

November 29 – 30, 2006  
International Centre  
Mississauga (Toronto), Ontario, Canada

Dear Exhibitor:

We are pleased that you will be joining us at the 2006 Canadian Waste & Recycling Expo and Canadian Public Works Expo, November 29 - 30, 2006! This year's convention will be held at The International Centre in Mississauga (Toronto), Ontario, Canada.

This manual is designed for your convenience and to give you the necessary information for your participation in the show. Please read this manual carefully to familiarize yourself with all of its contents. Enclosed is a list of the official show contractors and vendors providing the appropriate order forms. Please place your orders early to ensure availability of desired items and to maximize cost savings.

***It is important that the Exhibitor Manual be given to the person directly responsible for participation in the show.*** Your assistance in meeting deadlines is greatly appreciated.

Thank you for your support of the Canadian Waste & Recycling Expo and Canadian Public Works Expo! We look forward to working together for a successful event. If you have any questions or concerns, please do not hesitate to contact us!

Sincerely,

Canadian Waste & Recycling Expo and Canadian Public Works Expo Team  
Messe Frankfurt, Inc.

**U.S. & International Exhibitors Please Note:**

**To ensure smooth entry into Canada, please photocopy the enclosed letter from Canada Customs and ensure your driver presents this letter at the border. The letter can be found in the TRANSPORTATION / SHIPPING / MATERIAL HANDLING section of this manual.**

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## TIPS FOR A SUCCESSFUL SHOW

### ***Before the Show...***

- *Read your Exhibitor Manual* – It contains all the details, regulations and forms you will need to be prepared on-site.
- *Show Checklist* – Use this form to keep yourself in check while planning the details of your participation. Don't miss a single deadline or forget to order a service! It will save you both time and money.
- *Freight* – Be aware of shipping deadlines to avoid late or unnecessary charges. Use pre-printed labels to ensure proper delivery of your items.
- *Registration* – Register your exhibit staff online @ [www.cwre.ca](http://www.cwre.ca) or [www.cpwe.ca](http://www.cpwe.ca). It's quick and easy and will save you time on-site.
- *Housing* – Book ahead to take advantage of the CWRE and CPWE preferred hotel rates. Rooms will fill up quickly, so make your reservations immediately. You can find the housing reservation form under the "Forms to Be Returned" tab.
- *Advertise and Promote* – Use online marketing, newsletters, direct mail, e-cards, press releases, telemarketing, industry publications and more to get the word out about your participation in the show. Also see our marketing opportunities in the "Marketing / Promotion" tab of the exhibitor manual.

### ***During the Show...***

- *Interact with Attendees* – Make an effort to greet all attendees with a polite and outgoing attitude. Be proactive! Don't sit, read, eat or talk on the telephone in your booth - you might miss out on potential prospects.
- *Lead Retrieval* – Keep track of the attendees who visit your booth so you can contact them later. Lead management will be one of the most important components of a successful show.

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## TIPS FOR A SUCCESSFUL SHOW

### *During the Show...*

- *Provide Incentives* – Give attendees a reason to visit your booth! Promote a new product, hand out giveaways, host a special party, or offer drinks and snacks. Be creative in your promotions and draw quality visitors to your booth.

### *After the Show...*

- *Follow Up with your Leads* – Contact the attendees who visited your booth. Send them more information about your products and maintain the relationship you developed at the show. Often times the key to your success at a trade show depends on how you follow up with your leads.
- *Evaluate your Participation* – Determine what types of promotion worked for increasing booth traffic, etc. Analyze the overall success of the show – learn from your mistakes as well as your success!
- *Post-Show Meeting* – Arrange a meeting after the show with your sales, marketing and operations team. Discuss your follow up plan, what worked, and what you can improve on to increase your recognition and sales.

### *Anytime...*

- Questions? – Contact us anytime! Look for the Show Management contact information in this manual or send an email to:  
[cwre@usa.messefrankfurt.com](mailto:cwre@usa.messefrankfurt.com)

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## SHOW SCHEDULE & LOCATION

### **Exhibitor Move-In:**

Monday, November 27	12:00 p.m. – 6:00 p.m.*
Tuesday, November 28	8:00 a.m. – 6:00 p.m.

\*Exhibitors with large equipment or vehicles will receive a separate move-in schedule

### **Show Hours:**

Wednesday, November 29	10:00 a.m. – 4:00 p.m.
Thursday, November 30	10:00 a.m. – 4:00 p.m.

### **Exhibitor Move-Out:**

Thursday, November 30	4:01 p.m. – 10:00 p.m.
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### **Registration Hours:**

Tuesday, November 28	11:00 a.m. – 5:00 p.m.
Wednesday, November 29	8:30 a.m. – 4:00 p.m.
Thursday, November 30	8:30 a.m. – 4:00 p.m.

### **Conference Sessions:**

Wednesday, November 29	9:00 a.m. – 4:45 p.m.
Thursday, November 30	9:00 a.m. – 4:45 p.m.

### **International Centre, Halls 3 & 3a**

6900 Airport Road, STE. 120  
Mississauga, Ontario  
Canada L4V 1E8  
Tel: 416-674-8425  
Tel: 905-677-6131  
Fax: 905-677-3089  
[www.internationalcentre.com](http://www.internationalcentre.com)

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## KEY CONTACT INFORMATION

Messe Frankfurt, Inc.  
1600 Parkwood Circle  
Suite 515  
Atlanta, GA 30339  
Tel: 770-984-8016  
Fax: 770-984-8023  
Website: [www.cwre.ca](http://www.cwre.ca) / [www.cpwe.ca](http://www.cpwe.ca)  
E-mail: [cwre@usa.messefrankfurt.com](mailto:cwre@usa.messefrankfurt.com)

Arnie Gess  
Show Manager  
Tel: 877-534-7285  
E-mail: [arnie.gess@cwre.ca](mailto:arnie.gess@cwre.ca)

Linda Rubin  
Vice President – Operations  
Tel: 770-984-8016 x434  
E-mail: [linda.rubin@usa.messefrankfurt.com](mailto:linda.rubin@usa.messefrankfurt.com)

Kristen Woodburn  
Operations Manager  
Tel: 770-984-8016 x421  
E-mail: [kristen.woodburn@usa.messefrankfurt.com](mailto:kristen.woodburn@usa.messefrankfurt.com)

Kim Porter  
Marketing Manager  
Tel: 770-984-8016 x435  
E-mail: [kim.porter@usa.messefrankfurt.com](mailto:kim.porter@usa.messefrankfurt.com)

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## OFFICIAL SERVICE CONTRACTORS

### **Official Show Decorator – Furnishings, Signs, Labour**

Freeman Decorating  
61 Browns Line  
Toronto, ON M8W 3S2  
Tel: 416-252-3361  
Fax: 416-252-7750  
[www.freemanco.com](http://www.freemanco.com)

### **Audio Visual & Computer Rental**

CCR Solutions Inc.  
73 Galaxy Blvd., Unit #8  
Toronto, ON M9W 5T4  
Tel: 416-675-7502  
Fax: 416-675-6997  
[hanks@ccrsolutions.com](mailto:hanks@ccrsolutions.com)  
[www.ccrsolutions.com](http://www.ccrsolutions.com)

### **Catering Service**

Sodexho  
6900 Airport Rd.  
Mississauga, ON L4V 1E8  
Tel: 905-676-1061  
Fax: 905-676-1069  
[keglevich@internationalcentre.com](mailto:keglevich@internationalcentre.com)

### **Customs Broker**

Commerce Customs Brokers & Freight  
Forwarders Ltd.  
2540 Matheson Blvd. East  
Mississauga, ON L4W 4Z2  
Tel: 905-206-0074  
Fax: 905-629-5660

### **Electrical / Lighting**

SHOWTECH Power & Lighting  
3175 Airway Drive  
Mississauga, ON L4V 1C2  
Tel: 905-405-4380  
Fax: 905-405-4391  
[iteixeira@showtech.ca](mailto:iteixeira@showtech.ca)  
[www.showtech.ca](http://www.showtech.ca)

### **Booth Cleaning, Material Handling, Truck Wash, Transportation**

Lange  
1730 Sismet Road  
Mississauga, ON L4W 1R4  
Tel: 905-629-4994  
Fax: 905-629-8018  
[www.langeshow.com](http://www.langeshow.com)

### **Electrical / Hydro – Inspection Approval & Permission**

Ontario Hydro Inspection  
155 A Matheson Blvd. W. Unit 104  
Mississauga, ON L5R 3L5  
Tel: 905-507-4949  
Fax: 905-507-8204

### **Lead Retrieval / Registration**

Conexsys Event Registration  
34-705B Bramalea Road  
Mississauga, ON L5S 1S9  
Tel: 905-405-8415  
Toll Free: 800-661-5319  
Fax: 905-405-9870  
[www.conexsysleads.com](http://www.conexsysleads.com)

### **Security**

Tone-Gar Security Services Inc.  
145 Otonabee Drive, Unit A  
Kitchener, ON N2C 1L7  
Tel: 519-746-1970  
Tel: 888-225-2278  
Fax: 519-746-9044  
[gary@tone-gar.on.ca](mailto:gary@tone-gar.on.ca)  
[www.tone-gar.on.ca](http://www.tone-gar.on.ca)

### **Telecommunications**

International Centre  
6900 Airport Rd. P.O. Box 8  
Mississauga, ON L4V 1E8  
Tel: 905-678-5615  
Fax: 905-678-5614  
[akroft@internationalcentre.com](mailto:akroft@internationalcentre.com)  
[www.internationalcentre.com](http://www.internationalcentre.com)

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## SHOW CHECKLIST

### To Be Done Immediately

- \_\_\_\_\_ Make Hotel reservations, if necessary
- \_\_\_\_\_ Make airline reservations, if necessary
- \_\_\_\_\_ Order ad in show guide, if desired

### 2 Months In Advance

- \_\_\_\_\_ Plan booth layout.
- \_\_\_\_\_ Pay balance of booth space rental (By September 30, 2006)
- \_\_\_\_\_ Order transportation for booth to and from the show site
- \_\_\_\_\_ Make sure customs forms are in order, if necessary
- \_\_\_\_\_ Order all services for on-site: electrical, furniture, signs, material handling, booth cleaning, etc.
- \_\_\_\_\_ Send VIP invitations to clients

### 1 Month In Advance

- \_\_\_\_\_ Check to see if all services have been ordered and confirmed. Remember that services ordered on-site will cost more and availability is not guaranteed.
- \_\_\_\_\_ Finalize booth personnel and send Exhibitor Badge Request Form to Show Management.
- \_\_\_\_\_ Make sure that you have all parts of your booth before shipping. Arrange tools, hammers, tape, markers, etc.
- \_\_\_\_\_ Phone major clients to make sure that they will be attending the show.

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## EXHIBITOR BADGE ORDER FORM

**Complete this form and fax back to 905-405-9870 by November 6, 2006  
or SAVE TIME and register online at [www.cwre.ca](http://www.cwre.ca) or [www.cpwe.ca](http://www.cpwe.ca)**

All personnel working in exhibitor booths must have an exhibitor badge. All exhibitor badges can be picked up onsite.

Authorized Representative: \_\_\_\_\_

Company Name / Booth Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province / State: \_\_\_\_\_

Country: \_\_\_\_\_ Postal / Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**PLEASE TYPE OR PRINT LEGIBLY HOW YOU WISH YOUR NAME TO READ ON YOUR BADGE**

**Please note:** Only personnel who work regularly in your exhibit are entitled to exhibitor credentials. In order to facilitate Exhibitor Registration, we request that you send this form at your earliest convenience.

**FIRST NAME**

**LAST NAME**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

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**Deadline: November 6, 2006**

**Fax to: 905-405-9870**

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## HOTEL & TRAVEL INFORMATION

### **Wyndham Bristol Place Toronto Airport**

"Exceptional" is the one word you'll use to describe the Wyndham Bristol Place - Toronto Airport. Just five minutes from the Toronto Pearson International Airport, we're rated as a Four Diamond hotel by CAA and AAA. We're only minutes from the Toronto International Centre convention facility. You'll feel right at home here with exceptional personal service and a host of modern conveniences. Tasteful, modern and fresh, our spacious suites and guest rooms feature thoughtful amenities like pillowtop mattresses, ergonomic work chairs and high-speed Internet access. Unwind in our fitness center and indoor pool and enjoy outstanding continental fare at our top-rated Zachary's Dining Room.

Show Rate: \$145 CAD plus tax

Make your reservations online at

<http://www.wyndham.com/groupevents/152CWRE/main.wnt>

or call 416-675-9444

Please check our website at [www.cwre.ca](http://www.cwre.ca) or [www.cpwe.ca](http://www.cpwe.ca) for additional hotel options.

### **Travel Information**

The exciting city of Toronto welcomes back the 2006 editions of the Canadian Waste and Recycling and Canadian Public Works Expos to be held on November 29 – 30, 2006 at the International Centre.

For more information on the dynamic city of Toronto, visit [www.toronto.ca](http://www.toronto.ca)

For specific travel details, visit the Toronto Pearson International Airport at

<http://www.gtaa.com>

The International Centre again offers its exceptional facilities and services for the 2006 edition. Conveniently located only a mere three minutes from Toronto Pearson Airport, the International Centre provides over 5,000 free parking spaces to its visitors, along with various dining options onsite. In addition, use of nearly 60 loading docks and 10 drive-in doors allow for a smooth move in and out for the numerous products to be showcased.

For additional information on the International Centre, visit

[www.internationalcentre.com](http://www.internationalcentre.com)

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## **EXHIBIT RULES AND REGULATIONS**

The Event will be conducted under the direction of Messe Frankfurt, Inc., 1600 Parkwood Circle, Suite 515, Atlanta, Georgia 30339, USA; designated as "Management" in this document. An "Exhibitor" is an applicant that has been accepted for participation in the Event by Management. The issuance of a written Booth confirmation notice, in response to a submitted Exhibitor Contract, shall constitute a binding contract of participation between Management and the Exhibitor. The Exhibitor and Management acknowledge these Event Terms and Conditions as the elements of the contract of participation. Violations of any of the Event Terms and Conditions of the contract shall entitle Management to exclude an Exhibitor from the Event and seek remedies for damages caused by such violations. The Exhibitor must comply with the Event Terms and Conditions relating to the officially designated show contractors, the facility, and governmental authorities.

### **ADMITTANCE**

Admittance to the exhibit floor during installation will only be permitted to those persons with a temporary work pass or an exhibitor badge. On show days an exhibitor badge will be required to enter the show including one hour prior to opening and one-half hour after closing. Should you require additional time, please contact Show Management. No one under the age of 18 will be allowed on the show floor.

### **ADVERTISING AND PUBLICITY**

All Exhibitor promotional material and goods are limited to the designated display area. Exhibitors may not carry out publicity activities outside the boundary of the booth or in or near any portion of the Event facility, official Event Hotels or Event transportation without advance written permission from Management. Acoustic presentations are permitted only if they are arranged in a way that other Exhibitors are not disturbed by them and visitors are not disturbed or hampered by them. Management reserves the right, at its sole discretion, to prohibit and remove any publicity/presentations not previously approved or not meeting the standards of the Event.

### **BOOTH DISMANTLING**

The exhibition area is to be returned by the Exhibitor in the same condition as it was handed over. In the case of any damage to the exhibition area or the halls (structure, floor, cables, ducts, etc.), it shall be repaired at the Exhibitor's expense. If the removal of the booth and contents is not completed by the specified time, Management may remove the booth and contents, and all costs for removal and storage or disposal will be at the expense of the Exhibitor. Management shall assume no liability for exhibits or contents left behind.

### **BOOTH RESPONSIBILITY**

Exhibitor will maintain personnel in the booth during show hours. Any Exhibitor dismantling their booth prior to the official show announcement will be charged a fee of \$1,000 and could be prohibited from participation in future events. Exhibitor assumes responsibility and agrees to indemnify and defend the Canadian Waste & Recycling Expo and the International Centre, its subsidiaries and affiliates and their respective owners, employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the Canadian Waste & Recycling Expo or the International Centre maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

### **CLAIMS**

Any claims of the Exhibitor shall be made in writing to Management no later than 14 days following the closing of the Event.

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## **EXHIBIT RULES AND REGULATIONS**

### **COMMERCIAL TRADEMARK AND OTHER COMMERCIAL RIGHTS**

Messe Frankfurt expects Exhibitors to honor commercial trademarks and other commercial rights. In case of documented trademark or other commercial right infringements, Messe Frankfurt reserves the right to exclude an exhibitor from the current and future Events. This stipulation does not create an obligation for Messe Frankfurt to take such action. Messe Frankfurt does not accept any liability for commercial rights infringements that may be committed by an Exhibitor.

### **CONDITIONS OF PAYMENT**

Any dispute by Exhibitor with any exhibition or event services provided by Management or any affiliate, or the amount charged for the same shall be reported to Management in writing within 15 days from the date of invoice relating to same, time being of the essence (but such dispute shall not affect Exhibitor's obligation to make payment within 15 days as set forth below). Failure to report any such dispute within such time shall constitute a waiver of any claim by Exhibitor with respect to such dispute. Whether sums are due under contract or open account, it is understood that all invoices are due upon receipt and are considered delinquent if not paid within 15 days from the date of invoice or the date as indicated on the invoice. Should timely payments not be made as stated, Exhibitor agrees to pay all collection agency fees and expenses, and other costs of collection, including reasonable attorney fees and court costs which may be incurred by Management or any affiliate in pursuing and collecting payment. The liability of Exhibitor shall be joint and several with Third Parties. The party executing this agreement acknowledges its authority to bind the Exhibitor and understands execution of this agreement has caused the Exhibitor and Third Parties to be jointly and severally bound by the terms hereof. Exhibitor represents that Third Parties will immediately be notified of the terms hereof. Notwithstanding to whom bills are rendered, Exhibitor and Third Parties shall remain jointly and severally obligated to pay to Management the amount of any bills rendered by Management within the time specified and until payment in full is received by Management. Payment by Exhibitor to Third Parties or by Third Parties to Exhibitor shall not constitute payment to Management and only those payments made directly to Management shall be credited against the Exhibitor's obligation to Management.

### **EVENT SCHEDULE**

The duration of the event, set-up times and hours of operation is to be published in this Exhibitor Manual. Construction and dismantling hours must be adhered to unless advance written approval is received from Management.

### **EXCLUSION OF LIABILITY**

In the event the Canadian Waste & Recycling Expo fails to take place as scheduled or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, acts of domestic or foreign terrorism, fire, violence, civil disturbance, building malfunction, inclement weather, epidemic, emergency declared by any government agency, or for any other causes beyond the reasonable control of Show Management including damage caused by visitors to the Event, other Exhibitors or persons acting on their behalf, the Exhibitor releases Show Management from all damages or claims for damages, including booth rental or entrance fee refunds.

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## **EXHIBIT RULES AND REGULATIONS**

### **EXHIBITS / SHOW FLOOR**

Exhibitors have the right to display/hang signs, banners, or logos from the ceiling of the exhibit hall **with permission from Show Management**. No “sold” signs of any nature which designate process or notices of sales are permitted.

All demonstration equipment, including operator’s position, must be located inside the booth. Exhibitors building special background or side dividers must make certain that the surfaces and backside of side walls of such dividers are finished in a manner as not to be unsightly to exhibitors in adjoining booths. If such surfaces remain unfinished show management shall authorize the official decorator to take into effect the necessary finishing’s and the exhibitor must pay all charges involved.

Souvenirs and literature may be handed out only from within the confines of the exhibitor’s booth. Passing out promotional material or literature in the aisles or public areas is prohibited.

No storage of any kind is allowed behind booths or near electrical service. Materials necessary to your exhibit must be stored within the exhibit. Electrical cords and connectors must be accessible. All booths must be carpeted.

### **INSURANCE**

The Exhibitor is responsible to provide sufficient insurance protection.

### **MEDIA AND PRESS RELATIONS**

Any activities conducted by the media whether arranged by the Exhibitor or separately shall be approved, conducted and coordinated through the Management’s Press Office.

### **PICTURE AND SOUND RECORDINGS**

No visual reproduction, including sketches, or sound recordings of exhibition samples, exhibition booths, seminars, demonstrations or performances shall be permitted without written approval from Management. An Exhibitor shall be entitled to make visual and sound recordings or drawings of its own booth or products exhibited during the hours of operation of the Event. Messe Frankfurt shall be entitled to make picture and sound recordings, as well as sketches of exhibition booths or individual exhibits, for the purpose of documentation or for its own publications.

### **PREVENTION**

The Exhibitor shall not use any flammable decorations or coverings for display purpose. All fabrics or other material used for decoration purposes shall be flameproof. The Exhibitor shall comply with all applicable fire regulations.

### **SALES ACTIVITIES**

All sales activities must have written approval by Management; any royalties or commissions resulting from sales activity must conform to the Event Terms and Conditions. Exhibitors must comply with all local, provincial, and Federal tax guidelines and regulations.

### **SECURITY AND LIABILITY**

All local, state and federal laws shall be observed within the facility and for the duration of the Event. The Exhibitor shall observe all safety regulations of the facility, directives by security personnel and Management personnel. The Exhibitor shall be liable for all damage to persons or property, economic losses which have been caused by booth construction, booth equipment, exhibits and any employees acting on its behalf. The Exhibitor shall obtain all required permits prior to the commencement of the Event and have them available for inspection by Management, the facility, and governmental authorities. Management will provide Security during the construction of and dismantling times as well as throughout the duration of the Event, but is not liable for the loss or damage of any Exhibitor property.

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## EXHIBIT RULES AND REGULATIONS

### **SETUP DEADLINE**

Show Management and its organizers reserve the right to use any exhibit space still unoccupied on Tuesday, November 28, at 6:00 pm for whatever purpose it chooses. Exhibitors will remain liable for the space rental fee of such space.

### **USE OF EXHIBIT SPACE**

The Exhibitor contracts to use the booth for the duration of the Event in conformity with Management's guidelines. Management has the right to relocate a booth at its discretion. The Exhibitor and its representatives shall conduct themselves in a businesslike manner and allow any and all individuals including other exhibitors, entrance to their booth during the Event hours. In cases of disruptive and unprofessional behavior, Exhibitor has the right to ask disruptive individuals to leave its booth. Management reserves the right to revoke trade show participation privileges from such individuals. Exhibits may not obstruct overall view or hide the exhibits of others.

Except for booths provided by management or its official contractors, all booths must be approved by Management prior to construction. Management reserves the right to restrict or remove exhibits that are distracting or detract from the character of the Event. Booths must be set up prior to the opening of the Event. Management has the right to reallocate a booth at its discretion if the Exhibitor has not appeared or begun to set up the booth by 6:00 p.m. the evening prior to the opening of the Event. The Exhibitor will assume the cost of any additional services/equipment required for their respective exhibit space. Should a two-story booth be approved by Management, the Exhibitor agrees an additional charge of 50% of the exhibit space rental fee will apply.

***We appreciate your cooperation in making the show a successful and enjoyable experience for everyone.***