

TORONTO STAR

National
BRIDAL SHOW

EXHIBITOR MANUAL

September 15 – 17, 2017
International Centre, Hall 1

Meet New Clients ~ Increase Exposure ~ Expand Your Business

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GENERAL INFORMATION

Producer

Metroland Media Group
3145 Wolfedale Road
Mississauga, ON L5C 3A9
Web Site:

(T) 905-273-8111
(F) 905-277-9917
<http://fall.nationalbridalshow.com/>

Show Personnel

Madelaine Gileadi
Manager, Partnerships & Consumer Engagement

416-516-0205
mgileadi@metroland.com

Jamie Coffin
Marketing & Events Specialist

289-293-0711
jcoffin@metroland.com

Show Office TBA – closer to event date (approximately 1 week prior)

Show Dates and Times

Friday, September 15 5:00 pm - 9:00 pm
Saturday, September 16 10:00 am - 6:00 pm
Sunday, September 17 10:00 am - 5:30 pm

Location

International Centre, Hall 1
6900 Airport Road
Mississauga, Ontario L4V 1E8
Telephone: 905-677-6131
Fax # 905-677-3089

PLEASE NOTE: YOU CAN CONTACT THE INTERNATIONAL CENTRE FOR INQUIRIES ABOUT ELECTRICAL, WATER, PARKING, TELECOMMUNICATIONS, INTERNET, SIGN INSTALLATION, NATURAL GAS, AND COMPRESSED AIR. THESE FORMS ARE LOCATED ON OUR WEBSITE, WWW.NATIONALBRIDALSHOW.COM

Move-In Dates & Times

Thursday, September 14	8:00 am - 6:00 pm
Friday, September 15	9:00 am - 2:00 pm

All exhibit materials must be in exhibitors' booths by 2 pm on Friday, September 15th. All booths must be completed Friday, September 15th by 3 pm. Please allow enough time for set-up. Remember that set-up is very chaotic and it always takes longer than anticipated!

Move-In Procedure **Move-in shall not commence prior to 8 am, Thursday, September 15th.**

1. Parking personnel will direct exhibitors to loading doors. Pedestrian entrances cannot be used for move-in/out.
2. *Report to the Show Office immediately upon arrival.* Proceed to unload vehicle as quickly as possible. Move vehicle from the door to a parking space. Please be considerate of others waiting to use loading doors.
3. A limited number of dollies will be available for exhibitors' use, although we suggest that you bring your own to facilitate your move-in time and avoid delays. Please return dollies to loading doors after use.
4. Storage for empty crates will be available. All crates must be labeled with company name and booth number.
5. Due to safety regulations, vehicles will not be permitted in the building.

Construction Site

The **Ministry of Labor** deems the show floor a construction site. Effective January 1st, 2007. **NO CHILDREN UNDER THE AGE OF 16 ARE PERMITTED ON THE SHOW FLOOR DURING MOVE-IN OR MOVE-OUT. Please note that open toed shoes are not acceptable.** Please see enclosed information regarding the Ontario Health & Safety Act.

Courier & Shipping Instructions

Pre-paid courier packages and shipments to the building will be accepted and signed for by Premier Consumer Shows. Driver must report to Show Office and show personnel will supervise and direct freight to the exhibitor's booth. Show management is not responsible and will not sign for any deliveries unless special requests have been discussed prior to the show.

Shipping Address

Fall National Bridal Show
Attention: (Company Name & Booth #)
International Centre, Hall 1
International Centre, 6900 Airport Road, Mississauga, ON L4V 1E8

Please note that shipments cannot be accepted prior to Thursday, September 14th under any circumstances.

Move-Out Procedure: Sunday, September 17th 6:00 pm - 11:00 pm

The tear down and movement of exhibits and materials while the public is legitimately viewing the show (i.e. before 5:30 pm on Sunday) is both discourteous and dangerous. Exhibitors may start tear down at 5:30 pm. Security will not allow goods to be removed from the building before 5:30 pm. Non-compliance will result in expulsion from future shows.

All exhibits and display materials must be out of building by 11:30 pm on Sunday, September 17th. Should you be renting display materials from service companies other than GES Canada, it is your responsibility to notify them of set-up and move-out times. All products must also be removed from the International Centre; this includes all magazines, brochures and promotional material. If there is excessive printed material left by the exhibitor, you will be responsible for a disposal fee as determined by the International Centre Cleaning Services. Premier Consumer Shows' contract ends at 12:00 midnight Sunday night and nothing can be left in the building overnight.

Show Office

The Show Office is located on the floor by the show entrance and will be staffed by Show Management and Service Personnel throughout setup show hours and take down. Please report to the Show Office upon arrival at setup and direct all inquiries to the Show Office throughout the show.

Telephone Messages

From September 15th-17th, we will have a new telephone number at the International Centre in our Show Office. You will be advised of the number closer to show time. For the convenience of exhibitors, messages will be received through the Show Office and delivered to your booth. Please use this service for emergencies only.

Exhibitor Badges

A maximum of SIX (6) exhibitor badges will be issued per 10' x 10' booth. Badges may be picked up only at Exhibitor Badge Pick Up booth during set-up. Should you need to make alternate arrangements, please contact us upon arrival at the show. Badges will not be mailed. Badges may be picked up at the show office during move-in or at the Exhibitor Badge Pick Up in the main lobby during show hours.

Badges will allow exhibitor admission to the show floor and must be worn during show hours.

Exhibitor badges are non-transferable.

The Hall will be open to exhibitors, their employees, agents and contractors during move-in hours. Exhibitors only may remain in the building from 4:30 pm on Friday, September 15th. The building will be open to exhibitors on Saturday and Sunday from 9:00 am.

Staffing of Exhibits

Each 10'x10' booth will have a maximum of 4 staff in the booth at any given time. Please remember that within the 100 square feet you will require adequate room to allow the consumer to do business in your booth. The amount of display material, product and merchandise shall be reasonable and allow the exhibitor the ability to conduct business within the confines of their contracted area. If Show Management deems that there is excessive staff or product within the contracted area, resulting in public safety or obstruction of aisle traffic, the exhibitor will be asked to make changes or amendments. Interpretation of these rules and regulations are at the sole discretion of the Show Manager and non-compliance of these regulations will result in the ejection of the offending exhibitor and the closing of their exhibit. Show Management will not be liable for any damages or loss to the Exhibitor, nor will there be any refund on rental fees or any other exhibitor expenses.

Exhibits must be staffed during all show hours. Management reserves the right to uncover any un-staffed booths during show hours and will not be liable for damage or pilferage. Should an exhibitor leave their exhibit un-staffed, they will forfeit the right to participate in future shows.

Parking

Exhibitor and visitor parking is free at the International Centre.

Security

Uniformed security personnel will be on duty 24 hours per day from opening time on move-in until closing time of move out. Exhibitors are advised to maintain normal precautionary measures to protect their display material and equipment. Booths must be manned at all times during show hours.

Individual booth security may be contracted between the exhibitor and the official security service (please see Services at a Glance). Every precaution will be taken to prevent losses due to pilfering, however Premier Publications & Shows, the International Centre, and official appointed contractors and/or their employees, and/or agents, will not accept liability for losses of any kind.

Suggestions Regarding Security:

1. During move-in make sure boxes and containers are securely taped or banded. Do not leave boxes or booths unattended during set-up.
2. After set-up, cover your display each night before you leave.
3. Never leave your booth unattended during show hours.
4. Do not leave excess merchandise in open cartons under tables of displays.
5. Small items are especially pilferage prone. Make sure that these are completely out of reach in closed or locked containers. Movable items of any value should be in locked cases or removed from the display nightly.
6. At the close of the show, be sure you pack as quickly as possible and under no circumstances leave your space unattended during this period as the confusion present on breakdown creates a very difficult problem.
7. A locked area will be available for video equipment or any other items of value. Please make arrangements with Show Office.

Show Service Contractors

Booth equipment rentals, i.e. carpet, draped tables, signage, plants, etc., and complete display systems are available through GES Canada at 905-283-0500. Order forms can be found on our website, www.nationalbridalshow.com under Exhibitor Information. Tables and chairs are not included with booth space rentals. GES Canada will have a service desk in operation at the show.

Please note: A premium will be charged for rental materials not pre-ordered.

Insurance

Show Management strongly recommends exhibitors purchase liability insurance. The insurance application form can be found on our website, www.nationalbridalshow.com under Exhibitor Information. Exhibitors should provide a certificate of insurance from their liability insurer adding Premier Consumer Shows/National Bridal Show on the certificate. Show Management is not responsible for anything lost, stolen or broken.

Empty Crates-Storage

Show Management will provide a storage area for empty boxes, crates, etc. Please make arrangements with Show Office.

Food Services

A snack bar will be open during move in and show hours, and a fully-licensed restaurant will be open during show hours.

Announcements

Exhibitor announcements will not be made over building P.A. system.

Demonstrations and Distributions

Displays, demonstrations and distributing of advertising materials are not permitted outside of the confines of the exhibitor's booth. In cases where audio/visual equipment is used, the sound must be subdued to such an extent as to ensure it's having no nuisance effect on neighboring exhibitors. Floor managers will have the right to decide on accepted decibel levels at the show. Premier Consumer Shows will take the responsibility to ensure that each exhibitor is able to conduct their business at the show free of undue disturbances from other exhibitors. Should complaints be made about excessive noise, etc., from such things as audio or audio-visual equipment, the following actions will be taken.

Sound Levels and Exhibitor Complaints

1. The Show Management team will request that levels be lowered to a point considered satisfactory by Premier Consumer Shows.
2. Should the level be increased following initial warnings, the Show Management team will insist that the equipment be either turned off completely, or the exhibitor leaves the show. Should this happen, there will be no refunds or compensation to those involved.

Draws and Competitions

Premier Consumer Shows **must pre-approve all draws offered by exhibitors prior to the show.** Permission will be granted once Show Management is satisfied that the draw is legitimate. Exhibitors who do not obtain permission from Premier Consumer Shows will be required to cease and desist collecting entries and no compensation will be provided. Sales promotions and competitions conducted by exhibitors in conjunction with their displays must be free of any obligation on the part of the winner. Prizewinners must not be required to place an order or make any monetary deposits in order to collect the prize offered. The schedule of prizes and terms and conditions of the competition must be clearly stated on the entry forms and signage in the booth.

Concessions

Food or beverage sales are prohibited. Exhibitors in the confines of their booth may distribute free samples, provided arrangements have been made prior to the show (see restrictions below). Please visit our website, www.nationalbridalshow.com for a Food Sales and Sampling Form and further details regarding special insurance arrangements.

Any exhibitor wishing to sample at the show must comply with the following:

1. All samples must be less than 28 grams by weight or less than 30 ml by volume.
2. A Food Sales and Sampling Form as well as a Certificate of Insurance must be completed and submitted at least 10 days prior to the show.
3. All booths sampling at the show must have a hand-washing sink with hand soap and paper towels.
4. If dishwashing facilities are not provided at the show, then you must have at least four (4) sets of serving utensils.
5. For further information on Region of Peel Public Health Forms, please visit www.peelregion.ca/health/enviroNew/food/events.htm

Payment of Exhibit Space

Payment in full for exhibit space as contracted must be made by **July 17, 2017**. Show Management reserves the right to refuse use of space to any exhibitor who has not made full and final payment.

Staffing Of Exhibits

Exhibits must be staffed during all show hours. Management reserves the right to uncover any unstaffed booths during show hours and will not be liable for damage or pilferage.

Compliance with Rules and Regulations

Show Management reserves the right to make such changes, amendments and additions to the rules and regulations as considered necessary to the efficient and proper conduct of this show. Interpretation of these rules and regulations shall rest with Show Management and non-compliance of these regulations can result in ejection of the offending exhibitor, or the closing of his exhibit.

Height Limitations of Displays

Racks and display shelves must not exceed 8 feet in height and exhibitors are required to exercise care so that their displays do not unduly obstruct visibility of adjacent exhibits. **At least 50% of the total area between adjacent exhibits must allow for eye level (4 feet maximum height) visibility.** If the backs of the racks or display materials are visible they must be finished. Please note that where a

10' x 20' or 20' x 20' booth takes up two corners, the adjacent sidewalls will be considered as back wall. These exhibit restrictions have been designed, not to curb creativity of design, but to ensure that the overall appearance of the show will be clean, clear and uncluttered.

Signs

In the interest of the overall appearance of the show, suspended signs will not be allowed in the show building. Signs must not exceed the 8-foot height restriction and may not be attached to or painted on equipment above that height. All booth signage must be professionally lettered. **Sponsors only are allowed to hang banners from the ceiling, and must be pre – approved.**

PLEASE NOTE: ABSOLUTELY NO HAND-WRITTEN SIGNS WILL BE ALLOWED ON IN THE SHOW.

Prices or any reference to dollar figures are not allowed in any prominent display area within the booth, or attached to any of the signage on the booth. Show specials will be allowed, but any signage with reference to dollar figures must be no larger than 8"x10". Signage must meet with Show Management approval.

Prefabricated Booths

An exhibitor planning to use a prefabricated display must ensure that:

1. An allowance of one inch is made on each side of the display to allow for the thickness of standard dividers.
2. Projection of sidewalls must be limited to a maximum of half the depth of the exhibitor's booth (i.e. 4 feet from the rear of the booth), allowing 50% visibility to the sides of the exhibit at eye level (4 feet).
3. All sides and surfaces of exhibits (booths and signs), which are exposed to view, must be properly finished and decorated.

Display Erection

Exhibitors may erect their own displays using their own regular employees, provided that there is no major construction involved. Please see enclosed Ontario Health & Safety Act. All display materials, including pre-fabricated booths must be pre-fitted and ready for installation prior to shipment to the building.

Floor and Wall Damage

Painting, nailing, drilling or screwing to the floors, walls or any other part of the building is not permitted. Exhibitors wishing to lay carpet or floor covering may not adhere same to the building floor.

If you are laying carpet - **cloth adhesive tape may be used**. If you are not sure you are using the correct tape, please ask Show Management or GES. Exhibitors will be charged for clean up of all other tape products. Minimum charge for unauthorized tape removal is \$300.00.

Booth Sharing

PLEASE NOTE: Booths are rented on the understanding that the products or services contained in that booth will be offered solely by the person or company contracting for the space. Premier Publications & Shows reserves the right to bar any other company or product being represented in the space rented.

Booth sharing is strictly prohibited!

Your Booth

Please refer to the diagram included in this package. It outlines a standard 10' x 10' booth. Every exhibitor will be provided with curtained back and sidewalls as shown in the diagram. You must not obstruct your neighbor or build walls outside of this configuration without prior approval of Show Management. Should your booth not meet show code during set up, you will be asked to remove any walls that are obstructing your neighbor.

****Should you need to extend the height of your booth or enclose your sidewalls, management approval is required. Please contact Madelaine Gileadi (mgileadi@metroland.com) for approval.** This requirement is not to discourage creativity, but to maintain consistency on the show floor, keep sightlines open and primarily as a courtesy to your neighbour.

Booth Colours

The exhibit floor will be set-up with white booth curtains and white and black aisle carpet. Exhibitors wishing to use an alternate colour must provide their own or rent through the show service company.

Services and Equipment

GES Canada, the official Show Decorator has an extensive supply of display materials for rent. A price list is enclosed. If you do not see what you require, please call and they may be able to assist you with your order.

Booth Equipment

GES will rent carpeting, tables, etc., to exhibitors. They are equipped to provide exhibitors with full display services. Please send all requirements and payment in advance to be assured of the best

service possible. Order forms and price lists are enclosed. Please note advance order deadline on form. On site orders will be charged a premium.

Cleaning

Aisles only will be cleaned daily. Individual booth cleaning may be contracted through Caldas Building Services, 905-672-2304. The order form can be found on www.nationalbridalshow.com.

Electrical Contractor

Show Management does not provide electrical outlets. Electrical outlets may be ordered from ShowTech Power & Lighting 905-283-0550. Please see the form for due date. This form can be found on our website, www.nationalbridalshow.com. Orders received after this date will be charged at the after deadline prices.

Exhibiting Electrical Equipment

Extension cords must be of the three-prong type (i.e. grounded) and must contain wires of the proper size to carry the electrical load. Multiple outlet extension cords are not permitted. The Official Electrical Contractor is obligated to refuse connections where the exhibitor's electrical wiring or wiring method constitutes a code violation.

PLEASE NOTE: ORDERS MUST BE PLACED AND PAID IN FULL 72 HOURS PRIOR TO MOVE IN. ON SITE ORDERS WILL BE CHARGED A PREMIUM.

It is a requirement of the Electrical Safety Code that any electrical equipment, which is being displayed, offered for sale or used in any show or convention must be approved. If you need further information, please call 1-800-434-0172.

Telecommunication Services

Telephone, Internet, Fax and/or credit card services may be ordered from the International Centre's Information Technology department. This form can be found on our website, www.nationalbridalshow.com.

Security

Should you require individual overnight booth security in addition to security provided by Premier Publications & Shows please contact the Tone-Gar Security Services at 519-746-1970.

Photography

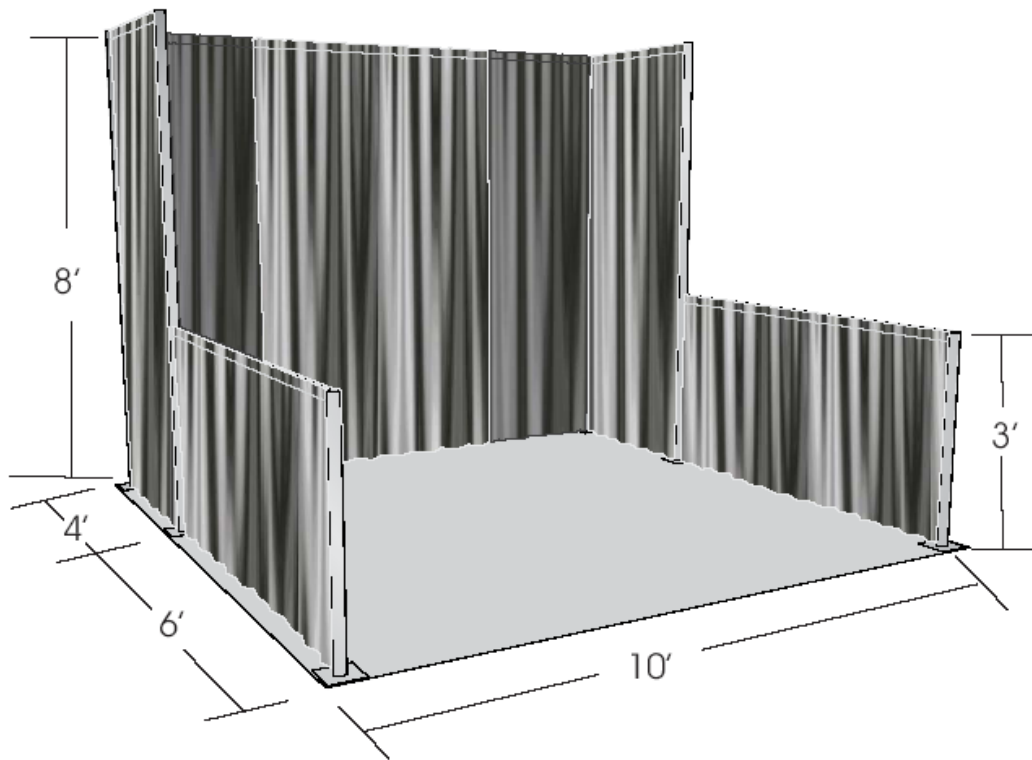
No photography of any exhibits on the show floor or fashion show is allowed, without the written consent of Show Management. No video or digital images are allowed to be taken of any booth displays. Exhibitors may photograph their own exhibits.

Extra Services

Should you require services that are not available in this package, please call us at Premier Publications & Shows 289-293-0711 and we will assist you in any way possible. Please note: We recommend that you place all orders for equipment rentals and services by mid August to avoid any confusion and to take advantage of the early bird specials.

Show Booth Diagram

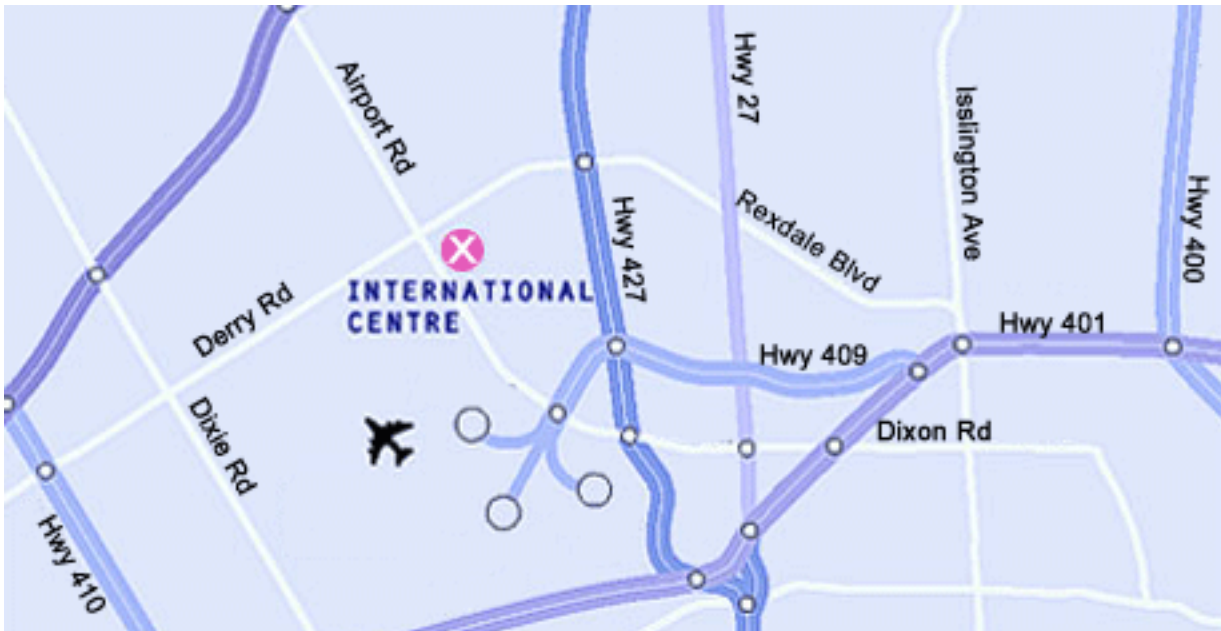
10'x10' - Draped booth



Services at a Glance

Service	Contact
Decorating, Furniture Rentals, Carpet, Signs, Flowers, Etc.	<p>GES Canada 5675 McLaughlin Road Mississauga, ON L5R 3K5 Phone: 905-283-0500 Toll Free 1-877-437-4247 Fax 905-283-0596</p>
Electrical	<p>Showtech 5675 McLaughlin Road Mississauga, ON L5R 3K5 Phone: 905-283-0500 Toll Free 1-877-437-4247 Fax 905-283-0596</p>
Telecommunications	<p>International Centre – Information Systems 6900 Airport Road, P.O. Box 8 Mississauga, ON L4V 1E8 Phone: 905-678-5615 Fax 905-678-5614</p>
Booth Cleaning	<p>Caldar Building Services Inc. 6900 Airport Road, Box 32, Mississauga, ON L4V 1E8 Phone: 905-672-2304 Fax: 905-672-5670 Email: info@caldas.ca</p>
Security	<p>Tone-Gar Security Services A-145 Otonabee Drive Kitchener, ON N2C 1L7 Phone: 519-746-1970 Email: gary@tone-gar.on.ca</p>
Canadian Customs Broker and Transportation Supplier	<p>The Commerce Trade Show Logistics Group Ltd Brian Moore 3405 American Drive, Unit 7 Mississauga Ontario L4V 1T6 Bus: 905-673-5445 Email: brianm@commercetradeshows.com</p>
Insurance	<p>Canfinse Group Inc. Kim Libenstein 5000 Dufferin Street, Suite 215 Toronto, ON M3H 5T5 Bus: 416-667-9177 Fax: 1-866-591-5613 Email: kiml@exhibitorinsurance.com</p>

Directions to the International Centre



Travelling East on Highway 401

- Take Hwy. 401 E. to Hwy 427 N.
- From Hwy. 427 N., Exit at Dixon Rd. and turn left at the 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 W. 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. 5 km.
- Enter International Centre from Airport Rd., one light South of Derry Rd.

Travelling on Q.E.W

- Take Q.E.W to Hwy. 427 N.
- From Hwy. 427 N., exit at Dixon Rd. and turn left at the lights.
- Follow Dixon Rd. (which becomes Airport Rd.) for approx. 3 km.
- Follow the signs to the International Centre.

- Free Parking -