West to Hwy 409. Exit at Airport Rd. and turn right. Continue along Airport Rd., for approx. 3 km. Follow the signs to the International Centre.

Travelling East or West on Highway 407 - From Hwy. 407, exit at Airport Rd., and go South. Continue along Airport Rd. for approx. 5km. Enter International Centre from Airport Rd., one light South of Derry Rd.

Travelling via QEW - Take QEW to Hwy. 427 North from Hwy. 427 North exit at Dixon Rd. and turn left at lights. Follow Dixon Rd. (which becomes Airport Rd.) for approx. 4 km. Follow the signs to the International Centre.

Display Rules and Regulations

Displays may consist of equipment, services, materials and products of interest to the food 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

EXPO MANAGEMENT FORMS

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

SHOWTECH FORM – CHARGES MAY APPLY

SHOWTECH is the exclusive supplier for electrical and utility services at the International Centre. 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 contact:

Electrical Safety Authority
800-559-5356 / 613-271-1489 www.esapa.biz

Exhibitor Badges

ONLINE

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 online by March 2, 2011, using the link emailed to you by Expo Management.** 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.

Exhibit Lighting

SHOWTECH FORM – CHARGES APPLY

Lighting services are available from SHOWTECH.

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 monthly email updates or as needed. Any questions regarding exhibiting can be directed to David St. Louis, exhibit@oimp.ca. Be sure that your spam protection allows email from 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.

Fire Regulations

City of Mississauga Fire Department governs exhibits and displays in public buildings

DISPLAY MATERIALS

1. The following materials shall be flameproof if used for display or decorative purposes: Artificial flowers or foliage, plastic materials, split wood and bamboo fibres, textiles, paper – (cardboard or compressed paperboard less than 1/8” in thickness is considered to be paper). Wallpaper is permissible if pasted securely to walls or wall board backing. Foam plastic cored art board shall be coated on all sides with a fire retardant paint, or varnish. Edges to be encased in a metal “U” channel or metal “muffler” tape. Tape must extend at least ¾” on face and reverse of board.
2. The use of the following materials shall be prohibited: Acetate fabrics, corrugated paper box boards, no-seam paper, paper backed foil, unless glued securely to suitable backing.
3. It is not necessary to flameproof textiles, paper and other combustible merchandise on display for sale, but the quantity so used shall be limited to the displaying of one salvageable length. Each sample must differ in color, weave or texture.

FLAME PRODUCING DEVICES

All exhibits having open flame devices must be accepted by the Fire Department. The general rules are:

1. Flame shall not be used solely to attract attention.
2. Exhibits utilizing flame producing devices must be attended at all times.
3. The use of an open flame is limited to certain articles of merchandise where the operation of an approved appliance or device definitely helps to promote the sale of such equipment.
4. Where candles are offered for sale, not more than four candles may be lighted at any one time, and they must be shielded by hurricane type chimneys. If glass contained candles are lighted, the flame must not extend above the rim of the container.

FLAMMABLE GAS

1. 1 X 5 lb. propane cylinder only as approved under the Propane Storage, Handling and Utilization Code for demonstration purposes. When a cylinder is used with a self-contained propane hand torch or similar equipment it shall have a maximum WC of 2 ½ lbs.
2. Equipment must be set up as remote as possible from public aisles, and installed in a manner to comply with approved safety standards.
3. 1 x 40 cu. ft. cylinder of acetylene will be permitted for use in Arts & Crafts type displays and for demonstration purposes.

AEROSOLS

1. It is permissible to exhibit one pressurized container, not exceeding one pint capacity of each product classified as a flammable liquid.
2. Non-flammable products are not restricted.

VEHICLES

1. Motor vehicles or gasoline-powered equipment on display must be equipped with lock-on type gasoline tank caps and batteries are to be disconnected. Gasoline tanks must not be filled beyond the $\frac{3}{4}$ mark in order to allow for expansion of product. Vehicles unable to be equipped with lock-on type caps must have caps sealed in a manner acceptable to the Fire Department.
2. Running of display vehicles during exhibit is prohibited unless approved by the Fire Department.
3. Shows requiring vehicles to run as part of a performance or contest must fill vehicle outdoors from approved safety containers.
4. Propane charged cylinders are not permitted on self-propelled vehicles or trailers on display inside buildings.
5. If at any time an Inspector deems that equipment is being operated in a manner dangerous to public safety, he shall cancel the privilege of the exhibitor concerned.

DISPLAY LAYOUT

1. Display must not encroach on exit doorways.
2. No portion of a display shall project into any aisle as designated for the show concerned.
3. The aisle clearance at the bottom and top of a stairway shall be equal to the width of the stairway. Access to exits shall be maintained clear.
4. Where the occupant load exceeds 200 persons in the assembly occupancy containing non-fixed seating, the seats shall be fastened together in units not less than 4 or more than 12, or each end seat abutting an aisle shall be securely fastened to the floor. If the area is enclosed, approved illuminated EXIT signs are required.
5. a) If fire protection equipment is located within the exhibit space, it shall be the responsibility of the Show Management to provide direct and unobstructed access to such equipment.
b) A fire extinguisher bearing the Underwriters' Laboratories of Canada designation 2-A shall be provided and maintained for each 3,000 square feet of floor area.
c) In every eating establishment wherein cooking is conducted, there shall be provided and maintained therein, one dry chemical fire extinguisher bearing the Underwriters' Laboratories of Canada Designation 40-BC.
d) In every eating establishment and exhibit or display in which commercial cooking equipment producing grease-laden vapours are used, the cooking equipment shall be installed and exhaust ventilated in conformance with the requirements of the Ontario Building Code.
e) An approved fire extinguisher must be installed in exhibit areas where flame producing devices are used, or when required by an Inspector.
6. Hay, straw, shredded paper and excelsior packing must be removed from the building unless it can be returned to tightly closed packing containers.

7. Any enclosed showroom with an excess of 2,000sq. ft. or an occupancy of 60 persons must have two means of egress as remote as possible.
8. Boxes, crates and cartons from which merchandise has been removed, must be piled neatly in a storage area designated by Show Management.
9. Separation- A minimum of 20 feet wide separation shall be provided between any non-sprinklered, covered areas of over 200 square feet. Nonsprinklered areas of under 200 square feet will be determined based on combustible load and subject to approval by the operations department.
10. Protection- Protection criteria for the covered areas which create the potential for obstruction of the buildings sprinkler system.
 - a) The area of covered portion of a booth or the area of roofed area or platform which covers the floor area below.
 - b) The protection required for covered areas up to 200 square feet and between 200 and 800 square feet will depend on the use and the occupancy conditions within that area. Appropriate protection may include any or a combination of the following provisions:
 - I. A trained security guard to monitor against unsafe conditions;
 - II. Smoke alarms within the covered areas;
 - III. Additional hand fire extinguishers;
 - IV. Sprinkler protection;
 - b.) This sprinkler protection need not be separately alarmed.
 - c.) The protection required for covered areas over 800 square feet will have proper sprinkler coverage.
 - d.) Exhibition booths with flame retardant fabric canopies not to exceed 200 square feet.
To pass materials: Hold materials to be tested in vertical position, apply flame to the lower edge for a minimum of twelve (12) seconds.
To pass a test of satisfactory resistance to flame spread, a material should not continue to flame for more than two (2) seconds after the test flame is removed.
11.
 - a) Each exhibitor displaying an ICF product must provide proof that they have obtained a valid CCMC Evaluation Report as issued by the NRC's Canada Construction Materials Centre in Ottawa.
 - b) Each exhibitor agrees to adhere to the maximum booth size and 8' height limitations provided these are no different from the spaces afforded to other non-ICF exhibitors. No ceiling structures allowed.
 - c) CF exhibitors must be dispersed throughout the show floor minimum 60ft apart
 - d) All ICF exhibitors must have a certified in working order Class (ABC) fire extinguisher suitable for extinguishing combustible solid material in their booth at all times.
 - e) Electrical boxes run for show purposes must not be in direct contact with any of the foam product.
 - f) All lighting modules forming part of booth displays must be installed in such a manner that no light source is closer than 2 feet from foam.
 - g) The backsides of all walls must be covered with drywall allowing front surfaces to be exposed.
 - h) Must pass 12 second flame test.

Food and Beverage Sample Distribution

INTERNATIONAL CENTRE FORM

The International Centre has exclusive food and beverage distribution rights within the Centre. Exhibitors wishing to distribute samples must submit an EXHIBITOR AUTHORIZATION FORM to the International Centre no later than **February 4, 2011**. Pending approval from the International Centre, exhibitors may sell products that are packaged, sealed in bulk quantities and intended to be consumed off site; and/or distribute complimentary food samples on premises during the Expo but are restricted to one ounce (1 oz.) for snack foods, two ounces (2 oz.) for food products of any kind and four ounces (4 oz.) for beverage samples. Neither Show Management nor the International Centre Corporation will be responsible for the quality or state of the food or beverage served by an authorized vendor. Items dispensed are limited to products manufactured, processed or distributed by the exhibiting firm.

Freight Deliveries & Storage

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

Garbage Removal

CALDAS FORM – CHARGES APPLY

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 Cleaning Services form.

Ice

Exhibitors requiring ice may purchase it from the International Centre.

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 **liability insurance of \$5 million** (naming 2011 Meat and Food Processing Expo 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 January 7, 2011.***

Lead Retrieval

CONEXSYS FORM – CHARGES APPLY

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 **February 25, 2011**. See the CONEXSYS form for more information or visit www.conexsysleads.com to order online (Event Code: MFP11).

Loading Doors

Access to the building is through drive-in door 50 located at the side of Hall 6 and docks 54 through 64 at Hall 6. A map is provided.

Material Handling

STRONCO FORMS – CHARGES APPLY

Stronco Show Services 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 enclosed form.

Mechanical Connections

SHOWTECH FORM – CHARGES APPLY

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

Parking

The International Centre has plenty of free parking. There is no designated area for exhibitors. Overnight parking is not permitted.

Photography

Any photographs taken at the 2011 Meat and Food Processing 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

Promotional postcards, 1/4 page ads, web banners and brochures with discount admission coupons are available to exhibitors. Exhibiting companies also receive six (6) Free Admission Coupons per 100 sq. feet of exhibit space.

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 International 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. Tone-Gar Security Services can provide additional security for individual booths, if required, please call Gary Arthur 905-405-0221 gary@tone-gar.on.ca.

Show Guide

SHOW MANAGEMENT FORMS

The 2011 Meat and Food Processing 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 and posted on the Expo website.

Smoking

Smoking is prohibited in the International Centre at all times. Smoking is permitted outside only.

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.

Sponsorship

Gain valuable exposure within your target market and ensure your company stands out from the competition as a sponsor of Expo and the Ontario Independent Meat Processors Annual Conference – The Meating Place. Details are available at www.foodindustryexpo.ca.

On-Site Storage

It is recommended that small display cases be stored within your booth. Limited storage is available at the International 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. Approved double sided cloth tape is available for purchase through Caldas Cleaning Services.

Transportation Services

CUSTOMS & TRANSPORT FORMS – CHARGES APPLY

Stronco Logistics Services in partnership with Commerce Trade Show Logistics Group is the official customs broker and transportation services provider for the Expo.

Travel and Tourism

For information on Toronto accommodations, events, sights, and attractions contact Toronto Tourism at 416-203-2500 (Toll-free 1-800-499-2514) or visit their website: www.seetorontonow.com.

Visitor Attendance

Visitor admission to the Expo will be by controlled registration. A link to online visitor registration will be available shortly at www.foodindustryexpo.ca. Daily admission prices for the Expo are as follows: (All prices include HST):

Online Registration prior to March 3, 2011	\$15.00 per person
On-Site Registration	\$25.00 per person
On-Site Registration with coupon	\$15.00 per person

Wash Up Station

A sink with running hot and cold water will be located near the loading docks for cleaning of sampling equipment and utensils.

Website

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