

## Exhibitor Information Package GreenTrade Expo 2012


This document includes all the information you'll need to make GreenTrade Expo 2012 as smooth, low-stress, and successful an experience as possible for both you and your company. Please read this information completely.

**NOTE: This exhibitor kit has a companion file... “Forms to Fax Back”**  
**Please print this companion file, complete the forms, and fax them back to...**  
**613.822.5155 no later than January 20, 2012.**

### Your Show Information in this Kit includes...

- A. Show hours, move-in and move-out hours and details (page 2)
- B. Exhibitor Badges (page 2)
- C. Complimentary Guest Passes (page 2)
- D. Display Services (page 2)
- E. Computers & Internet Access (page 2)
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- M. Booth Configuration regulations (page 6)

(Subject to change, as required)

 **This red triangle symbol emphasizes items of **CRITICAL IMPORTANCE** to you (as an exhibitor), throughout this document.**

Thanks for your attention to these matters...

## Here's to a great GreenTrade Expo 2012

# Thank You for Your Attention To These Important GreenTrade Expo 2012 Details

## A. General Show Information...


**Show Name:** GreenTrade Expo 2012

**Date:** Wednesday, February 15<sup>th</sup>, 2011 (9 am – 4 pm)

**Location:** CE Centre, 4899 Uplands Drive, Ottawa (at Ottawa Airport)

**Move-in:** Tuesday, February 14<sup>th</sup>, 2012 – 1 pm – 5 pm

Wednesday, February 15<sup>th</sup>, 2012 – 7 am – 8:30 am (No dollies are permitted on the show floor – *hand carried items only*. Show opens at 9 am)

 **NOTE: \*Book your move-in time on the form in the Fax Back set, fax it back by January 20<sup>th</sup>, 2012**

**Move-out:** Wednesday, February 15<sup>th</sup>, 2012 – *AFTER* 4 pm show close - **NO EARLIER** – to 6 pm

## B. Exhibitor Name Badges...

Your name badges will be available to you on the show site during your show move-in. They'll be printed with your company name, and the names of your booth staff. Send your badge request form in the 'Fax Back' document to provide names **by January 20<sup>th</sup>** if you require more than the following standard badge allotment, base on the size of your booth...

**100 to 200 square feet** – 2 exhibitor passes

**300 to 400 square feet** – 4 exhibitor passes

**600 square feet, and over** – 6 exhibitor passes

## C. Complimentary Guest Passes...

As an exhibitor, we'll provide you with **100 (one hundred)** guest passes which you can use to invite your best clients/prospects/etc. to drop by your booth at GreenTrade Expo. They're designed to easily fit standard business envelopes... just the size to mail with invoices or other client/prospect communiqués. We'll send them to you by the first week of January. If you think you'll need more passes, just call our Show Manager, Martha Walsh at... **613-796-5156**, and we'll be happy to oblige.

## D. Display Services: Exhibits, Tables, Chairs, Carpet, etc...

As part of your exhibit booth fee, we can include one (1) 6 foot table, and two (2) chairs. **\*Note – you'll need to confirm that you want the table and chairs no later than January 20<sup>th</sup>** (by faxing the forms found in the accompanying "Forms to Fax Back" document). If you have any other show display requirements (such as carpet, displays, etc.) call the **Freeman Decorating Company** in Ottawa directly at **613-748-7180 x231**.

E-mail – [CEC@Freemanco.com](mailto:CEC@Freemanco.com) • Web – [www.Freemanco.com](http://www.Freemanco.com)

## E. Computers & Internet Access...

Need a computer or Internet connectivity (or both) in your booth? Now it's much easier than it was before. Provider, DE Systems Ottawa contact – David Dugas, 613-723-1166 x202, [DDugas@DESsystem.com](mailto:DDugas@DESsystem.com), [www.DESystems.com](http://www.DESystems.com).

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## F. Electrical Services (duplex outlets, light stands, etc.)...

If you need electricity for your booth, you'll need to deal directly with the show vendor, Freeman Electrical. . Call **613-241-6555 x 286** by **January 20<sup>th</sup>** if you need to order. On-site installation is subject to delays and additional charges. If you wish to order 3-light stands or other additional equipment, download the Freeman Electrical KIT document from [www.GreenTrade.ca](http://www.GreenTrade.ca), visit the **Freeman Electrical & Rigging Services** website ([www.Freemanco.com](http://www.Freemanco.com)), or call them at – **613-241-6555 x286**.

## G. Accomodation...

### Hilton Garden Inn ([Website](#))

2400 Alert Road, Ottawa, ON K1V 1S1

613-288-9001, Direct Line – 613-288-9010, or Toll-free – 1-866-235-1060

**Rates** – GreenTrade rate is \$149/night + HST (13%) for the evenings of February 13<sup>th</sup>, 14<sup>th</sup> & 15<sup>th</sup>

(Mention our group rate code (“**GTE**”). **NOTE** – the rate is only protected until Friday, January 13<sup>th</sup>)

**Parking** – Complimentary parking at the hotel is included with your room rate.

## H. Insurance Requirements...

As per your exhibitor contract, your company will need to provide a Certificate of Insurance – prior to **February 14<sup>th</sup>, 2012** – with general liability coverage of \$1,000,000 per occurrence, made out to the **CE Centre, 4899 Uplands Drive, Ottawa**. Please reference “GreenTrade Expo,” naming Landscape Ontario as an additional insured. Your insurance carrier will usually provide this certificate, without charge. Your carrier can fax the Certificate directly to our office – **613-822-5155**.

## I. CEC Parking...

Exhibitor parking is available on the **CE Centre grounds** for \$7/day. Parking to unload in the back of the CE Centre, but vehicles may not be left there.

## J. Shipping...

The official GreenTrade Expo shipper is Lange Transport. For more information on their available services, contact Rosemarie Bera at **905-362-1290** and mention our show code – **GTE121**. You can download Lange's Transortation Order Form from the GreenTrade Expo website ([www.GreenTrade.ca](http://www.GreenTrade.ca)), or from Lange's website ([www.langeshow.com](http://www.langeshow.com) – use the show code as your ID, and “Lange” for the password). You may also ship your exhibit by your preferred shipper to the address below, including you company name and booth number. Shipments will only be accepted on Tuesday, February 14<sup>th</sup>. Shipments left in the receiving area will be at the shippers risk. Ship to the Centre, as follows...

**CE Centre**  
**4899 Uplands Drive, Ottawa, ON K1V 2N6**  
c/o GreenTrade Expo, February 15, 2012

Be sure each piece of your shipment is clearly tagged with this information...

- **That it's for GreenTrade Expo 2012**
- **Your company name**
- **Your show booth number**

# GreenTrade Expo 2012

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## **K. GreenTrade Expo Health & Safety Policy...**

The Ottawa Chapter of Landscape Ontario is committed to the promotion of the health, safety and well-being of all the stakeholders in GreenTrade Expo, to the provision of a safe and healthy work and exposition environment, and to the prevention of occupational injuries and illnesses. To view the full Health & Safety Policy for GreenTrade Expo, please contact our office at **1-800-265-5656**

Landscape Ontario is responsible for safety at the show, and the show is subject to Ministry of Labour (MOL) inspections at any time during move-in or move-out. Violations are subject to write-up orders, including...

1. Asking the exhibitor to fix or repair something immediately
2. An order to comply and a fine
3. A fine and an order to close your booth operation and or the entire show.

You should review the show safety rules and regulations for set-up and tear-down, and ensure each and every one of your team is aware of, and fully understands that Policy. It's important that you and your team use correct procedures, rules and equipment at all times. You will be responsible for your own Health and Safety Policy during GreenTrade Expo 2012.

### **Your Individual Company Exhibitor Show Health & Safety Policy should include these elements...**

- All employees should understand they're subject to all terms of the **Occupational Health and Safety Act**.
- Each employee should have his/her own, appropriate **Personal Protection Equipment (PPE)** with them at all times, including: safety shoes/boots (steel toe), eye protection, ear protection, gloves, hardhat, etc. **PPE** must be worn, as required when working around equipment and performing specific tasks.
- By law, children under 16 are not permitted on the show floor during move-in or move out periods.
- All employees should be trained and qualified for all tasks performed.
- All employee must be adequately trained for any equipment operation and should understand that each person is responsible for the safety of others.
- Please consult the **Ontario Occupational Health & Safety Act** for specific safety recommendations.
- All sub-contractors must follow the exhibitor's Safety Policy, as well as those of Landscape Ontario and the Capital Exhibition Centre.
- **Material Safety Data Sheets (MSDS)** – are required for any controlled products (hazardous materials) under the Hazardous Products Act (Canada). These hazardous materials are to be determined by criteria specified under the federal Controlled Products Regulations. **MSDS** sheets should be readily available in your exhibit during move-in, move-out *and* during the actual show hours.
- **Cell phone 'In Case of Emergency' contact numbers (ICE)** – *All* Exhibitors who step onto the show floor are requested to list their cell phones with our "In Case of Emergency" desk.

Please pay very careful attention to this very important subject of safety. We'll be monitoring the show floor for safe practices, and should you not comply with a safety-based change request, we'll document and address it appropriately. If you use a sub contractor (Exhibitor Appointed Contractor) to do work for you, it's your responsibility to make sure they follow your Safety Policy and that you've copied them on this notice.

 **PLEASE NOTE – Return your signed "Safety Release Form" by January 20<sup>th</sup>, 2012.**

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## L. Ontario Electrical Safety Code (Provided by Electrical Safety Authority)...

 **PLEASE READ AND BE SURE YOU UNDERSTAND THESE REGULATIONS... YOUR EQUIPMENT MAY BE INSPECTED AT ANY TIME DURING THE GREENTRADE EXPO SHOW...**

1. Section 113 of the Electricity Act and the Ontario Electrical Safety Code, 23<sup>rd</sup> Edition, 2002, Section 2, Rules 2-022 and 2-024 require all electrical equipment to be approved *before* it may be lawfully advertised, displayed, offered for sale, sold or otherwise disposed of, or *used* in the Province of Ontario.
2. Ontario Regulation 11/02, under the Electricity Act, 1998, as amended to O Reg 10-02, appoints the Electrical Safety Authority as the Regulator responsible for enforcement of the Ontario Electrical Safety Code in the Province of Ontario.
3. It's therefore the responsibility of each exhibitor, concessionaire and/or ride operator to ensure that all electrical equipment complies with the above regulations. This includes all electrical motors and equipment, as well as lighting and display equipment. All lighting fixtures must have an approved cord or be wired with an approved box.
4. If you wish to seek approval for your electrical equipment, submit your request to...

### **The Canadian Standards Association**

178 Rexdale Boulevard • Toronto, ON M9W 1R3 • 416-747-4000

The approval of this Association or other accredited organizations (see attached) are acceptable to Electrical Inspection Authorities in Canada. You are referred to those Certification Agencies for details of procedure.

5. One of the fundamental requirements for certification is that the Certification Mark *must appear* on each device. If such markings are missing, the device must be considered unapproved and therefore subject to special inspection through Field Evaluation.
6. If you wish to display, offer for sale, or use, any electrical equipment that is *not* now certified by an agency accredited by the Standards Council of Canada, it's first necessary that you submit equipment to a Field Evaluation Agency for their evaluation and acceptance.
7. Should any of this equipment not conform, we recommend you request temporary permission to exhibit while the necessary approval certification is being sought. Please write directly to or call...

### **Electrical Safety Authority, Field Evaluation Services**

1 Terrance Matthews Crescent ♦ Ottawa, ON K2M 2G3

1-800-559-5356 ♦ Fax: 1-800-559-5358

E-mail: [field.evaluation@electricalsafety.on.ca](mailto:field.evaluation@electricalsafety.on.ca)

For additional information concerning these regulations, see the ESA web site ([www.esasafe.com](http://www.esasafe.com))

 **NOTE – Should your electrical equipment not comply with the Ontario Electrical Safety Code requirements, you may not be allowed to plug it into the on-site electrical source... and you could be ordered to remove it from display.**

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## M. Your Booth Configuration...

**For Standard Booths** – One or more standard units in a straight line...

**Backwalls** – 8 feet max height permitted including signage

**Sidewalls** – 4 feet max height for the first 4 feet from the aisle, max 8 feet in height for the remaining depth.

**All display fixtures over 4 feet in height and placed within 10 feet of an adjoining exhibit, must be confined to that area of the exhibitor's space, which is at least 4 feet from the aisle line.**

**For Peninsula Booths** – With aisles on three sides...

**Backwalls** – 4 feet maximum height for the first 4 feet *in* from each aisle, maximum 8 feet height for the remaining width; 12' if center justified

**Sidewalls** – 4 feet maximum height

**For Island Booths** – With aisles on all sides...

**Backwalls** – if located at any edge, to be a maximum of 8 feet, 12 feet if centre justified.

**For Drapery** – Booth back drape is provided at no charge. Side drapes are not provided.

### Enforcement of the Show Rules...

No exhibit which interferes with the exhibit of other exhibitors or obstructs the visibility of other exhibits will be permitted. As such, all exhibits must be confined to the exact space (dimensions) allocated.

Where an exhibitor's display is found beyond limitations, show management will require the exhibitor to alter, remove or rearrange any or all of the display, so it will comply with the regulations, or, if the exhibitor is not available, to make such corrections at the exhibitor's expense.

These restrictions aren't intended to curb your design creativity, rather –in the spirit of fairness to everyone –to ensure the overall appearance and sightlines of the show will be clean, clear and uncluttered.

### The Intent of the Show Rules...

If a portion of an exhibit booth extends above 8 feet, the booth background will detract from the overall impact of the exhibitor directly behind that booth, regardless of how the rear of the 'offending' exhibit is finished.

Each exhibitor is entitled to a reasonable sightline from the aisle, regardless of the size of the exhibit. Exhibitors with larger space should also be able to use as much of the floor space as possible, provided they don't interfere with the rights or interests of other exhibitors. Limiting display fixtures over 4 feet and within 10 feet of a neighbouring exhibit accomplishes both of these objectives.

### Damage to Exhibit area walls/floors/etc.

**Signs or decoration** – Exhibitors will not cause nails or other things to be driven into, nor drill any holes, core or punch into any element of the **CE Centre**. Further, exhibitors may not affix signs or decoration, either to the exterior or interior thereof, nor cause or permit any changes, alterations, repairs, painting or staining of any part of the **CE Centre**, or the furnishings or equipment thereof, nor do, nor permit to be done anything which may damage or change the finish or appearance of the **CE Centre** or the furnishings thereof in any way.

**Allowable kinds of tape** – The only tapes authorized for use on the **CE Centre** exhibit hall floors are...

- **Doublestick V™** – 2-sided tape
- **Rainbow™** – 1-sided 7mil vinyl
- **Paper masking tape**
- **Suretape™ #618** – cloth duct tape, and/or
- **Suretape™ #174** – high-adhesion double-faced tape.

**Exhibitors will be responsible for any repair cost resulting from any/all tape damage and/or adhesive removal.**

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**Allowable kinds of wall adhesive** – The only wall adhesives authorized for use on the **CE Centre** exhibit hall floors are...

- **Lepage Fun Tak™** or other, similar, non-staining, easy-to-remove putty adhesive.

Any adhesive product used must be removable without causing damage of any kind to the surfaces or building finishes of the **CE Centre**.

**Exhibitors will be responsible for the repair cost resulting from any/all tape damage and/or adhesive removal.**

### **Other/Miscellaneous**

**Carts and/or dollies** – Carts and/or dollies with steel wheels are not permitted on any carpeted or tiled area in the **CE Centre**. All crates and other objects moved into or out of the **CE Centre** must be handled in such a manner as to maximize the protection of, and to minimize the risk of damage to floor surfaces, carpeting, painted surfaces, door fixtures, etc.

**Exterior doors** – Exhibitors may not prop open any exterior doors, or interfere in any way with any automatic closing devices or panic hardware, or to remove mullions from any door in the **CE Centre**.

**Drips & stains** – Exhibitors will provide drip pans/plastic sheeting and/or scrap buckets shall for operational machinery & equipment to prevent lubricants, paint, etc., from staining the floor or carpet or causing a safety hazard. The costs and expense of any clean up shall be responsibility of the exhibitor.

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