

2017 EXHIBITOR GUIDE



SPRING
Cottage Life
SHOW

March 31–April 2, 2017

The International Centre, Toronto



SPRING Cottage Life SHOW

2017 SHOW FACTS AT A GLANCE

Show Management

*Cottage Life Media, a division of
Blue Ant Media Solutions Inc.*
130 Merton Street, Suite 200,
Toronto ON, M4S 1A4

Tel: (416) 599-2000
Fax: (416) 599-0800

e-mail: clshow@cottagelife.com
web site: www.cottagelife.com

President: Al Zikovitz

Show Location

International Centre
6900 Airport Road (at Derry Road)
Mississauga, ON L4V 1E8
Halls 1, 2, 3 and 5

Show Dates/Hours

Friday, March 31
10 am – 8 pm

Saturday, April 1
9 am – 7 pm

Sunday, April 2
10 am – 5 pm

Show Staff

*Show Director: Greg McLeod, Ext. 237
Show Manager: Erinn Wright, Ext. 224
Manager, Consumer Show Engagement:
Rebecca De Silva, Ext. 4443
Show Coordinator: Jina Newell, Ext. 247
Show Coordinator: Jade Cannata, Ext. 255*

Show Office

Connector between Halls 2 & 5,
Meeting Room 509/510

Move-in

Wednesday, March 29
8 am – 8 pm

Thursday, March 30
8 am – 8 pm

NOTE: Each exhibitor will be assigned a specific move-in date and time in February/March.

Move-out

Sunday, April 2
5 pm – midnight

Monday, April 3
8 am – 2 pm

MOVE IN

MOVE OUT

Date & Time

Wednesday, March 29 8 am – 8 pm
Thursday, March 30 8 am – 8 pm

Schedule

In order to minimize congestion during move-in, **all exhibitors will be notified in February/March of a specific move-in time.** Friday morning move-ins may not be possible.

Exhibits

All exhibits must be fully completed and operational by 8 pm on Thursday. This allows for aisle carpet installation and pre-show media review. Exhibits must remain intact and staffed until show closing at 5 pm on Sunday. Failure to adhere to this regulation will affect future participation in the Cottage Life Shows.

Vehicle Access

Exhibitors with booths that are 500sq. ft. or larger may have vehicle access, subject to a scheduled move-in time and approval from show management. Booths that are under 500 sq. ft. do not have vehicle access.

Material Handling

Full forklift services and dollies will be made available to exhibitors on the Wednesday and Thursday before the show from 8 am to 6 pm. For any additional requirements, please contact **Cottage Life** by February 28. Forklift service is provided for materials delivery only. If you require forklift service for booth construction purposes, refer to the "Forklift Order Form" from Stronco, found at shows.cottagelife.com/show/spring-cottage-life-show/kit.

Storage

Exhibitors must obtain storage stickers from the show office during move-in with which to clearly identify their empty crates and containers. This packaging will be removed from the aisle to the designated storage area prior to show opening. Unfortunately, due to space restraints, we cannot store exhibitors' product stock.

Dates & Times

Sunday, April 2 5 pm – midnight
Monday, April 3 8 am – 2 pm

Schedule

For the benefit and safety of the consumer, no removal or dismantling of exhibits or material is permitted before 5 pm on Sunday, April 2.

Exhibitors are urged to remove small cartons and open cases of products from the building immediately after the close of the show. While **Cottage Life** will take all reasonable precautions to safeguard small items, immediate removal of such items will minimize the possibility of loss from pilferage.

Vehicle Access

This will not be possible until exhibits obstructing drive-in doors are removed and all aisle carpet has been rolled up. These tasks will be completed promptly.

Material Handling

At show closing, all aisle carpets will be removed. The sooner this task is completed, the sooner vehicle access, dolly usage, and forklifts will be permitted. Distribution location(s) for dollies will be determined on site. A deposit of a credit card, driver's license, or vehicle keys will be required to ensure against loss. Your help in keeping aisles free of material would be appreciated by all concerned.

Storage

Crates and containers will be returned to exhibitors' booths promptly once all aisle carpet in the show is removed.

NOTE: All exhibit material left on the floor after the specified move-out dates and times will be removed by ABF Transportation at the owner's expense, so please ensure that you have made the proper arrangements with your shipper. **THERE WILL BE NO EXCEPTIONS.**

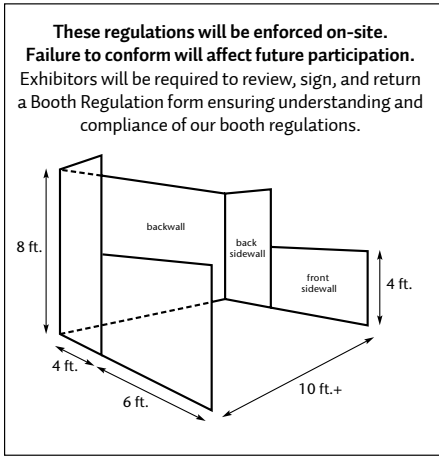
CHILDREN UNDER THE AGE OF 16 ARE NOT PERMITTED ON THE SHOW FLOOR DURING MOVE-IN AND MOVE-OUT.

EXHIBIT RULES & REGULATIONS

BOOTH DISPLAYS

Backdrop & Side Wings: Cottage Life will provide the following equipment for booth exhibits at no extra charge:

- one 8-ft.-high curtain backdrop (hunter green)
- 3-ft.-high curtain dividers between exhibits (hunter green)



Exhibitors may provide their own exhibit booth, provided it conforms to all of the regulations, and the backdrop does not exceed eight feet in height, including signage (unless advance written agreement to an exception is secured from **Cottage Life**).

Booth side wings may extend four feet from the backdrop for every ten feet of exhibit depth, but must not exceed eight feet in height. Exhibitors will be asked to dismantle exhibits to conform to requirements, if not done so during move-in.

Divisions from the side wings to the front of the exhibit must not exceed four feet in height. Exhibitors are required to ensure that side wings and low dividers **be finished on both sides** to present an acceptable appearance to neighbouring exhibitors and the public.

These regulations also refer to any display material, including signs, pull-up banners, racking, and product.

Check your specific Booth Regulations form for signage guidelines.

Extra railing or exhibit equipment can be rented from Stronco, the official Show decorator (see online forms at shows.cottagelife.com/show/spring-cottage-life-show/kit).

General Store & Trading Post Displays

Backdrops & Side Wings: Exhibits in this area will be provided with the same equipment as booth displays. As with booth displays, the backdrop cannot exceed eight feet in height, including signage.

Booth side walls may extend five feet from the backdrop, but must not exceed eight feet in height. All sidewalls must be finished on both sides to present an acceptable appearance to neighbouring exhibitors and the public.

Bulk Area Displays

Backdrops: In most bulk areas, backdrops are not permitted. Exceptions may be permitted in some cases, but written approval must be obtained from **Cottage Life** in advance. Special consideration is given to spectacular centrepiece displays.

Exhibitors are required to ensure that backdrops be finished on both sides to present an acceptable appearance to neighbouring exhibitors and the public.

Low curtain railings are provided for division of neighbouring exhibits. Extra railing or exhibit equipment can be rented from Stronco (see online forms at shows.cottagelife.com/show/spring-cottage-life-show/kit).

Prefabricated Displays

An exhibitor planning to use or build a pre-fabricated display must provide **Cottage Life** with a drawing by January 27.

Flooring

Please note that a floor covering, i.e. carpet, is required. You can rent carpet from Stronco or bring your own floor covering. Please ensure that all floor coverings remain within the **exact** dimensions of your exhibit space. For any floor covering that does **not**, we will request that it be cut or removed and replaced. Also note that the removal of flooring adhesive is the responsibility of the exhibitor. **Failure to remove tape can result in cleaning charges of \$2 per linear foot.**

SHOW SERVICES & INFORMATION

To ensure the orderly and efficient installation and removal of displays, and to eliminate confusion resulting from solicitation by unknown and unqualified firms, **Cottage Life** has designated certain firms as official show contractors. We urge you to place your orders with these firms unless you have a permanent arrangement and it complies with the regulations of the International Centre. Order forms must be returned to the respective companies by the deadline dates stipulated on each. Note: A premium will be charged for orders placed at the show.

Cleaning

Individual booth cleaning is the responsibility of the exhibitor. You may choose to clean your booth yourself, or arrangements for cleaning may be made through the company listed below. Order form online; deadline March 20.

CALDAS BUILDING SERVICES

6900 Airport Road, Box 32
Mississauga, ON L4V 1E8
Tel: (905) 672-2304
Fax: (905) 672-5670
info@caldas.ca

Customs

Any exhibitors requiring assistance with regard to Canada Customs, please contact the company listed below. An order form for an information brochure is online.

MENDELSSOHN COMMERCE

1600 Courtney Park Dr. E.
Mississauga, ON L5T 2W8
Tel: (905) 673-5445
Fax: (905) 673-2574
Toll free: 888-827-7469
bcarson@mend.com

Show Services

Order forms will be available online at
[shows.cottagelife.com/show/
spring-cottage-life-show/kit](http://shows.cottagelife.com/show/spring-cottage-life-show/kit)

Display & Audio Visual Rentals

Furniture rentals, signs, plants, drapery, and carpeting, as well as installation and dismantling of exhibits are all available through Stronco. Order form is online; deadline March 17.

STRONCO SHOW SERVICES

1510 Caterpillar Road, Unit B
Mississauga, ON L4X 2W9
Tel: (905) 270-6767
Fax: (905) 270-6771
exhibitorservices@stronco.com
www.stronco.com

Electrical & Plumbing

Lighting in the exhibit area is adequate and additional lighting is not required for your exhibit. However, you may wish to obtain spotlights to highlight particular areas of your display.

Showtech Power & Lighting will maintain a complete service centre at the show. However, in order to allow proper scheduling of equipment and staff, exhibitors should place their orders well in advance of the show. If an estimate is required, please request it on the form. We urge you to contact Showtech with regard to voltage sensitive equipment, or if you have special requirements or concerns about electrical procedures. Showtech has a lift available to hang signs and banners for a fee; deadline March 15.

Exhibitors requiring plumbing services can make necessary arrangements through Showtech. Plumbing and natural gas forms are not available online but are available upon request.

SHOWTECH POWER & LIGHTING

Head Office
5675 McLaughlin Road
Mississauga, ON L5R 3K5
Tel: (905) 283-0550
Fax: (905) 283-0551
juyeda@showtech.ca
www.showtech.ca

Flameproofing

The *Ontario Building Code* prohibits the use of flammable material in booth construction or decor. Foamcore in any form is forbidden. Fire regulations require that all decorating materials be flame-proofed (see enclosed Fire Regulations Sheet). The Ontario Fire Marshall will remove equipment and materials considered hazardous, at the exhibitor's expense. If your exhibit has been flame-proofed, have documentation available at the booth for the Fire Marshall's inspection. This will avoid having to fire test the exhibit on-site, which is subject to additional fees.

Hotel

The official show hotel is offering a special rate for **Spring Cottage Life Show** exhibitors. To take advantage of the special rates, call directly and identify yourself as a **Spring Cottage Life Show** exhibitor.*

HOLIDAY INN TORONTO INT'L AIRPORT

970 Dixon Rd,
Toronto, Ontario M9W 1J9
Tel: 416-674-4343
www.holidayinn.com/yyz-intlapt
Rate: \$105 per night

The deadline date to take advantage of the special Cottage Life Show rate is March 14, 2017. Rooms sell out quickly, so reserve early. **The group code is CLD or state name of event, Spring Cottage Life Show 2017.**

This rate includes unlimited complimentary parking. Regular hotel parking is \$14.00 per day. A complimentary shuttle service between the International Centre and the hotel (subject to scheduling) will be provided in the show office.

*Subject to space availability

Insurance

All exhibitors are required to provide proof of insurance by February 24. Please see Show Rules & Regulations for details. For additional information, please contact:

exhibitorinsurance.com

Administered by:
Brokers Trust Insurance Group Inc.
2870 Hwy. 7, Suite 103
Concord, ON L4K 3R9
Tel: (905) 695-2971
Fax: (905) 760-2260
info@exhibitorinsurance.com

Material Handling

Material-handling equipment and labour for crated material, as well as dollies, will be provided free of charge by **Cottage Life** during move-in/move-out. If you have any special requirements, please contact **Cottage Life** before February 28. Stronco is the exclusive provider of material handling equipment.

Publicity Information

Our show publicist will be in attendance to promote new and interesting products to the media. If you have a media release or product photos, send to:

ZEENAT SALIMI, SENIOR PUBLICIST

Holmes PR
Tel: (416) 628-5606
zsalimi@holmespr.com
holmespr.com

Security

Security will be provided 24 hours a day, from the start of move-in, during the show, and throughout the move-out. If you require additional security services please contact Cottage Life for supplier information.

NOTE: In the interest of providing the best possible security, exhibitors are requested to leave the building within a half-hour of show closing each night.

Shipping

Contact ABF direct for deadline

ABF

15 Strathearn Ave.
Brampton, ON L6T 4P1
Tel: (905) 458-5888
Toll-free: 1-800-668-7888
mromanowicz@freight.abf.com
www.abf.com

SHIPPING INSTRUCTIONS:

All shipments should be consigned to:

2017 SPRING COTTAGE LIFE SHOW
(Exhibitor's Company Name)
(Hall #, Booth #, and number of pieces in shipment)
International Centre
6900 Airport Road
Mississauga, ON L4V 1E8

Crates and packages should be clearly marked indicating the show name, exhibitor's name, booth number, and customs broker (if shipments are arriving from outside Canada). Shipments will not be accepted at the International Centre prior to the actual move-in period of Wednesday, March 29 and Thursday, March 30. Exhibitors should therefore arrange for shipments to arrive during their scheduled move-in date and time period (C.O.D. shipments will not be accepted by **Cottage Life**).

SHIPPING IN ADVANCE:

ABF has facilities in its own warehouse to receive advance shipments for shows. Freight can be received in their warehouse up to 30 days prior to show move-in with delivery to the show building for one all-inclusive price. Should you wish to utilize this service, please contact ABF for details.

Telephone & Internet

Exhibitors must make their own arrangements for telephone and internet service in their booth. Order form available online; deadline March 16.

INTERNATIONAL CENTRE TELECOMMUNICATIONS

6900 Airport Road, Suite 120
Mississauga, ON L4V 1E8
Tel: (905) 678-5615
Fax: (905) 678-5614
support@internationalcentre.com

Travelling from Outside Ontario

We're thrilled to welcome our out-of-province exhibitors to the show. For your personal protection, it's recommended that you fully understand what your medical insurance covers, and purchase additional private insurance if suitable coverage is not in place. Please refer to the "Customs" section on page 4 for information regarding importing goods.

SHOW RULES & REGULATIONS

These rules are designed to ensure safety and fairness to all exhibitors. All exhibits must be free standing and self-supporting. Management reserves the right:

- a) to restrict exhibits which, because of noise or any other reason, become objectionable;
- b) to close, without indemnity, the exhibit of any exhibitor who refuses, after notice, to conform to the rules which apply to all other exhibitors.

Alcoholic Beverages

The use of alcoholic beverages in exhibitors' booths is prohibited and may only be consumed in designated lounge areas.

Care Of Building— Floors, Walls, Ceilings

Painting, nailing or drilling of floors, walls, ceilings or any other part of the building is strictly prohibited. Exhibitors wishing to lay any floor covering must use an adhesive that will not damage the floor and is easily removed. Where improper adhesive has been used, the exhibitor will be invoiced for the removal of such adhesives, or any damage done to the facility. Exhibit material is not to be fastened to ceilings, walls, pipes or electrical fixtures.

Children

Please note that the children of exhibitors are not to be left unattended at feature areas. **Children under the age of 16 are not permitted on the show floor during move-in & move-out.**

Contests/Draws

Exhibitors are encouraged to offer promotional prizes to enhance sales of displayed products/services. Programs of this nature must be free of any obligation on the part of the winner. Prize winners must not be required to place an order before collecting the prize offered. Also please note that the selling of raffle tickets is not permitted. The schedule of prizes and terms of the draw must be clearly stated on the entry form. Exhibitors wishing to conduct

a contest/draw in association with/at **The Spring Cottage Life Show** must follow all rules under Section 59 of the Competition Act obtainable from Industry Canada. Failure to comply with the rules of this act constitutes a criminal offence. Fines could be as high as \$25,000 and imprisonment terms of up to 5 years. Contest/draw rules and regulations must state that such contest/draw is conducted independently of the show and that **Cottage Life** will not assume responsibility for any liability arising as a result of contest/draw being held at the show. Names and addresses generated from entries received must not be sold or rented following the show. All such contest/draws must be approved by **Cottage Life** prior to show opening.

Deliveries

Must be made before the show opens each day, not during show hours. Please clearly indicate company name, booth #, and hall #. Please note Cottage Life and Show office staff are not able to sign for any deliveries. Please plan your delivery time to coincide with when your booth is staffed.

Entry to Show

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

Flooring

Please note that a floor covering, i.e. carpet, is required.

Hand-drawn Signs

To help maintain a professional image for the public attending the show, **HAND-DRAWN SIGNS ARE NOT PERMITTED**. Failure to follow this regulation will affect future participation at **the Cottage Life Shows**. Contact Stronco for signage services.

Insurance & Liability

Neither **Cottage Life** nor the building owners will accept any responsibility for injury to persons, loss of, or damage to products, exhibits, equipment or decorations by fire, accident, theft or any other causes while in the building. Exhibitors, or their agents, must provide proof of adequate liability insurance for their own personnel, exhibits, and materials against all such hazards. Exhibitors who fail to provide proof of insurance when requested will be denied access to the event.

Providing proof of insurance can be achieved by having your insurance company forward their own documentation to **exhibitorinsurance.com** by fax: (905) 760-2260.

For those who don't have existing insurance or are finding their present coverage more expensive, show management has made arrangements with **exhibitorinsurance.com**, who have designed an insurance program which is specifically for the duration of the show.

Forms have been included in the online exhibitor kit. (shows.cottagelife.com/show/spring-cottage-life-show/kit).

Exact details are mandatory, or your certificate of insurance will be returned as incomplete and will affect your participation in the show.

Latecomers and No Shows

Any space not claimed and occupied, or for which no special arrangements have been made prior to 8-pm on Thursday, March 30 may be resold or reassigned by **Cottage Life**, without obligation on the part of **The Spring Cottage Life Show** for any refund whatsoever.

Pets

Pets are not permitted at **The Spring Cottage Life Show**. The only exception to this is in the case where an exhibit directly relates, or service animals.

Safety

It is the exhibitors' responsibility to ensure the safety of show visitors, their own

operators and exhibit personnel at all times during the show. With this in mind, show management highly recommends that all staff involved in constructing and dismantling exhibits during move-in and move-out be wearing safety footwear.

Security – Staffing Of Exhibits

Exhibitors are required to have their exhibit area staffed at all times during the hours of the show. Security is an added problem when booths are not staffed. Exhibitors are reminded that **Cottage Life** does not assume any responsibility for losses. Therefore, exhibitors should take all reasonable precautions to protect their own property, including insurance.

Security guards will be on 24-hour duty from the first move-in day until the end of move-out. **The Spring Cottage Life Show**, and the building owners cannot assume responsibility for losses incurred from pilferage or any other causes. Most of the loss during move-out could be eliminated by packing smaller items in cartons or crates immediately after show closing.



Show Logo

As an exhibitor, you are encouraged to use **The Spring Cottage Life Show** logo on any mailing, advertising, or brochures to help promote your presence in the show.

The logo may not be altered in any way or used as an endorsement of any product or service. It should always be of smaller size than your own company name or logo. Should you require an electronic version of the logo, please visit (shows.cottagelife.com/show/spring-cottage-life-show/kit).

Signs/Decorations

Any signs, advertisements, show bills, posters, or cards of any description that are to be posted or exhibited, must be kept within the exhibitor space area. Under no circumstances may signs, banners, and similar materials be nailed, stapled, or attached to ceilings, walls, pipes, or electrical fixtures. Balloons and stick-ons are not permitted as decoration, giveaways, or draws due to building and firecode regulations. Showtech Power & Lighting has a lift available to hang signs and banners for a fee (see Showtech order form online), provided prior authorization has been obtained from **Cottage Life**. Please note that each exhibitor must have signage identifying their company name. Contact Stronco Show Services should you require signage.

Smoking

Please note that smoking in the International Centre is not permitted.

Soliciting, Samples & Souvenirs

Distribution of samples, souvenirs, and promotional material, as well as the soliciting of business must be confined to the exhibitor's own space. Aisle space must not be used for exhibit purposes or for solicitation of business. Exhibitors wishing to enter another exhibitor's area may do so if invited. The sole exception will be for **Cottage Life** and representatives of any official show publications.

Only participating exhibitors have the exclusive rights to promote or sell goods and services in this show. All other parties who attempt to make any sales solicitations or distribute written material without the express written permission of **Cottage Life** will be permanently removed from the show area. Exhibitors are asked to report any infractions to the show office so that immediate action can be taken. 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.

Sound Levels

Exhibitors are required to ensure that their displays do not disturb or obstruct other exhibitors. Please refrain from any loud or disturbing noises as well as anything that may cause congestion in aisles.

Subletting

No exhibitor may sublet any portion of its allocated exhibit space to another company, supplier, and/or dealer without the express written consent of **Cottage Life**.

Tools

Out of respect for fellow exhibitors, please note that power tools used during booth construction must be equipped with dust bags.



SPRING Cottage Life SHOW

TIPS FOR A COMFORTABLE AND SUCCESSFUL SHOW

1 If you haven't used your booth display in the last two months or so, find a place where you can erect it ahead of time. Doing this will help you discover what parts may be missing or if any signs need to be replaced.

2 Pack a show survival kit. As most show facilities are very dry, include items such as lip balm, bottled water, and fresh fruit. Extra insoles for footwear are also great things to have on hand.

3 Ask booth personnel to eat and drink in areas other than your booth. Image is an important aspect of your participation at any show.

4 Seating in the booth should be for the use of show attendees only. Staff should be standing and ready to welcome attendees to the booth.

5 Have a clear understanding of what your objectives are before the show begins. This will make it easier to assess the success of the show for you afterwards.

6 Design and/or accessorize your booth to fit with the theme of the show. In the case of The Spring Cottage Life Show, giving your exhibit a "cottagey" look will make it more appealing and attractive for the cottagers attending.

7 Ensure that your booth is staffed at all times. Without staff, it's next to impossible to take advantage of the market attending the show.

8 Have a system of tracking and following up on the leads generated at the show. This can take the form of a mailing list created through a draw or contest, or by simply taking note of names, addresses, and phone numbers and making sure that they are followed up afterwards. It's also important that potential customers who contact you after the show are asked where they heard about your company.

9 It's tempting to pack your booth with as much product and information as possible. Just remember to leave room for your customer, the show attendee.

10 Take the time to read through your exhibitor kit, remembering to pay special attention to form return due dates. This will save you money and time later on.

11 Most importantly, have fun but take your participation seriously. You have gone to considerable expense and effort to be part of the show, so make it worthwhile.

We look forward to seeing you at the Show!

- Spring Cottage Life Show Management

HOW TO GET TO THE **INTERNATIONAL CENTRE**



GO Train Information:

The station is just north of Hall 4. For more information and schedules, contact:

Toronto area:
(416) 869-3200

Toll-free:
(888) 438-6646

www.gotransit.com

March 31–April 2, 2017

International Centre
6900 Airport Road
(at Derry Road)

There is free parking for over 5,000 vehicles.