

Exhibitor Manual 2010



The BMO Centre at Stampede Park (Hall D)
20 Roundup Way SE | Calgary, AB | T2G 2W1



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welcome

Dear Exhibitor,

Thank you for choosing to exhibit at this year's **Convenience U CARWACS Show**. Enclosed is your Exhibitor Manual. This package contains all of the necessary information that you will need to successfully prepare for the show and install your exhibit.

Please read the following information carefully as it will save you time, money and unnecessary stress at the show.

Please reference the **Exhibitor Checklist (pages 6-7)** that we have prepared for your convenience. This checklist contains a complete list of services and supplies that you may need for your exhibit. Please review this list and ensure that you have completed and returned all of the necessary forms before the suggested deadlines.

Should you have any questions or concerns pertaining to the content of this guide, please contact Show Management.

key contacts

Show Management

Fulcrum Events, Inc.
201-508 Lawrence Ave. W
Toronto, ON M6A 1A1
Tel: 416.504.0504/ 866.688.0504
Fax: 416.256.3002

Director of Event Sales

Michael Cronin
1.866.688.0504
416.504.0504 ext.114
Email: mcronin@fulcrum.ca

Senior Operations Coordinator

Jennifer Forndron Fulcrum Events, Inc.
1.866.688.0504
Tel: 416.504.0504 ext. 123
Email: jforndron@fulcrum.ca

Marketing

Alina Iannacchino
1.866.688.0504
416.504.0504 ext.141
Email: aiannacchino@fulcrum.ca

Director of Operations

Chris Seeney, Fulcrum Events, Inc.
1.866.688.0504
Tel: 416.504.0504 ext. 134
Email: cseeney@fulcrum.ca

Sponsorship

David Wood
1.866.688.0504
416.504.0504 ext.135
Email: dwood@fulcrum.ca



show location

THE BMO CENTRE AT STAMPEDE PARK (Hall D)

20 Roundup Way SE
Calgary, AB T2G 2W1

move-in/move-out information & schedule

In order to minimize congestion and waiting times, a specific move-in time will be assigned to you at a later date. The assigned move-in times will be based on your booth location and material handling requirements. Should you have any special requirements, please note them on [Lange's Move-In Questionnaire](#).

Scheduled move-in / set-up:	Tues. April 13	10:00am – 8:00pm
Hand-carry move-in only: *No dollies or hand carts allowed	Wed. April 14	8:00am – 11:00am*
Trade show hours:	Wed. April 14	12:00pm – 5:30pm
	Thurs. April 15	12:00pm – 5:00pm
Move-out / Dismantle	Thurs. April 15	5:00pm – 11:00pm

Exhibitors are reminded that **all display materials must be completely removed from The BMO Centre prior to 11:00pm on Thursday April 15, 2010**. Any articles not removed by this time will be removed and stored by Lange Transportation and Storage Ltd. at the exhibitor's own expense. Fulcrum Events Inc., The Calgary Stampede/ The BMO Centre and Lange Transportation will not be responsible or liable for any loss or damage to articles removed after the deadline.



booth space & exhibits

WHAT IS INCLUDED WITH MY BOOTH SPACE?

Pipe & Drape

The drape colour for the show will be **BLACK** and will ONLY be supplied if requested. Please complete **Section B** of the [Compulsory Exhibitor Form](#) enclosed in this manual.

Materials Handling:

The Exhibit Space Rate includes material handling up to 5,000 lbs. Please contact Mathew Santos at **Lange Transportation** (800.668.5687) **if your exhibit material exceeds this weight.**

WHAT IS NOT INCLUDED WITH MY BOOTH SPACE

Carpet/Floor Covering is NOT included: All exhibits **must** have carpeting or equivalent flooring (e.g. tile, hardwood, vinyl, etc.) completely covering the visible floor in your exhibit space. Carpet may be rented from **Goodkey Show Services** (please refer to the [Display Rental Order Form](#) enclosed in this manual). Please note that all floor covering must remain within the dimensions of your contracted booth space.

Adhesive Tape:

All adhesive products must be removable without damage to the building finishes (must be non-marking tape). Some acceptable floor adhesives in the facility are poly-coated cloth tape or gaffer's tape. **Please note:** exhibitors will be held responsible for extra charges incurred for tape removal or any damage caused by the use of adhesive tapes.

Electrical Services: If your exhibit requires electricity, be sure to order this service directly from the Calgary Stampede (please refer to the [Calgary Stampede 2010 Exhibitor Order Form](#) enclosed in this manual).

Booth Accessories: If your exhibit requires furniture (e.g. tables, chairs, counters, shelving, etc.) or other accessories (e.g. plants, etc.) you may bring your own or rent these directly from **Goodkey** (please refer to the [Display Rental Order Form](#) enclosed in this manual).

Booth Cleaning: If your exhibit requires carpet cleaning and/or nightly garbage removal you may order this service from **Goodkey** (please refer to the [Exhibit Booth Vacuuming & Cleaning Order Form](#) enclosed in this manual).

Waste Bins: Exhibitors that are sampling food or beverages are required to rent (from **Goodkey** – [Display Rental Order Form](#)) or provide their own garbage bin of sufficient size to hold the waste that that is created from sampling. If a garbage bin is not provided, show management will order one on your behalf and charge your account.



exhibitor checklist

Please review the following checklist to ensure that you have ordered all necessary show services by the deadline specified.

All COMPULSORY forms are marked with an asterisk (*).

- **Section A forms are to be returned directly to Fulcrum Events, Inc.**
Send via Email: jforndron@fulcrum.ca or Fax **416.256.3002**
- **Section B forms are to be returned directly to show service supplier (if applicable).**
Be sure to return these forms by the date specified in order to avoid paying premium rates and surcharges.

SECTION A

<input checked="" type="checkbox"/> Form	Deadline
<input type="checkbox"/> Compulsory Exhibitor Forms*	March 1/10
<input type="checkbox"/> Section B: Drape Request*	
<input type="checkbox"/> Section C: Health & Safety Acknowledgement*	
<input type="checkbox"/> Section D: Exhibitor Badge Request*	
<input type="checkbox"/> Section E: Exhibitor Insurance Waiver*	
<input type="checkbox"/> Section F: Fire Safety Checklist*	
<input type="checkbox"/> Product Display Showcase	March 8/10

SECTION B

<input checked="" type="checkbox"/> Form	Supplier	Deadline
<input type="checkbox"/> Carpet	Goodkey	March 23/10
<input type="checkbox"/> Furniture (tables, chairs, plants) & Accessories (waste bins, cabinets, etc.)	Goodkey	March 23/10
<input type="checkbox"/> Display rentals & accessories	Goodkey	March 23/10
<input type="checkbox"/> Installation & dismantle labour order form	Goodkey	March 23/10



<input type="checkbox"/>	Artwork/sign reproduction	Goodkey	March 23/10
<input type="checkbox"/>	Exhibit Booth Vacuuming & Cleaning	Goodkey	March 23/10
<input type="checkbox"/>	Exhibitor Parking Permits	Stampede	March 29/10
<input type="checkbox"/>	Electrical order form	Stampede	March 29/10
<input type="checkbox"/>	Audio-visual rentals	Stampede	March 29/10
<input type="checkbox"/>	Telephone services	Stampede	March 29/10
<input type="checkbox"/>	High speed internet access	Stampede	March 29/10
<input type="checkbox"/>	Sign & banner hanging order form	Stampede	March 29/10
<input type="checkbox"/>	Mechanical (gas, cold/hot water, drains)	Stampede	March 29/10
<input type="checkbox"/>	Food & beverage sample form	Fulcrum/Stampede	1 month prior
<input type="checkbox"/>	Lead retrieval scanner	CONEXSYS	Apr.2/10
<input type="checkbox"/>	Move-in questionnaire*	Lange	March 6/10
<input type="checkbox"/>	Transportation services	Lange	As required
<input type="checkbox"/>	Advance show receiving	Lange	April 7/10
<input type="checkbox"/>	After show warehousing	Lange	April 7/10
<input type="checkbox"/>	Special forklift service	Lange	March 24/10
<input type="checkbox"/>	Customs broker order form	Commerce Group	As required
<input type="checkbox"/>	Exhibitor Insurance Application	Canfinse Group Inc.	14 days prior
<input type="checkbox"/>	Hotel Reservations	Marriott & Hotel Arts	March 2 & 12



official show suppliers

<u>Service Type</u>	<u>Supplier</u>	<u>Contact Information</u>	<u>Telephone/Fax/E-mail</u>
Audio-Visual Services	Calgary Stampede Event Services	Box 1060 Station M Calgary, AB T2P 2K8	Tel: 403.261.0377 Fax: 403.261.0144 eventservices@calgarystampede.com
Booth Cleaning	Goodkey Show Services	9505 41 – Ave Edmonton, AB T6E 5X7	Tel: 877.726.2211 Fax: 888.426.5734 Contact: Calvin Goodkey calvin@goodkey.com
Customs Broker	The Commerce Trade Show & Logistics Group	3405 American Dr., Unit 7 Mississauga, ON L4V 1T6	Tel.: 905.673.5445 Toll free : 888.827.7469 Fax: 905.673.2574 Contact: Beverly Carson beverlyc@commercetradeshows.com
Electrical Services/Plumbing	Calgary Stampede Event Services	Box 1060 Station M Calgary, AB T2P 2K8	Tel: 403.261.0377 Fax: 403.261.0144 eventservices@calgarystampede.com
Exhibitor Show Services - Rentals	Goodkey Show Services	9505 41 – Ave Edmonton, AB T6E 5X7	Tel: 877.726.2211 Fax: 888.426.5734 Contact: Calvin Goodkey calvin@goodkey.com
Hotel accommodations (4 blocks to the Calgary Stampede)	Hotel Arts	119 - 12th Avenue SW Calgary, Alberta T2R 0G8 www.hotelarts.ca	Tel: 403.266.4611 Toll free: 800.661.9378 When calling ensure you book under the Convenience U CARWACS group
Hotel accommodations (Downtown Core)	Calgary Marriott	110 9th Avenue, SE Calgary, Alberta T2G 5A6 www.calgary-marriott.com	Tel: 403.266.7331 Toll free: 800.896.6878 When calling ensure you book under the Convenience U CARWACS group



Insurance Broker	Canfinse Group Inc.	5000 Dufferin St, Ste 215, Toronto, ON M3H 5T5	Tel: 416.667.9177 Fax: 866.591.5613 Contact: Kim Libenstein kim.libenstein@canfinse.com
Internet Access	Calgary Stampede Event Services	Box 1060 Station M Calgary, AB T2P 2K8	Tel: 403.261.0377 Fax: 403.261.0144 eventservices@calgarystampede.com
Lead Retrieval Services	CONEXSYS Registration Ltd.	7050-B Bramalea Rd Suite 34 Mississauga, ON L5S 1S9	Tel: 905.405.8415 Fax: 905.405.9870 Contact: Deborah Dugan ddugan@conexsysregistration.com
Move-in Schedule/ Special Forklift Services	Lange Transportation & Storage Ltd.	3695 Nashua Dr. Mississauga, ON L4V 1P3	Tel: 905.362.1290 Toll free: 800.668.5687 Fax: 905.362.1285 Contact: Mathew Santos mathews@langeshow.com
Parking Permits	Calgary Stampede Parking Office	Box 1060 Station M Calgary, AB T2P 2K8	Tel: 403.261.0153 Fax: 403.261.0144 eventservices@calgarystampede.com
Registration - attendees	Fulcrum Events, Inc.	201-508 Lawrence Ave. W. Suite 201 M6A 1A1	Tel: 416.504.0504 x 128 Fax: 877.560.1445 Contact: Teresa Jurisevic tjurisevic@fulcrum.ca
Registration - exhibitors	Fulcrum Events, Inc.	201-508 Lawrence Ave. W. Suite 201 M6A 1A1	Tel: 416.504.0504 x 123 Fax: 416.256.3002 Contact: Jennifer Forndron jforndron@fulcrum.ca
Signage	Goodkey Show Services	9505 41 – Ave Edmonton, AB T6E 5X7	Tel: 877.726.2211 Fax: 888.426.5734 Contact: Calvin Goodkey calvin@goodkey.com
Sign hanging	Calgary Stampede Event Services	Box 1060 Station M Calgary, AB T2P 2K8	Tel: 403.261.0377 Fax: 403.261.0144 eventservices@calgarystampede.com



Telephone Services	Calgary Stampede Event Services	Box 1060 Station M Calgary, AB T2P 2K8	Tel: 403.261.0377 Fax: 403.261.0144 eventservices@calgarystampede.com
Transportation	Lange Transportation & Storage Ltd.	3695 Nashua Dr. Mississauga, ON L4V 1P3	Tel: 905.362.1290 Toll free: 800.668.5687 Fax: 905.362.1285 Contact: Mathew Santos mathews@langeshow.com
Warehousing	Lange Transportation & Storage Ltd.	3695 Nashua Dr. Mississauga, ON L4V 1P3	Tel: 905.362.1290 Toll free: 800.668.5687 Fax: 905.362.1285 Contact: Mathew Santos mathews@langeshow.com



travel & accommodation

HOTEL

There are two official hotels providing accommodation for the 2010 Convenience U CARWACS Show.

Hotel Arts is located just 4 blocks away from The BMO Centre at 119 - 12th Avenue SW.

Rates have been negotiated at **\$159.00** for a Studio Room (single/double occupancy); or **\$179.00** for a Luxury Queen Room (single/double occupancy) + applicable taxes.

Call the Hotel's Reservation Department at 1.800.661.9378 to secure your accommodation. Remember to mention that you belong to the **Convenience U CARWACS group**.

The "cut-off date" is **Friday, March 12, 2010**. Reservation requests received after this date will be based on availability at the Hotel's prevailing rates.

The Calgary Marriott is Located in the heart of the city, this hotel is just a short cab ride away from The BMO Centre at 110 9th Avenue, SE.

Rates have been discounted at **\$169.00** per night (single/double occupancy) + applicable taxes.

Call the Hotel's Reservation Department at 1.800.896.6878 to secure your accommodation. Ensure that you mention that you belong to the **Convenience U CARWACS group**.

The "cut-off date" is **Tuesday, March 2, 2010**. Reservation requests received after this date will be accepted based on a space- and rate-available basis.

Airfare: We have appointed Air Canada as the official airline of the show.

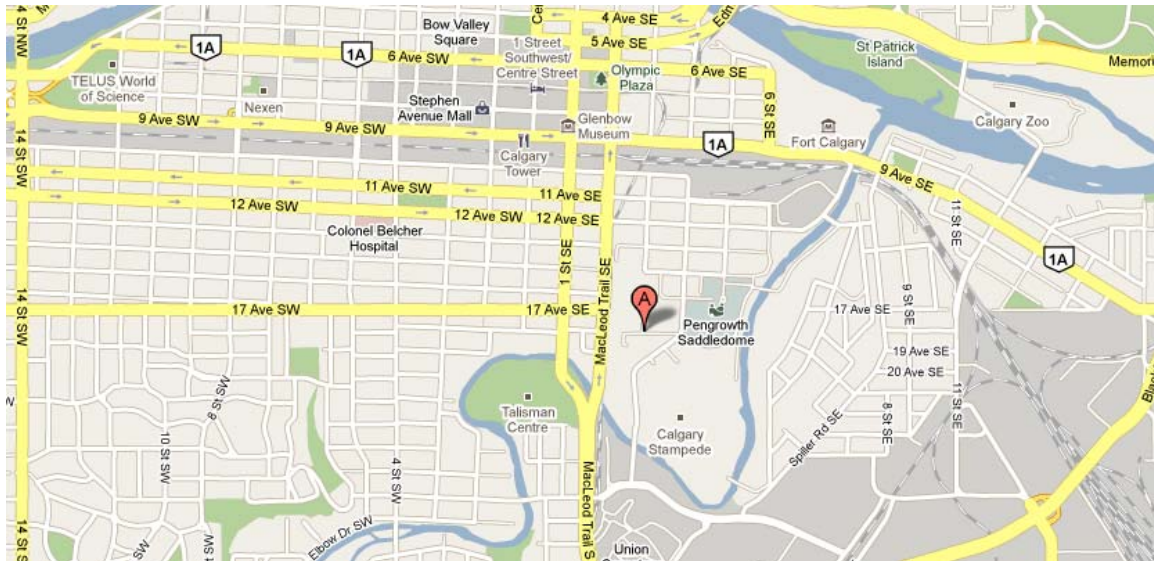
[Click here](#) to save up to 10% on your flight to Calgary. Simply enter our convention number in the "Promotion Code" field when you are making your online booking.

Our 2010 convention number is **4C4XG6Z1**. The convention code is applicable for travel from April 07- April 22, 2010. Discounted rates do not apply for seat sales and Tango fares.

Hertz Rent-A-Car: Hertz is pleased to provide attendees for the Convenience U CARWACS Show an exclusive convention rental code to take advantage of special conference rates, which include unlimited kilometres.

The exclusive CV# **043Z0005** is active and ready for reservation bookings. Please call 1-800-654-2240 to make a reservation quoting the above CV# or [CLICK HERE](#) to book online. Rates are available in Calgary from April 7 – 22, 2010.

directions to The BMO Centre



Calgary International Airport

- Start on Airport Road NE, continue on Barlow Trail NE
- Continue Towards 16 Avenue North/Trans Canada Highway West/Highway 1 West
- Continue on 16 Avenue NE, turn left on Centre Street North, turn left on 3 Avenue SE
- Turn right on 1 Street SE, turn left on 11 Avenue SE, turn right on Olympic Way

Trans Canada Hwy

- Start on Trans Canada Highway, heading West, turn left on Centre Street North; heading East, turn right on Centre Street North
- Turn left on 3 Avenue SE, turn right on 1 Street SE
- Turn left on 11 Avenue SE, turn right on Olympic Way

**For additional directions, please call the Calgary Stampede at
403 261-0101**



shipping information & labels

All **DIRECT** shipments **originating from Canada** should **NOT** arrive at The BMO Centre prior to April 13th and should be labeled as follows:

EXHIBITING COMPANY NAME (BOOTH #)

The BMO Centre, Hall D Loading Docks
The Convenience U CARWACS Show (April 13-15)
20 Roundup Way SE
Calgary, AB T2G 2W1
_____ of _____ Pieces

All **DIRECT** shipments originating from **OUTSIDE* Canada** should **NOT** arrive at The BMO Centre prior to April 13th and should be labeled as follows:

EXHIBITING COMPANY NAME (BOOTH #)

The BMO Centre, Hall D Loading Docks
The Convenience U CARWACS Show (April 13-15)
20 Roundup Way SE
Calgary, AB T2G 2W1
_____ of _____ Pieces

*** NOTIFY COMMERCE TRADE SHOW & LOGISTICS GROUP FOR CUSTOMS CLEARANCE**

Advanced shipping and warehouse

Shipments arriving at Lange Transportation & Storage Ltd's Warehouse prior to the move-in date will be accepted and charged to the exhibitor based on the advance receiving rates. Exhibitors who use Lange Transportation will have their material automatically priority-scheduled to the site. If you require advance warehousing you must complete the Lange [Advance Show Receiving Order Form](#) in this manual and label your shipment as follows:

EXHIBITING COMPANY NAME (BOOTH #)

The Convenience U CARWACS Show - WEST
Lange Transportation c/o AMJ Campbell
901 – 57th Avenue NE
Calgary, AB T2E 3X9
_____ of _____ Pieces

**NOTE: Advance shipments are to be received by Lange no later than
April 8th, 2010**

deliveries

PROCEDURE:

1. Please ensure that you complete the [Move-In Questionnaire](#) so that you are placed on the move-in schedule
2. A few weeks prior to the show you will receive an assigned move-in time from Lange Transportation via email
3. Please have your exhibit materials arrive at The BMO Centre at your assigned time
4. A marshalling attendant will assign the order of vehicles based upon the move-in schedule
5. **The loading dock at The BMO Centre is accessible from Lot 1**

*** NO VEHICLES MAY BE LEFT ON-SITE OVERNIGHT***



Please note the following important delivery rules:

- (i) Materials will only be accepted during the move-in dates and times for the event.
- (ii) Materials that are improperly labeled will be considered questionable and will not be accepted
- (iii) Vehicles must not be left running in loading docks.
- (iv) Vehicles must vacate the loading area immediately after unloading. Non-compliance will result in your vehicle being tagged and/or towed.



customs – general info

Fulcrum Events Inc. has partnered with The Commerce Trade Show Logistics Group (our official customs broker) to make bond arrangements with Canada Customs for all imported equipment, supplies and exhibits for this show. Exhibitors who do not use the official customs broker will be required to post their own bond and cash deposit with Canada Customs.

Please contact The Commerce Trade Show Logistics Group (888.827.7469) for all of your customs related questions. You may also refer to the [Customs & Transportation Services Order Form](#) contained in this manual which will give you all the information you will need for your customs clearance.

The Canada Border Services Agency Customs Letter contained in this manual should be held by foreign exhibitors and should also be attached to all shipments to facilitate entry into Canada.

NOTE: PRINTED MATERIALS AND PRIZES/GIVEAWAY ITEMS

Canada Customs requires full payment of duties and taxes on all printed materials (including advertisements) and items for giveaways/prizes. All material not used or consumed may be exported under customs supervision and a 100% drawback of duties and taxes will be refunded to the exhibitor. Please notify the broker of any such returns prior to show closing as special documents must be prepared for export and Canada Customs' officers at the show must examine the returning material.

USA EXHIBITORS:

Please contact the official customs broker if you are a USA exhibitor who plans to ship equipment/supplies to the show that is NOT of USA origin. You must complete a special form to ensure the easy return of goods after the show.

Shipments originating from outside Canada must be sent to a bonded warehouse at least 7 days prior to show move-in to allow for customs clearance. Should you require this service please contact our official supplier, Lange Transportation.

SALE OF BONDED GOODS AT THE SHOW:

There are also specific customs regulations regarding the sale of bonded goods at the show. If these regulations are not complied with, the goods will be removed at the exhibitor's expense at the close of the show move-out to a bonded warehouse for subsequent tax payments and clearance.



Health & Safety Best Practice Guidelines for the Exposition Industry in Canada¹.

Roles & Responsibilities: Exhibitors

As an employer:

- ✓ Must establish a health and safety policy and program for the organization as required by local health and safety legislation.
- ✓ Ensure their employees comply with all required safe work practices.
- ✓ Ensure that, where reasonably applicable, any employees appointed as supervisors have been adequately trained in local health and safety legislation and have a good understanding of the industry hazards & controls as it relates to their Show.
 - Ensure that employees have been properly trained to carry out all their job tasks safely as required.
 - Educate themselves on local health and safety legal requirements, hazards and controls related to the show.
 - Review all health and safety documentation provided by the Show Organizer, and ensure it is communicated to all personnel (including any Contractors) that will be involved in the show.
 - Become familiar with first aid and emergency evacuation procedures and ensure they are communicated to all personnel/Contractors that will be involved in the show on their behalf.
 - If hiring any Contractors to install/dismantle their booth they must ensure the Contractors are competent and aware of all required safe work practices and comply with them.
 - Monitor and enforce safe work practices of any personnel/Contractors working at their booth.
 - Comply with all the Safety rules and precautions as directed by the Show Organizer.
 - Must not access crate storage areas unless specifically authorized to do so.
 - Must respect and give right of way to vehicle traffic during move-in and move-out activity.
 - Make every effort to keep aisles clear and clean of debris at all times during the show.
 - Report any accident or incident to the Show Organizer when it occurs.
 - Comply with all safety rules while working in or accessing any common areas.

¹ Canadian Association of Exposition Management (2009). Health and Safety Law and Risk Management for the Exposition Industry in Canada. Toronto: Canadian Association of Exposition Management, 50-51



exhibitor rules & regulations

PAYMENT OF ACCOUNT

Show Management reserves the right to refuse entry into the Show any Exhibitor whose account has not been paid in full.

EXHIBIT REGULATIONS

The Convenience U CARWACS Show follows the display rules and regulations that have been established in accordance with guidelines set forth by the International Association of Exhibitions and Events (IAEE). These guidelines for display rules and regulations were established to promote continuity and consistency among North American exhibitions.

TYPES OF BOOTHS

- (i) Single/Double In-Line booths:
 - ✓ Have only one side exposed to an aisle
 - ✓ Generally arranged in a series along a straight line
 - ✓ 10 ft deep and either 10ft or 20ft wide
 - ✓ Back wall and its contents must not exceed 8ft high
 - ✓ Sidewalls may be up to 8ft high, but only for 4ft from the back wall – after which they must step down to 3ft high

- (ii) Perimeter booths:
 - ✓ An in-line booth that backs onto an outside wall of the exhibit facility rather than onto another exhibit
 - ✓ All guidelines for single/double in-line booths apply

- (iii) Peninsula booths:
 - ✓ Have aisles on 3 sides backing onto an exhibit
 - ✓ The back wall is restricted to 3 ft high within 5ft of each aisle
 - ✓ Maximum allowable height is 8ft tall

- (iv) Island booths:
 - ✓ Any size booth exposed to aisles on all four sides.
 - ✓ Typically 20ft x 20ft or larger
 - ✓ The entire cubic content of the space may be used up to the maximum allowable height of 12 ft including signage

PREFABRICATED BOOTHS

Exhibitors planning to use a prefabricated display must ensure that an allowance of one inch (1") is made on each side of the display to allow for thickness of support poles for standard dividers (e.g. lengths must not exceed 9 ft 10 inches, 19 ft 10 inches, etc.).

STANDARDS OF APPEARANCE

All sides and surfaces of exhibit displays(booth and signs), which are exposed to view, must be properly finished and decorated to present an attractive appearance when viewed from aisles or adjoining exhibits, and must not be objectionable to other exhibits or to Show Management. Show Management may install drape and charge it to the exhibitor if the exhibit display is not properly finished.



Please note the following show colours:

All aisle carpeting will be **BLACK**

The drape colour for the show will be **BLACK**

RULES OF CONDUCT

Show Management retains full authority in the interpretation and enforcement of all rules and regulations governing Exhibitors.

These regulations may be amended at any time, upon written notice by Show Management, to Exhibitors who may be affected by these amendments. Show Management reserves the right, even after an application to exhibit has been approved, to restrict and/or to dismiss any exhibit, which is deemed to be undesirable or objectionable.

Exhibitors who fail to abide by the rules and regulations or who, in the judgment of Show Management, conduct themselves in an unethical manner will be dismissed from the convention without refund.

Note: The entire display, including all equipment, must be within the confines of the contracted booth space.

Per the terms of the contract, Show Management has the right to exchange booth space location at any time.

CARE OF FACILITY PROPERTY

- (i) No signs, posters or other items are to be fastened to facility property by any means.
- (ii) Painting, nailing, bolting, drilling, clamping, taping or use of adhesives on floors, walls, ceilings, fixtures or any part of the facility is not permitted.
- (iii) Exhibitors wishing to lay any floor covering must use adhesive tape that is removable without causing damage to the building finishes (non-marking tape). Some acceptable floor adhesives in the facility are poly-coated cloth tape or gaffer's tape.
- (iv) Damage caused by failure to observe these rules will be paid for by the Exhibitor

MOTORIZED EQUIPMENT/MECHANICAL CONVEYANCES

Mechanical conveyances such as electric carts, scooters or bicycles will not be permitted in the aisles during show hours. The only exception to this rule will be in the case of persons requiring the use of non-motorized and motorized wheelchairs while visiting the show.

DEMONSTRATIONS/PRESENTATIONS

- (i) All interviews, demonstrations, or distribution of literature must take place within the booth space assigned to the individual Exhibitors, and must not interfere with normal aisle traffic.
- (ii) Exhibitors should allow sufficient space within the booth area to absorb the majority of the anticipated crowd during demonstrations/presentations.



- (iii) Exhibitors whose demonstrations/presentations cause spectators to interfere with normal aisle traffic, or unduly overflow into the display area of neighbouring exhibits, may be asked to limit or eliminate their presentations.

FOOD/BEVERAGE SAMPLING

The BMO Centre has strict regulations pertaining to food sampling & serving size. All exhibitors who plan on sampling food and/or beverage products at their booth must take the following actions:

- (i) Inform Show Management at least **one month prior** to the move-in date by submitting the details of the product(s) you would like to sample and the serving size. Send this information via email to jfordndron@fulcrum.ca
- (ii) Read, complete and submit the **Food & Beverage Sample Form** to The BMO Centre at least 14 days prior to move-in day to gain approval.
- (iii) Ensure that your food sampling practices adhere to the Alberta Food Regulations regarding [Special Events and Temporary Food Establishments \(Part 4\)](#).

SOLICITING & SELLING

- (i) Exhibitors distributing promotional material or soliciting business must do so in the confines of their exhibit space. Such activities are not permitted in the aisles, registration areas, hallways or other exhibits.
- (ii) The building owners warn that Exhibitors handing out adhesive backed promotional material will be charged for removal of this material from the walls and floors of the building.
- (iii) Only participating Exhibitors have the right to promote or sell goods or services in this show.
- (iv) Non-exhibiting parties, who attempt to make sale solicitations without expressed written permission of Show Management, will be permanently removed from the show area.
- (v) It is the responsibility of exhibitors to ensure compliance with the *Criminal Code of Canada*, and any customs requirements.

SALES TAXES

The current Goods and Service Tax (GST) applies to all orders for Canadian based shows (there are no out-of-country exemptions). The current Provincial Sales Tax (PST) will apply to the Province where you are exhibiting. The only exception to this is for Alberta where only GST (5%) applies.

OCCUPATIONAL HEALTH & SAFETY ACT

In accordance with the **Occupational Health & Safety Act (OHS Act)** you are required to review your health & safety obligations as an exhibitor. Use the following link for more information: <http://employment.alberta.ca/SFW/295.html> and be sure to read the **HEALTH & SAFETY BEST PRACTICE GUIDELINES FOR THE EXPOSITION INDUSTRY IN CANADA** document on page 16 of this manual.

Please see **Section C** of the [Compulsory Exhibitor Forms](#) document enclosed in this manual for further information.



ANIMALS

With the exception of “seeing eye” dogs, animals are not permitted without prior written approval from Show Management.

INSURANCE

Exhibitors must carry their own fire, theft, or other insurance. Show Management shall take responsible precautions to prevent losses and to protect the interests of all Exhibitors. However, under no circumstances will Fulcrum Events Inc., The Calgary Stampede/ The BMO Centre and the show’s appointed contractors accept responsibility for injury to persons, loss of, or damage to products, exhibits, equipment or decoration, by fire, accident, theft, or any other causes while in the building. Exhibitors, or their agents, must provide adequate insurance for their own personnel, exhibits and materials against all such hazards.

For those exhibitors who currently do not have show insurance with their own insurance brokers, the show has appointed Canfinse Group Inc. as the official supplier. Please see the enclosed [Exhibitors Insurance Application](#) in the Supplier Order Forms section of this exhibitor manual.

All Exhibitor-appointed suppliers, other than official show suppliers appointed by Show Management, **must have general liability insurance providing coverage of at least \$2,000,000** inclusive for bodily injury and/or property damages for each occurrence and all risks in a form acceptable to Show Management.

- (i) Exhibitor-appointed contractors must also have Workers' Compensation Insurance, including employee's liability coverage.
- (ii) Fulcrum Events Inc. and The Calgary Stampede/The BMO Centre are to be cross insured on the supplier's insurance for its operations and services provided for The Convenience U CARWACS Evidence for supplier insurance must be available upon request by Show Management. It is the responsibility of the Exhibitor to ensure that this is readily available at the Show.

SHOW POLICY REGARDING PERSONS UNDER THE AGE OF 18

No persons under the age of 18 shall be permitted in the exhibit hall or loading dock area during the move-in, show days or move-out days.

EXHIBITOR UNLOADING

If an exhibitor representative is not present when their shipment arrives at the site, it will be automatically unloaded by Lange Transportation and delivered to the booth location marked on the shipment.

EMPTY CONTAINER STORAGE

Storage labels will be provided by the official material handling company and may be picked up during show move-in at the material handling show office. The exhibitor is responsible for clearly marking the exhibiting company name and booth number on these labels and place them on all empty containers that they would like stored during the show.



SIGNS AND BANNERS

All signs, banners and other display materials must be properly affixed to the exhibit or be self-supporting from the floor within the height restrictions outlined in this manual.

If you require special rigging of signs and/or banners you must order this service through The **Calgary Stampede Event Services** (please refer to the [Sign & Banner Hanging Order Form](#) enclosed in this manual).

SAFETY MEASURES

Exhibitors, who are showing equipment in a moving and operating condition, are required to provide every possible precaution for the safety of show visitors, their own operators, and exhibit personnel.

PROHIBITED ACTIVITIES – PHOTOGRAPHY /VIDEOGRAPHY & TRESSPASSING

- (i) No specific exhibit booth may be photographed or videotaped except with the permission of the legitimate occupants of that booth. This restriction also applies to members of the media.
- (ii) Individuals who are caught photographing or videoing another exhibit WITHOUT prior permission will have their camera confiscated and may be asked to leave the show.
- (iii) Exhibitors wishing to enter another Exhibitor's area may only do so if invited.

NOISE, LIGHT AND ODOUR RESTRICTIONS

Noise must not interfere with the rights and privileges of other Exhibitors. Exhibitors may not operate sound amplifying devices which project sound above a normal conversational level. Exhibitors may not operate display lighting, or odour-generating devices or activities which interfere with the rights and privileges of other Exhibitors. Show Management reserves the right to exercise its own judgment in responding to Exhibitor complaints in this regard.

SECURITY IN THE EXHIBIT HALL

Show Management cannot guarantee against loss or damage of any kind, but will endeavour to protect Exhibitors by providing general security.

Each Exhibitor is solely responsible for their exhibit property, and should insure these exhibit materials against loss or damage during the event. Please put all small valuable items out of sight each night. All Exhibitor Property is understood to remain within the Exhibitor's care, custody and control in transit to or from or within the Exhibit Hall. SHOW MANAGEMENT STRONGLY ADVISES YOU NOT TO LEAVE YOUR VALUEABLES UNATTENDED AT ANY TIME DURING MOVE-IN/SET-UP OR MOVE-OUT/TEAR DOWN. Should you require additional security for your materials/exhibit, please contact Show Management for assistance.

MATERIAL REMOVAL

Any goods or materials to be removed from the show floor during the show days, including before and after show hours, will require a properly completed Materials Removal Form available from the show office. Removal forms will be authorized by Show Management at the time of exit. All items being removed must be detailed on this form, with the model and serial



number for identification. Personnel removing equipment from the exhibit hall must present the form and identification to security upon removal from the premises.

No dismantling or removal of exhibits or exhibit material is permitted before the close of the show. No crates will be removed from the storage area and delivered to the booths until after the aisle carpet has been removed.

EXHIBITOR REGISTRATION AND NAME BADGES

Exhibitor personnel will be issued name badges which must be worn to gain access to the Exhibit Hall during show hours. Exhibitor badges will be available at the Registration Area beginning at noon on **Tuesday, April 13th, 2010**

Please complete **Section D** of the **Compulsory Exhibitor Forms** document by March 1st, 2010 to request Exhibitor Badges. Should Exhibitors require additional badges or need to make changes to existing badges they may do so on-site at the Registration Area.

LEAD RETRIEVAL

We strongly recommend that you order a lead retrieval services as part of an effective lead retrieval strategy. To order your **Lead Retrieval Scanner** from **Conexsys**, please ensure that you complete and return the enclosed order form by **April 2nd, 2010**.

GENERAL LIABILITY

Show Management acts for the Exhibitors and their representatives in the capacity of an agent, not as a principal. Fulcrum Events Inc. assumes no liability for any act of omission with this agency.

Exhibitors and their representatives hereby agree to indemnify and hold harmless Fulcrum Events Inc. and The Calgary Stampede/The BMO Centre, the employees thereof and their representatives and agents, against any and all claims for loss, damage, theft or injury. Indemnification includes the period of storage prior to and immediately following the Trade Show. The Exhibitor, on signing the contract, releases the foregoing from any and all claims for loss, theft, damage or injury.

Before any exhibit may be removed from the building, Exhibitors must make arrangements satisfactory to Show Management, The Calgary Stampede/The BMO Centre and Show Management's official suppliers, for the payment of any charges incurred by the Exhibitor in connection with representing his/her exhibit.

TEMPORARY HELP AND ACCESS TO EXHIBIT HALL

It is the Exhibitor's responsibility to register the names of models or other temporary help for the Trade Show. **Please provide these individuals with the correct name of the company, booth location, and name of your appropriate company contact at the booth. These individuals cannot be registered as Exhibitor personnel or gain access to the Exhibit Hall without this information.** Only qualified Exhibitor personnel or temporary help in their direct employ will be issued name badges and allowed access to the Exhibit Hall.



FIRE REGULATIONS

The Calgary Stampede/The BMO Centre has strict fire safety requirements. The Exhibitor assumes responsibility for compliance with municipal and provincial regulations concerning fire, safety and health. All exhibit equipment and materials must be protected by safety guards and devices where appropriate. All display material must be flame proofed and subject to inspection by The Calgary Stampede. No flammable liquids or substances of any kind may be used, stored or displayed in the Exhibit Hall. Aisles and exits must be kept clear at all times. All fire hose cabinets must be left accessible and in clear view at all times. Combustible decorations such as crepe paper, foam, tissue paper, cardboard and corrugated paper are prohibited. All packing containers, excelsior and wrapping paper are to be removed from the floor and must not be stored under tables or behind displays.

Please see the **Calgary Stampede's Fire/Safety Hazards and Controls** in this manual (pgs. 25 - 28) for detailed information regarding fire safety at The Calgary Stampede.

PROMOTIONAL INFORMATION

Exhibitors are responsible for ensuring that all promotional and product or service-related information intended for distribution to delegates during the Trade Show is factually accurate, and is professionally tasteful in its presentation. Promotional and educational materials available from an Exhibitor's display must not present information or claims that are at variance with those contained in the appropriate product monograph.

SHOW TRADEMARKS

The names and logotypes of **The Convenience U CARWACS** are proprietary trademarks for the exclusive use of Fulcrum Media Inc. and may not be printed, used or displayed for any purpose without the express written permission of Fulcrum Media Inc. Such permission will not be granted for purely promotional purposes, or in any way that would imply endorsement of a particular company, product, service or activity.



liability insurance

IMPORTANT- PLEASE TAKE CARE OF IMMEDIATELY!

As an Exhibitor participating in a show, you must have adequate Liability Insurance with a **minimum \$2,000,000** limit *to protect the Exhibitors, the attending public, the show organizer and yourself.*

Our insurance policy does not extend coverage to any exhibits and requires you to submit a Certificate of Insurance upon receipt of the exhibitor's manual.

There are two (2) ways to arrange the required insurance

OPTION #1: SINGLE EVENT INSURANCE

Fulcrum Events Inc. Has appointed Canfinse Group Inc., as the recommended Insurance contractor for exhibitors. Order directly online at <https://www.exhibitorinsurance.com/Canada/Exhibitors.aspx> and scroll to **Convenience U CARWACS Calgary**

OPTION #2: YOUR OWN INSURANCE COMPANY

Alternatively, you can have your insurance company prepare a Certificate of Insurance which must include the following:

- ✓ Fulcrum Events, Inc., and The Convenience U CARWACS listed as an additional Insured
- ✓ Show dates: **April 13th – 15th**, which, includes move-in and move- out dates
- ✓ Event name: ***The Convenience U CARWACS Show***
- ✓ Comprehensive General Liability of \$2,000,000
- ✓ Bodily Injury and Property Damage Liability subject to \$1,000 (maximum) deductible
- ✓ Products and Completed Operations Liability
- ✓ Contingent Employers Liability
- ✓ Broad form Property Damage
- ✓ Cross Liability clause
- ✓ Severability of Interest Clause

*Your understanding and compliance with this is greatly appreciated and we thank you in advance, for ensuring the well- being of all concerned.
Have a safe & prosperous show!*



Calgary Stampede - Fire/Safety Hazards and Control

4.3.1.2 Open Flames

Open flames are NOT permitted in processions, at displays, or as part of an act or Entertainment unless acceptable to the Authority Having Jurisdiction. To receive permission for open flame use in an Event you must request written permission from the Safety Manager through the Event Coordinator at least 10 business days before the Event:

- Devices having open flames shall be securely supported in non-combustible holders and shall be located or protected so as to prevent accidental contact of the flame with combustible materials.
- The top of the flame in the above mentioned device must be a minimum of 40mm (2.5 inches) from the top of the lip of the device.
- If a device is shorter than 25mm (1 inch) then it must be raised and securely supported 100mm (4 inches) above the table service.
- Candles are prohibited in Event decorations and Halloween displays, specific written permission of or any exception must be requested and obtained from the Safety Manager through the **Event Coordinator**.

4.3.1.5 Hot Works

Hot works is any work that involves open flames or work that produces heat, sparks or dust that has the potential to affect the fire alarm system.

In an Events context this will include any type of Event that produces flame, fog, smoke or other heavy atmosphere condition, or that produces heat or sparks that has the potential to set off the fire alarm system. The maximum propane that may be used in an occupied building is 5lbs. The Show Manager is responsible for requesting permission through the Event Coordinator from the Safety Manager providing quantity and type of effect to be used including a floor plan and emergency response plan.

4.3.1.7 Compressed Gases and Cylinders

Cylinders of gases, except for portable fire extinguishers must not be stored:

- a. in any exit or corridor providing access to exits,
- b. under any fire escape, outside exit stair, passage or ramp,
- c. within 1m of any exit in buildings or,
- d. in any number exceeding what is required for normal day to day use. Excess storage must be in a designated facility.

Cylinders of gases which are in storage must be:

- a. protected against valve damage;
- b. firmly secured in a position that will not interfere with the operation of the cylinder valve assembly;
- c. and firmly secured in a position that will protect cylinders against falling over.

Under no circumstances are propane tanks to be stored under the Skyride cable line.



4.3.1.8 Fire Suppression (Commercial Cooking Equipment)

Cooking equipment used in the processes producing smoke or grease laden vapors shall be equipped with an exhaust system that complies with all the equipment and performance requirements of this standard (NFPA9 6), Cooking Equipment used in fixed, mobile, or temporary concessions, such as, trucks, busses, trailers, pavilions, tents or any form of roofed enclosure, shall comply with NFPA9 6. Fire Suppression and ventilation is required when the production process creates grease laden vapors.

The Fire protection system for commercial cooking referred to in NFPA 96 using vegetable oil or animal fats shall conform to:

- a. UL-300," Fire Extinguishing Systems for Protection of Commercial Cooking Equipment" or
- b. ULC/ORD-C7254.6 "Fire Testing of Restaurant Cooking Area Fire Extinguishing System Units"

A ventilation system for a food establishment shall not have components that allow drips to fall onto surfaces where food is prepared or onto food.

A ventilation system for a food establishment shall have all openings to the exterior of the building located and protected to prevent the entry of vermin, dust, dirt and other contaminating material into the food establishment.

Canopies, hoods and ductwork for a ventilation system exposed within a food establishment shall be constructed of stainless steel

7.7 Decorations and Set-up

Decorations must be flame retardant and must not restrict emergency egress. During set up, it is the responsibility of the show manager to ensure that the work area is maintained in a safe condition and that other workers are aware of their surroundings regarding safety.

7.1.1 Fire Hazard Prevention:

During any Event, all exits must be unlocked and completely accessible unless prior permission is received in writing from the Safety Manager.

- Blockage of exit signs or doors by displays or banners is strictly prohibited.
- An unobstructed aisle (the width of each set of exit doors) must be left directly from the flow of traffic to the exit doors.
- The use of untreated hay, straw, or cotton bales is prohibited

Flammable decorations or flammable decorative materials are prohibited.

- All draperies, drops, curtains, and table coverings used are to be noncombustible inherently flame resistant, or treated and maintained fire resistant.
- Sources of open flames [candles, incense, sterno, fuels, etc.] are not permitted in halls or other Calgary Stampede buildings whether in use or not. Sterno shall be also allowed in approved food uses, and the empty containers must be properly disposed of.
- No covered structures, such as tents, roofs, or overhead coverings, are allowed on any display in a building equipped with fire sprinklers without prior approval of Environmental Health & Safety. See section on Tents and Air-Supported Structures.
- All utility panels, fire hose, cabinets, and pipes fire extinguishers and fire alarms must remain visible and accessible at all times. A minimum of 4 feet of clearance is required on all sides of fire equipment.



- Cotton batting (whether natural, artificial or manufactured), straw, dry vines, leaves, hay, pine needles and sawdust are prohibited unless treated to be fire retardant. The use of cut trees, such as Christmas trees are permitted up to 14 days from cutting, proof of cut date is required.
- Flammable liquids of any sort are prohibited in public buildings.
- One five-pound bottle of liquid propane gas may be used for demonstration purposes, only if approved by the Safety Manager.
- Combustible materials used for festive decorations, including but not limited to, crepe paper decorations, other combustible trimming or ornaments and Christmas trees, shall be of the flame-resistant type. This will be indicated on the packaging, or else you can spray the objects with commercially available spray retardant. The Fire Marshall may require proof that the materials used are fire resistant or have been treated to be fire resistant. Please retain any packing or products used until after the Event is completed,
- Combustible materials, such as artwork and teaching aids attached to walls or banners hung from the ceiling and access to exits walls shall not exceed 20% of a wall or ceiling surface.
- No person shall operate or install a combustible display or exhibit in a building unless the building is protected by an automatic sprinkler system.

7.1.2 Slip/Trip Hazard Prevention

- Extension cords shall be properly taped to the ground to reduce tripping hazards. They will also only use approved power bars or extension cords, as per the manufacturer's recommendations.
- Displays must be set up in such a way as to minimize tripping hazards.

7.1.3 Electrical Hazard Prevention

- Portable lighting must be tip resistant.
- Every electric light set used must bear the Underwriters Laboratory [UL] label and be identified for indoor use. Decorative lighting used must be of the miniature bulb type or LED.
- Protect the electrical wires from damage. Do not run wires through doorways, ceiling tiles or where they will be walked on. Do not suspend electrical wires from the ceiling. Do not use nails or tacks to hang wires. Properly secure and protect any wires that cross aisles or corridors.
- Do not place electric lights on metallic trees; use pot lights for illumination.
- Do not hang lights on or around room lights, beds, smoke detectors or any other fire or life safety device,

7.2 Pipe and Drape

Drapes, curtains and other decorative materials including textiles and films used in Buildings must conform to CAN/ULC-S109-M "Flame Tests of Flame-Resistant Fabrics and Films" when such drapes, curtains and other decorative materials are used in any assembly occupancy/lobby or exit or any open floor areas exceeding 500 m² in any business and personal services, mercantile or industrial setting.

Commercial packaging for drapes and linens will have a fire rating on the package. If you are unsure if your fabric meets the above requirements contact your supplier for more information. Pipe and drape wall barriers may not be set up in exit corridors or hallways without prior permission from the Safety Manager.



7.5 Tents and Air-Supported Structures

Tents and air-supported structures must be in conformance with the Alberta Building Code and are subject to inspection. All structures are required to have City of Calgary permits, tents and air-supported structures must not be erected closer than 3m to other structures on the same property. And be sufficiently distant from one another to provide an area to be used as a means of emergency egress:

- Hay, straw, shavings or similar combustible materials are prohibited within a tent or air-supported structure.
- Smoking and open flame devices are not be permitted in a tent or air supported structure while it is occupied by the public unless acceptable to the City of Calgary Fire Inspector and the Safety Manager. For any exceptions, written permission must be requested 10 business days in advance of the Event from the Safety Manager

7.5.1 Inflatable Devices (Bouncy Castles etc)

All inflatable devices must be registered with Alberta Elevating Devices and Rides Safety Association (AEDERSA) and proof of registration and inspection will be required. Supporting equipment such as blowers must also be registered, inspected and CSA approved. Failure to meet these requirements will result in the device being refused use at Calgary Stampede. The set up of the device must be strictly in accordance with the manufacturer's specifications. Supervisors of the equipment must be trained in the safe operation and pre-use safety checks.

7.7 Vehicles in Buildings

Any vehicles that are brought inside a building for an Event, Trade Show or Fair will meet the following conditions:

- Fuel tanks can have no more than 2/3 of a full tank of fuel.
- Fuel tank caps must be locked or taped shut.
- All liquid propane containers from vehicles, motor homes, etc. must be removed unless the containers are new and are empty. Internally fitted tanks are acceptable providing they are shut off and no signs of leaking.
- Anyone bringing a vehicle into a building must confirm with the Calgary Stampede Facility Superintendent that the floor structure can hold the weight of the vehicle.
- Vehicle engines cannot be running in a building while it is occupied. If the vehicle must be driven into a building (rather than pushed in while in neutral) it must be driven in at least 1 hr before the space is occupied, & driven out only after all occupants have left.

7.7.1 Mechanical Handling Equipment

Operators of Mechanical Handling Equipment must be competent to operate the equipment they have been assigned. Competency is defined: The person has been trained and has experience in operating the equipment. Operators are required to comply with the manufacturers specifications, the training given and the equipment must be used only for the purpose it was intended.

Please contact Fulcrum's Show Management (416.504.0504 ext 123) for more information regarding Event Safety at the Calgary Stampede.