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C A N A D I A N
WASTE & RECYCLING
E X P O

November 28-29, 2007 • Vancouver Convention & Exhibition Centre • Vancouver, B.C. Canada

Dear Exhibitor:

We are pleased that you will be joining us at this year's Canadian Waste & Recycling Expo, **November 28-29, 2007!** This year's convention will be held at the Vancouver Convention & Exhibition Centre in Vancouver, B.C., 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 to ensure your successful participation in the show. Enclosed is a list of the official show contractors and vendors providing the appropriate order forms from each. 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 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,

The Canadian Waste & Recycling Expo *and*
Messe Frankfurt, Inc.

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.
- *Material Handling / 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
It's quick and easy and will save you time on-site.
- *Housing* – Book ahead to take advantage of our 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.
- *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.

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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.

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IMPORTANT DATES & SHOW SCHEDULE

Exhibitor Move-In:

Monday, November 26 2:00 p.m. – 6:00 p.m.*
Tuesday, November 27 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 28 10:00 a.m. – 4:00 p.m.
Thursday, November 29 10:00 a.m. – 4:00 p.m.

Exhibitor Move-Out:

Thursday, November 29 4:01 p.m. – 10:00 p.m.

Conference Sessions:

Wednesday, November 28
Morning Sessions: 9:30 a.m. – 10:15 a.m.
Afternoon Sessions: 3:30 p.m. – 4:30 p.m.

Thursday, November 29
Morning Sessions: 9:30 a.m. – 10:15 a.m.
Afternoon Sessions: 3:30 p.m. – 4:30 p.m.

SHOW LOCATION

Vancouver Convention & Exhibition Centre*

Vancouver Convention & Exhibition Centre – Halls B & C
Suite 200, 999 Canada Place
Vancouver, BC, Canada
V6C 3C1
Phone: (604) 689-8232
Toll-free: 1-866-785-8232 (North America only)
Fax: (604) 647-7232
<http://vcec.ca/>

**The VCEC is the exclusive provider of Food & Beverage, Booth Vacuuming, Electrical, Telecommunications and Plumbing. All VCEC order forms can be found under the "Suppliers" tab in this manual.*

SHOW MANAGEMENT CONTACT INFORMATION

SHOW MANAGEMENT INFORMATION

Messe Frankfurt, Inc.
1600 Parkwood Circle
Suite 515
Atlanta, GA 30339
Tel: 770-984-8016
Fax: 770-984-8023
Website: www.cwre.ca
E-mail: cwre@usa.messefrankfurt.com

Arnie Gess
Show Manager
Tel: 877-534-7285
E-mail: arnie.gess@cwre.ca

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

Amanda Wellborn
Operations Manager
Tel: 770-984-8016 x417
E-mail: amanda.wellborn@usa.messefrankfurt.com

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OFFICIAL SERVICE CONTRACTORS

Official Show Decorator • Furnishings

Goodkey Show Services Ltd.
9539-41 Avenue Edmonton • Alberta, Canada T6E
5X7
Tel: 877-726-2211 • Fax: 888-426-5734
www.goodkey.com

Booth Cleaning • Truck Wash • Material Handling • Transportation

Lange
1730 Sismet Road • Mississauga, ON Canada L4W
1R4
Tel: 905-629-4994 • Fax: 905-629-8018
www.langeshow.com

Electrical & Lighting • Telecommunications • Security • Water, Air & Drain • Rigging • Cleaning

Vancouver Convention & Exhibition Center
200 – 999 Canada Place • Vancouver, B.C.
Canada V6C 3C1
Tel: 604-647-7206 • Fax: 604-647-7325
<http://vcec.ca/>

Customs Broker

The Commerce Trade Show Logistics Group Ltd
3405 American Drive, Unit 7
Mississauga, Ontario, L4V 1T6
Tel: Toll Free: 1-888-827-7469
Tel: 905-673-5445
Fax: 905-673-2574

Contact: Beverly Carson-Senior Ops. Mgr.
email: beverlyc@commercetradeshows.com
or info@commercetradeshows.com

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

Audio Visual

AVW-TELAV Audio Visual Solutions
Vancouver Convention & Exhibition Center
200 – 999 Canada Place • Vancouver, B.C.
Canada V6C 3C1
Tel: 605-647-7281 • Fax: 604-647-7232
ohoffmann@bcpavco.vom
www.avwtelav.com

Catering Service

Vancouver Convention & Exhibition Center
200 – 999 Canada Place • Vancouver, B.C.
Canada V6C 3C1
Tel: 604-647-7240 • Fax: 604-647-7246
<http://vcec.ca/>

Parking

Citipark
Box 85 • 999 Canada Place • Vancouver, B.C.
Canada V6C 3C1
Tel: 604-684-2251 • Fax: 604-684-2254
www.canadaplaceparking.ca