

**GENERAL INFORMATION**

**MOVE-IN DATE & TIME**

Saturday October 4, 2008  
10:00 am to 5:00 pm

**SHOW DATES & TIME**

Doors open at 8:00 am for exhibitors

Sunday October 5, 2008  
10:00 am to 5:00 pm

Monday October 6, 2008  
10:00 am to 5:00 pm

**MOVE-OUT DATE & TIME**

Monday October 6, 2008  
5:00 pm to 7:00 pm

**LOCATION**

International Centre, Hall 1  
6900 Airport Road  
Mississauga, ON, Canada L4V 1E8  
Phone: 905 677-6131 / 800 567-1199  
Fax: 905 677-3089  
Email: [info@internationalcentre.com](mailto:info@internationalcentre.com)  
Website: [www.internationalcentre.com](http://www.internationalcentre.com)

**SHOW PRODUCER**

Diversified Business Communications - Canada  
421 Bentley Street, Unit 1  
Markham, ON, Canada L3R 9T2  
Phone: 888 443-6786 / Fax: 905 479-1364

**SHOW PERSONNEL**

Donna Wood  
Event Director

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Nancy Gelette  
Vice-President Operations

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**INTERNATIONAL CENTRE, HALL 1  
OCTOBER 5 & 6, 2008**

Merry Clayton  
Registration & Customer Service

905 948-0470 x228  
[mclayton@divcomevents.com](mailto:mclayton@divcomevents.com)

**ORDER EARLY AND SAVE MONEY!**

In the trade show business, all suppliers charge a premium for on-site orders. When you order at the show it is necessary for our suppliers to go back to their warehouse and prepare the order. Ordering early will save you time and money. Please take note of these deadline dates as ordering on-site can add at least 20% to your overall costs.

**BOOTH INCLUDES**

Every booth will be set with an 8' high back-wall drape and a 3' high side-wall drape (excluding island pavilions).

The cost for unloading, spotting and loading exhibit materials is included in the booth space cost. All incoming shipments must have a Bill of Lading or delivery receipt showing the number of pieces and weight. Exhibitors having special handling requirements are requested to contact GES Canada Decorating.

THE EXHIBIT HALL IS NOT CARPETED. Please do not forget to order your carpet, tables, and chairs for your booth space as these arrangements are the responsibility of the exhibitor. You may order these items from GES Canada Decorating or from a supplier of your choice.

**CLEANING SERVICES**

It is the Exhibitors responsibility to order cleaning services for interior booth cleaning. Complete the Cleaning Services Order Form from Caldas Building Services. Ethnic & Specialty Food Expo will provide cleaning for aisles, meeting rooms and common areas.

**COOKING ON THE SHOW FLOOR**

Open flames, propane, deep fryers and cooking on the show floor are STRICTLY RESTRICTED. You may reheat electrically or by using a microwave only to reheat your samples only. All exhibitors heating in their booth must have a fire extinguisher present and are responsible for all operations in their booths. If you require cooking or deep frying, etc. you must order this service through International Centre.

**DECORATOR & DISPLAYS**

**FLOOR COVERING IS MANDATORY!!**

**PLEASE NOTE: THE EXHIBIT HALL IS NOT CARPETED.**

**YOU MUST PROVIDE YOUR OWN CARPET OR ARRANGE TO RENT THE APPROPRIATE SIZE AND COLOUR FROM GES CANADA DECORATING OR A SUPPLIER OF YOUR CHOICE.**

Your booth includes 8-foot high backwall drapery and 3-foot high sidewall drapery.

Ethnic & Specialty Food Expo and GES Canada Decorating are offering a Booth Special Package. The booth special is installed and dismantled entirely by GES Canada. Your booth is ready before you arrive, no labour costs, no trucking costs, includes carpet, company ID sign, shelves, wastebasket, draped table / storage counter unit, and chairs/stools. If you would like to order this booth special, please complete the Ethnic & Specialty Food Expo Show Special Booth Package order form.

### **ENTRY TO THE SHOW**

All attendees must fully register before entering the exhibit floor. No strollers and no one under the age of 19 (including infants) will be allowed in the exhibit hall. Soliciting on the show floor by attendees is strictly prohibited.

Show Management reserves the right to refuse admission to the show to any visitor, exhibitor, or contractor who, in the opinion of Show Management, is unfit, intoxicated, or in any way creating a disruption of the show.

### **EXHIBITOR BADGES**

For security reasons, you will be required to wear your exhibitor badge in a prominent location when entering the show floor. No strollers and no one under the age of 19 (including infants) will be allowed in the exhibit hall.

Each Exhibitor will receive a badge for entrance to the event. There are no restrictions to the number of exhibitor badges available per company. All badges will be available for pick up at the Exhibitor Registration Counter during move-in or during the show.

### **HOTELS**

Please visit the website for updated hotel reservation information:  
<http://www.ethnicandspecialtyfood.com/accommodations.asp>

### **INSURANCE**

Neither Show Management nor the building owners will accept responsibility for injury to persons, loss of or damage to products, exhibits, equipment, or decorations, by fire, accident, theft or any other cause while in the building or on the grounds. Laptops and small items of value should be removed at the end of each show day.

Exhibitors must provide adequate insurance for their own personnel, exhibits, and materials against all such hazards.

NACORA INSURANCE BROKERS is the leading Exhibitor Insurance provider, offering “all risks” coverage with high limits and low premiums to thousands of exhibitors across Canada. To order your exhibitor insurance, please visit [www.exhibitorinsurance.com](http://www.exhibitorinsurance.com)

### **ORGANIC BOOTHS**

Exhibitors in the All Things Organic™ pavilion understand that it is the responsibility of each company to ensure that all products displayed in the All Things Organic™ pavilion and for sale in Canada are appropriately certified by provincial, national, or international recognized organic certifiers. Companies should be able to show proof of organic certification onsite of the Ethnic & Specialty Food Expo show. Ethnic & Specialty Food Expo reserves the right to refuse any company that cannot produce the required certificates. Exhibitors outside of the All Things Organic™ pavilion displaying organic products must also be able to provide organic certification as well.

### **PARKING**

Parking is FREE at the International Centre. Enter from Airport Road at the north entrance and follow the signs to Hall 1.

### **REFRIGERATOR AND FREEZER STORAGE**

The International Centre is not equipped with permanent refrigerator and freezer storage areas for the exhibitors. Ethnic & Specialty Food Expo has arranged for the rental of refrigeration unit to accommodate the need for refrigeration storage. Please fill out the order form stating the number of cubic feet it will occupy.

Refrigeration will arrive on Saturday morning so if your product requires refrigeration storage prior to this you must make your own arrangements.

Ethnic & Specialty Food Expo management cannot accept responsibility for spoiled product that should arise in the refrigeration unit. Ethnic & Specialty Food Expo management is also not responsible for conditions or quantity of goods received. The deadline for removal of products from the refrigerated truck is Monday October 6, 2008 at 5:30 pm. If any products are remaining in the trailer after the deadline the products will be given to a charity.

### **SAMPLING FOR FOOD & BEVERAGE, ALCOHOL**

The exhibitors must provide a list of product(s) and sample size to be sampled at the Ethnic & Specialty Food Expo to the International Centre. **Please fill out the MANDATORY form called Sample Food and Beverage Authorization Form.**

Under no circumstances should waste products or grease be poured down sinks, toilets, or floor drains. Please do not dispose of liquid waste in the washrooms sinks or toilets.

International Centre has the exclusive rights to sell or subcontract all food and beverage sales on the premises. Samples **MUST BE** distributed from exhibit booth **ONLY**. Items dispensed are limited to products that are manufactured, processed or distributed by exhibiting company. All samples must be dispensed / distributed in accordance to Health Codes. Please contact show management if you require further information regarding the Public Health & Safety Standards.

All costs associated with the transportation, setup, power, display, clean up and tear down of the booth, products, equipment, smallwares, etc. are the responsibility of the exhibitors conducting the sampling. Hours of operations must be adhered to as scheduled by the show and the International Centre.

Only Exhibitors and Sponsors have the exclusive rights to promote or sell goods and services in this Show. All other parties who attempt to make any sale solicitations without the expressed written permission of Show Management will be permanently removed from the Show area.

Distribution of promotion material and soliciting of business must be confined to the Exhibitor's own booth space. Such activities are not permitted in the aisles, restaurants, registration areas, hallways or other exhibits. Exhibitors wishing to enter another Exhibitor's booth may only do so if invited.

### **FOOD & BEVERAGE SAMPLES**

Free food samples are permitted on premises during a show/event if the sample is no larger than one ounce (1oz) for snack foods (airplane size) and no greater than two ounces (2oz) for food products of any kind or four ounces (4oz) for beverage samples which are served in plastic cup, except alcoholic beverages.

### **ALCOHOL SAMPLES**

Beverage alcohol samples are not sold. Exhibitors at the trade show will abide by the rules and regulations enforced by the LCBO and Alcohol and Gaming Commission of Ontario. Any type of beverage alcohol product may be served provided the product has been examined and approved by the LCBO. Exhibitors should also be aware that only registered agents exhibiting in the show are allowed to offer samples at the events.

Exhibitors at trade shows should be aware that all products shown at the trade shows must be purchased through the Liquor Control Board of Ontario (LCBO).

An exception is made to this policy for Ontario wineries, which may purchase their stock through their own retail outlets. Exhibitors must sell and serve only beverage



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alcohol bought under the exhibitor's permit at the LCBO, The Beer Store or Ontario wineries/breweries.

It is illegal to serve beverage alcohol to minors or allow them to consume beverage alcohol. Alcohol is restricted to individuals' aged 19 and over, the sample must be complimentary 1/2-ounce sample size, and the sample cannot be served prior to 12:00 pm noon on Sunday and 11:00 am on Monday. If serving samples of alcohol it is recommended that exhibitor staff are Smart Serve certified.

### ***ALCOHOL BEVERAGE SAMPLING HOURS:***

Sunday October 5	12:00 pm noon - 5:00 pm
Monday October 6	11:00 am - 5:00 pm

### **SECURITY**

Security will be provided throughout the event. It is your responsibility to exercise caution and to safeguard your property and belongings. For security reasons, no large equipment may be removed from the show floor without Show Management authorization. Laptops and small items of value should be removed at the end of each show day.