



January 23-24, 2010
Metro Toronto Convention Centre, South Building (Hall D)
Downtown Toronto, Ontario

EXHIBITOR MANUAL

www.totravelshow.com

EASY REFERENCE GUIDE

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Please Note:

Numbers 9 through 23 apply to Show Service Contractors. These forms are to be completed and returned directly to each of the contractors by the specified date. **There will be a premium charged for late or on-site orders.**

All our exhibitor information is available on our website at www.tottravelshow.com.

BASIC INFORMATION

1. **SHOW PRODUCED BY**

Premier Publications & Shows
447 Speers Road, Suite #4
Oakville, ON L6K 3S7

Show Manager – Katherine Breeson
905-842-6591 x 276 Fax 905-842-6843 kbreeson@metroland.com

Senior Account Executive – Julie Wright
905-842-6591 x 253 Fax 905-842-6843 jwright@metrolandwest.com

Operations & Events Co-ordinator – Kelly Christensen
905-842-6591 x 365 Fax 905-842-6843 kchristensen@metrolandwest.com

Marketing & Communications Coordinator – Amanda Wedgewood
905-842-6591 x 235 Fax 905-842-6843 awedgewood@metroland.com

2. **LOCATION**

South Building
Metro Toronto Convention Centre
NEW Exhibit Hall: D (South Building)
222 Bremner Boulevard
Toronto, ON M5V 2W6
Phone Number: 416-585-8000
Fax: 416-585-8224

3. **NEW SHOW DATES & TIMES**

Saturday January 23, 2010	10 a.m. – 6 p.m.
Sunday January 24, 2010	10 a.m. – 5 p.m.

4. **SHOW OFFICE** - Throughout move in, show hours and move out, show management will maintain an office on-site in the South Building of the MTCC. The office will be open during move in from 9 a.m. to 5 p.m. on Friday January 22, 2010 and open during move out from 5 p.m. to 8 p.m. on Sunday January 24, 2010. During show days, the show office will be open during show dates and times listed above and a half an hour before the show opens and 1/2 hour after the show closes.

Metro Toronto Convention Centre Show Office Telephone Number: TBD

5. **MOVE IN**

Friday January 22, 2010 9 a.m. – 5 p.m.

- **IMPORTANT: ALL VEHICLES MUST report to the Vehicle Marshalling Yard prior to Move In (See enclosed information on page 12, number 65).**

Move in may be done through the South Dock, located on Lower Simcoe, South of Bremner Blvd.

All materials handling will cease at 5 p.m. on Friday January 22, 2009. Exhibitors may stay and work on their exhibits until 6 p.m.

Hand carried merchandise only is permitted to be brought on the exhibit floor on Saturday January 23 and Sunday January 24, 2010. No vehicles or dollies will be permitted on the show floor. Any moving of merchandise and equipment during show hours, without the approval of Show Management, is prohibited. **All displays must be completed by 5 p.m. on Friday January 22. Should your Exhibit require special requirements, please contact Kelly Christensen at 905-842-6591 Ext. 365.**

6. **MOVE OUT - No removal of exhibits or exhibit material is permitted before the aisle carpets have been removed.** Exhibitors are urged to have a representative in their exhibit until the removal of all portable items has been completed. All products and displays must be removed via the South Dock. While Show Management will take all reasonable security precautions to safeguard small items, immediate removal of such items will minimize the possibility of loss from pilferage. **All crates, crating materials, equipment and containers and exhibits must be out of the building by 8 p.m., Sunday January 24, 2010.** Any items left after that time will be picked up and stored through Livingston Event Logistics. A charge will be presented when exhibitor pick up their items.

7. **BOOTH RENTAL** - The booth rental fee entitles each exhibitor to the following:
 - a. Designated floor space at the Metro Toronto Convention Centre, with general house lighting and heating/air conditioning
 - b. Standard booth draping
 - c. Janitorial service for maintenance of aisles and public areas
 - d. 24 hour uniformed security guards during Move In, Show Days and Move Out
 - e. Exhibitor badges as per enclosed Exhibitor Badge Request Form
 - f. Toronto's Ultimate Travel Show discount admission coupons
 - g. Show Management on-site at all times
 - h. Publicity and promotion
 - i. Company listing in show program (if registered prior to December 11, 2009)

8. **DELIVERIES / SHIPPING** - Must be made before the Show opens each day. Please advise Show Management of any expected deliveries. Exhibitor material should arrive Friday January 22 and not before. Shipments will **not** be accepted at the Metro Toronto Convention Centre, unless it is **ON or AFTER January 22, 2010. Should you require access to the South Docks (Halls D) to "replenish booths" or have deliveries made Dock Staff labour charges will apply.**

Please note: Materials may be shipped to our warehouse in advance. Call Heather James at Livingston Event Logistics at 416-585-8227.

All shipments should be consigned to:

Toronto's Ultimate Travel Show
Company Name / Exhibitor Name
Booth Number
South Building – Hall D
Metro Toronto Convention Centre
222 Bremner Boulevard
Toronto, ON M5V 2W6

Crates and packages should be clearly marked showing: (a) Show Name (b) Company Name (c) Booth Number (d) Show Building and complete address (e) Customs broker, when necessary, including name and phone number (where shipments are made from outside Canada).

15. **HOTEL ACCOMMODATIONS**

When booking a room in any of the hotels listed below, please mention to the desk clerk that you are an Ultimate Travel Show Exhibitor. This being said, you will get the discounted rate listed below.

Preferred Hotel#1: Intercontinental Toronto Centre *Rate: \$159.00 per night*

Hotel Information and directions are posted online at www.totravelshow.com under Hotel Accommodations.

225 Front Street West, Toronto, Ontario, M5V 2X3

Reservations: <https://resweb.passkey.com/go/Travel2010>

Toll Free Phone Number: 1-800-235-4670

Telephone: (416) 597-1400

Website: www.ictc.ca

Preferred Hotel #2: Radisson Hotel Admiral Toronto, Harbourfront *Rate: \$129 per night*

Hotel Information and directions are posted online at www.totravelshow.com under Hotel Accommodations.

249 Queen's Quay West, Toronto ON M5J 2N5, Canada

Reservations: (888) 201-1718 (Toll Free US & Canada)

Telephone: (416) 203-3333

Website: http://www.radisson.com/torontoca_admiral

Preferred Hotel #3: Strathcona *Rate \$119 per night*

Hotel Information and directions are posted online at www.totravelshow.com under Hotel Accommodations.

60 York Street, Toronto, ON M5J 1S8, Tel: (888) 512-5790

Website: <http://thestrathconahotel-px.trvlclick.com/>

16. **INSURANCE** - Current and in force Commercial General Liability Insurance coverage is recommended for exhibitors at Toronto's Ultimate Travel Show. A copy of your insurance certificate should be submitted to this office prior to the show. You can fax it directly to Kelly Christensen at 905-842-6843. A Nacora Exhibitor Insurance Form can be found on our website.

Management reserves the right to refuse admission to any exhibitor who fails to comply with this regulation. In this event, no refund will be forthcoming for exhibit costs.

17. **INTERNET- NETWORK SERVICE ORDER FORM** - For all your Internet requirements, visit our website and see the online order form from the Metro Toronto Convention Centre.
18. **JANITORIAL SERVICE ORDER FORM** - For cleaning of booths prior to show opening (after setup, provided it has been arranged within a reasonable length of time before show opening) and after show closing each night of January 23rd and 24th. Visit our website for the online order form from the Metro Toronto Convention Centre prior to the show.
19. **PARKING PASS ORDER FORM** – Exhibitors at the Metro Toronto Convention Centre can pre-purchase a discounted parking pass if parking for two consecutive days or more. Rate inclusive of tax is \$12.00 per day and allows for in/out privilege. Non- discounted daily rates are \$17.00, 7:00 a.m. to 7:00p.m.; Day + Evening Maximum is \$23.00 and there are no in/out privileges. Rates subject to change without notice. Passes are nonrefundable and non-transferable. (GST #R121403414) There are 1700 garage spaces as follows: 1200 North Building (enter from Simcoe St. south of Front St. W.); 500 South Building (enter off of Lower Simcoe St. south of Bremner Blvd.). There is an internal walkway adjoining buildings. Garage clearance: North Building 1.9m (6'3"); South Building 2.0m (6'6").

Parking passes are to be picked up at the Exhibitor Services counter in the exhibit hall during event move in/set up. Passes can also be picked up in the closest Parking Office after the service desk has closed. The Parking Offices are located next to the exits in the parking garages (Level 5A of the north building and off of Level 600 of the south building). The parking passes are required to exit the garage.

Please visit our website at www.totravelshow.com for a Parking Pass Order Form and kindly fax it directly to the MTCC.

20. **SECURITY** – Show Security guards will be on 24 hour duty from the beginning of Move-In until the end of Move-Out. Show Management does not assume any responsibility for losses due to fire, theft, accident, personal injury, bodily harm and all perils. Booths must be manned at all times. Much of the loss which occurs at Move-Out may be eliminated by packing small items in bundles to bulky or heavy to be carried by one person. Should you wish additional booth security for the show, please contact Show Management. **NOTE:** In the interest of providing the best possible security, exhibitors are asked to leave the building within a 1/2 hour after show closing each night.
21. **SIGNS** - Exhibitors are permitted to display signs representing their products only, in those areas for which they have contracted space. All signage must be professionally done. The top of all signage must be positioned a maximum of 8' from the floor. Any exceptions must be pre-approved by Show Management (see enclosed brochure and order form).

GES Canada www.gesexpo.ca
5675 McLaughlin Road 905-283-0500 Fax 905-283-0501
Mississauga, ON L5R 3K5

22. **SIGN / BANNER HANGING** – Should you require signs or banners to be hung, please contact:

SHOWTECH Power & Lighting www.showtech.ca
5675 McLaughlin Road 905-283-0550 Fax 905-283-0551
Mississauga, ON L5R 3K5 Site Office 416-585-8109

23. **TELECOMMUNICATION SERVICES** - Installation of temporary phone service may be arranged through the Metro Toronto Convention Centre. Please visit www.totravelshow.com to print out form.

GENERAL INFORMATION and RULES AND REGULATIONS

24. **aisle CARPET** - Perimeter aisle carpet is black and inline aisle carpet colour is blue.
25. **ALCOHOLIC BEVERAGES** - The distribution by exhibitors in their exhibit areas is prohibited unless pre-approved by Show Management. If approved the Exhibitor is responsible to adhere to all alcohol and gaming commission regulations and is responsible for any additional cost from the MTCC.
26. **ARRANGEMENT OF EXHIBIT** - A diagram of a standard draped booth appears on page 10. Fire regulations prohibit the construction of double-decker booths, or roofing of booths without four feet of opening for every four feet coverage. Aisle space must not be used for exhibit purposes, or for solicitation of business. Exhibit height is restricted to 8'. No part of an exhibit is permitted to extend more than 8' above the floor. Exceptions may be permitted with the written approval of Show Management in advance of the show.

Exception: Any exhibit space adjoining an end exhibit space may have a complete back wall of the end exhibit space as a sidewall.

27. **BADGES** - Exhibitor badges are available for pick up in the show office, only on move in days. During show days badges may be picked up at registration in the main lobby. **Badges must be**

35. **ELIGIBLE EXHIBITS** – Toronto’s Ultimate Travel Show has sole right to determine the eligibility of any company or product for inclusion in the show.
36. **ELECTRICAL SAFETY CODE REQUIREMENTS** - ShowTech Power & Lighting maintains a complete service centre at the show. In order to allow proper scheduling of equipment and manpower, exhibitors should place their order well in advance of the show by returning the enclosed order form by the deadline date of January 8, 2010. If an estimate is required, please request it on the form. All electrical equipment operated at the show must have CSA approval. If you have any questions, please contact ShowTech Power & Lighting at 905-283-0550.
37. **ENTRY TO SHOW** - Show Management reserves the right to refuse admission to the show any visitor, exhibitor, or exhibitor's employees who, in the opinion of Show Management, is under the influence of drugs or alcohol, or in any way creating a disruption of the show.
38. **FIRE PREVENTION** - No combustible or flammable liquid or material may be used in any exhibit or display. All materials used for decorative purposes must be flame-proofed. All exhibit, display or demonstration installations must meet the requirements of all regulations and inspections enforced by local Fire Department and the Metro Toronto Convention Centre. Please read the enclosed Fire Regulations for Exhibitors supplied by the Metro Toronto Convention Centre.
39. **FLOOR COVERING** - All booths must have suitable floor covering.
40. **FOOD** - The Metro Toronto Convention Centre has exclusive food and beverage distribution rights within the Convention Centre. Exposition sponsoring organizations and/or their exhibitors may distribute sample foods and/or beverage products **only** upon written authorization. The Metro Toronto Convention Centre will not be responsible for the quality or state of the food or beverages served by an authorized vendor. Please visit our website and see the online form which must be completed and returned in order to sample food and/or beverages.
42. **HEALTH AND SAFETY RULES** – The Ontario Ministry of Labour requires that all employers adhere to all relevant sections of the Ontario Health & Safety Act. Please read enclosed Health & Safety Rules and Regulations forms that are posted on our website.
43. **HEIGHT LIMITATIONS AND APPEARANCE** - Standard and Prefabricated Booths - Exhibit height is restricted to eight feet. No part of an exhibit is permitted to extend more than eight feet above the floor. Exceptions may be permitted, but any deviation from the standard exhibit is subject to approval from Show Management (see enclosed Display Rules and Regulations). Exhibits must not unduly obstruct visibility of adjacent booths, i.e.: 50% visibility allowance for booths on either side.
44. **INSTALLATION/SHOWING/DISMANTLING** – Hours and dates for installation, showing and dismantling shall be those specified by the Show Management. Exhibitors shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Metro Toronto Convention Centre before the conclusion of the dismantling or Move-Out period as specified by Show Management.
45. **INSURANCE** - Show Management or the Metro Toronto Convention Centre will **NOT** accept responsibility for or injury to persons, loss of, or damage to products, exhibits, equipment or decorations, by fire, accident, theft, or any other causes while in the building. It is highly recommended that our Exhibitors, or their agents provide adequate insurance to cover third party liability including their own personnel, and for exhibits and materials against all other hazards. Should you wish to purchase Exhibitor Insurance, please visit our website at www.totraselshow.com to obtain the Nacora Insurance Form, or contact Nacora directly at 905-307-0307.

46. **MATERIAL HANDLING, FORKLIFTS, DOLLIES & DRAYAGE** - Advance forklifts and material handling can be arranged through GES in advance by filling out the Material Handling form. You can find this form on our website under Exhibitor Manual at www.totravelshow.com .” Take advantage of GES **DISCOUNT PRICING**, all order forms and full payment must be received on or before the Discount Date of **January 8, 2010** as indicated on each form. **GES CANADA** accepts Visa, MasterCard, American Express, Cheques and Cash as methods of payment for our services. All exhibitors are responsible for payment of G.S.T. and P.S.T. when exhibiting in Ontario. Please note: Should you require these services through GES onsite at the show, the rates will be higher. If you need assistance or additional information from GES, please contact the **Exhibitor Services Department at (905) 283-0500**.
47. **MECHANICAL CONVEYANCES** - Mechanical conveyances such as electric carts, scooters or bicycles, will not be allowed in the aisles during the show hours. The only exception to this rule will be in the case of handicapped persons visiting the show and then only when accompanied by another person.
48. **NOISE, FUMES AND ODOURS** - Exhibitors with noisily operated displays, such as power tools or motors, are requested to limit their demonstrations to five minutes each 1/2 hour and to provide signage stating when the next demonstration is scheduled to begin. Machines are not to be left unattended. Provided the Exhibitor maintains reasonably low volume, the show permits the use of devices for mechanical reproduction of sound as part of a movie or slide film presentation. The use of a microphone as part of a demonstration shall be permitted as well, provided the volume does not disturb neighboring exhibitors. Exhibits producing objectionable fumes and odours will not be allowed. This rule is enforced in consideration of neighboring exhibitors.
49. **NON-COMPLIANCE OF RULES AND REGULATIONS** - Show Management reserves the right to make changes, amendments and additions to the rules and regulations without notice. Interpretation of these rules and regulations shall rest with Show Management.
50. **OBSTRUCTION OF AISLES OR BOOTHS** - Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to an exhibitors' booth shall be suspended for periods by Show Management. **Distribution of literature or other exhibit material is prohibited outside your exhibit area.**
51. **PAYMENT OF ACCOUNT** - Show Management reserves the right to refuse entry to any exhibitor whose account has not been paid in full.
52. **PREFABRICATED BOOTHS** - Exhibitors planning to use their own prefabricated display should advise Show Management. If a prefabricated display is to be used, they usually completely cover the back of the exhibit space, a standard back wall **WILL NOT** be required.

An exhibitor planning to use, or build a prefabricated display, should ensure that:

1. An allowance of 1” is made on each side of the display to allow for the thickness of support poles for standard dividers. If lengths exceed 9’ 10”, 19’ 10”, etc., notify Show Management so that special arrangements can be made.
2. Projection of side walls from the rear of booth is limited to a height of 8’ for a maximum distance of 4’. The continuing side wall is limited to 4’ in height allowing 50% visibility at the sides of the exhibit.
3. All sides and surfaces of exhibit (booth and signs) which are exposed to view must be properly finished and decorated.

Show Management reserves the right to refuse entry or to have removed at the exhibitor's expense any display which is not in accordance with these rules and regulations. If any doubt

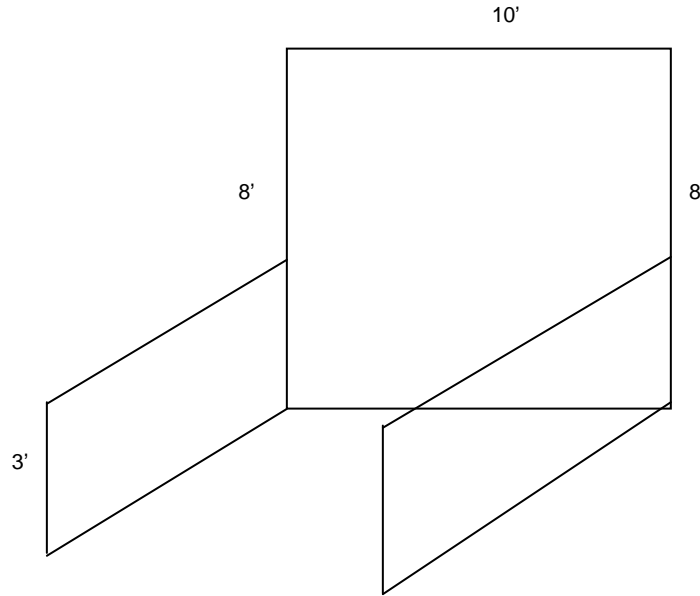
exists, or where a special case exists, the exhibitor must provide details and have such exhibit approved by Show Management.

53. **PRESS INFORMATION** – If your company is doing something new and exciting we want to know about it! The information you provide may be used to alert the media to your participation in advance of the 2010 Ultimate Travel Show. Please visit our website at www.totravelshow.com and complete the form for Press Information and return to Amanda Wedgewood via fax 905-842-6843. **Deadline for submission is Friday November 27, 2009.**
54. **RE-ASSIGNMENT OF SPACE** - Show Management has the right to change, if necessary, the assignment of space to be occupied by the exhibitor in order to create an effective exposition.
55. **RECYCLING** – The Metro Toronto Convention Centre has an aggressive waste reduction program. Visit our website and view the information about Recycling at the Metro Toronto Convention Centre.
56. **SALES AND RECEIPTS** - Sale of goods is permitted during the show and “Show Specials” are encouraged. **EVERY SALE MUST BE ACCOMPANIED BY A RECEIPT.** This reduces the possibility of theft, and Security will check receipts at the exits.
57. **SHOW PROGRAM** - If you wish to place an ad or increase the size of your listing ad in our Show Program, please contact Katherine Breeson (Show Manager) or Julie Wright (Account Manager) at 905-842-6591 Monday November 30, 2009.
58. **SIGNS / SIGN HANGING** - Any signs, advertisements, show bills, posters or cards of any description that are to be posted or exhibited, must be in your exhibit space area. Signs are to identify your exhibit space and must not be read from the aisle behind. Under no circumstances may signs, banners and similar materials be nailed, stapled or attached to ceilings, walls, pipes or electrical fixtures. **Balloons/Stick-Ons are not permitted.** ShowTech Power & Lighting has a man lift available to hang signs and banners at a nominal fee (Please see ShowTech Power & Lighting order form on our website), provided prior authorization has been obtained from Show Management.
59. **SOLICITING, SAMPLES AND SOUVENIRS** - Distribution of samples, souvenirs and promotion material and soliciting of business is restricted to the confines of the exhibitor’s own booth area. Such activities are not permitted in the aisles, entrances, restaurants, registration areas, hallways or other exhibits. Exhibitors wishing to enter another exhibitor’s area may only do so if invited.

The Metro Toronto Convention Centre warns that exhibitors handing out adhesive backed promotional material will be charged for removal of this material from the aisles, fixtures, floors and other building surfaces. **Solicitation of exhibitors is strictly prohibited by Show Management.** If you are approached by a show visitor for the purposes of solicitation, **please advise the show office immediately.** It is our position that you are exhibiting in the show in order to promote and sell your product, not to be “sold” by others.
60. **SOUND LEVELS** - Electrical and other mechanical apparatus must be muffled so that noise does not disturb other exhibitors. Audio visual aids may be used, provided that care is taken to avoid congestion in the aisles and to hold the sound at a low level.
61. **STAFFING OF EXHIBITS** - Exhibitors are required to have staff at their exhibit at all times during show hours. Should you need a volunteer to help work your booth, please contact Julie Wright at 905-842-6591 Ext. 253 before Friday December 18th, 2009.

62. **STANDARD BOOTH** - A standard draped booth, is supplied free of charge (see drawing below). If an exhibitor occupies two or more booths in line, dividers will be provided at the extreme ends of the exhibit space only. (Cont'd...on page 12)

The diagram shown outlines a standard 10' x 10' booth. Every exhibitor will be provided with the curtained back and sidewalls as outlined. Please advise show management if this is **not** required.



Standard booths described above are the property of the Official Show Service Contractor. No materials may be attached to the standard booth using nails, screws, staples, or in any way affect that surface without the prior expressed consent of the Official Show Service Contractor (GES Canada).

64. **SUBLETTING** - No exhibitor, under any circumstances, may sublet any portion of his booth or space without prior written permission of Show Management.
65. **VEHICLE MARSHALLING REGULATIONS** - A marshalling yard has been established at **24 Bathurst Street** in order to facilitate vehicular traffic during Move-In and Move-Out. **All vehicles must report to the marshalling yard before going to the Metro Toronto Convention Centre to move in.** The marshalling yard is open 1 hour prior to scheduled move-in/move-out times with the exception of the first day of move-out when the yard will open 2 hours prior to show closing. For vehicle marshalling inquiries, please call 416-585-8345. To obtain more information on vehicle marshalling, please visit our website at www.tottravelshow.com.
66. **VEHICLES ON DISPLAY** - Fuel tanks shall be maintained less than $\frac{3}{4}$ full. Caps for fuel tanks fill pipes shall be of the locking type and maintained locked for the duration of the show. The positive lead to the battery must be disconnected. Drip pans must be placed under vehicles.
67. **VIP PASSES** - VIP passes are available to Exhibitors who wish to bring guests to the show at a cost of \$8.00 each, plus 5% GST. Please visit www.tottravelshow.com to obtain your VIP Pass form. Please fax back to Attn: Kelly Christensen at 905-842-6843 before Friday January 8, 2010.
68. **CLEANING** - Cleaning crews will be provided by the Metro Toronto Convention Centre for general exhibit hall clean up, including aisles, each day before the opening of the show and during show

hours. If you need cleaning services in your booth -- vacuuming, shampooing, trash removal – please refer to the MTCC Janitorial Cleaning Order Form on our website, www.tottravelshow.com.
Show Management does not provide cleaning or vacuuming for booth carpet at any time.