

**OTTAWA**  
**Cottage Life**  
**& BACKYARD SHOW**

**April 12–14, 2019**  
EY Centre, Ottawa

**2019 Exhibitor Guide**

# OTTAWA Cottage Life & BACKYARD SHOW

## 2019 SHOW FACTS AT A GLANCE

### Show Management

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

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

e-mail: [clshow@cottagelife.com](mailto:clshow@cottagelife.com)  
website: [cottagelife.com](http://cottagelife.com)

### Show Location

EY Centre  
4899 Uplands Drive  
Ottawa, ON K1V 2N6

### Show Dates/Hours

Friday, April 12  
12 noon – 9 pm

Saturday, April 13  
10 am – 6 pm

Sunday, April 14  
10 am – 5 pm

### Show Office

Hall 2 Entrance

### Show Staff

Show Director:  
Greg McLeod, ext. 237

Show Manager:  
Erinn Wright, ext. 224

Manager of Consumer Show Engagement:  
Rebecca DeSilva, ext. 4443

Sales Representative:  
Jade Cannata, ext. 255

Show Administrator:  
Elizabeth Cressatti, ext. 6597

Sales Director, Ottawa:  
Paul Le Guerrier, 613-236-0888

General Manager, Ottawa:  
Patricia O'Donnell, 613-898-2479

### Move-in

Thursday, April 11  
8 am – 10 pm

Friday, April 12  
8 am – 11 am (hand-carry items only)

### Move-out

Sunday, April 14  
5 pm – 10 pm

Monday, April 15  
8 am – 12 noon

# MOVE IN

## Date & Time

Thursday, April 11 8 am – 9 pm  
Friday, April 12 8 am – 11 am  
(Hand-carry items only)

## Move-In Schedule

Each booth will have a scheduled move-in time based on your location on the floorplan. An email will be sent in late March/early April confirming your specific move-in time.

## Exhibits

All exhibits must be fully completed and operational by 8 pm on Thursday, April 11. 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. Please contact show management for approval.

## Material Handling

Full forklift services and dollies will be made available to exhibitors on Thursday from 8 am to 6 pm. For any additional requirements, please contact **Cottage Life** by March 15.

Forklift service is provided for materials delivery only. If you require forklift service for booth construction purposes, refer to the "Forklift Order Form" from Freeman, found in the online Exhibitor Kit at [shows.cottagelife.com/show/ottawa-cottage-life-backyard-show/kit](http://shows.cottagelife.com/show/ottawa-cottage-life-backyard-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.

# MOVE OUT

## Dates & Times

Sunday, April 14 5 pm – 10 pm  
Monday, April 15 8 am – 12 noon

## 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 14.

Exhibitors are urged to remove electronics, 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

For safety concerns, this will not be possible until exhibits obstructing drive-in doors are removed and all aisle carpet has been rolled up. These 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 dates and times for move-out will be removed by Show Management at the owner's expense, so please ensure that you have made the proper arrangements with your shipper. **THERE WILL BE NO EXCEPTIONS.**

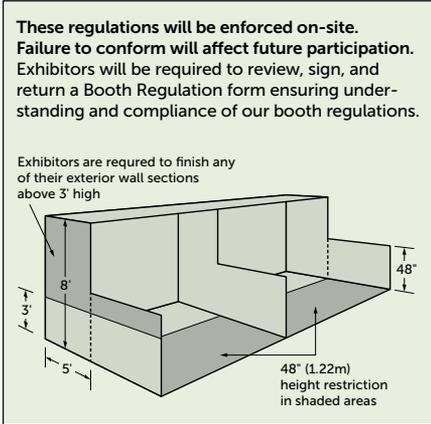
Children under the age of 16 are not permitted on the show floor during move-in and move-out.

# 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 8 ft. in height, including signage (unless advance written agreement to an exception is secured from Cottage Life).

Booth side wings may extend 4 ft. from the backdrop for every 10 ft. of exhibit depth, but must not exceed 8 ft. 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 4 ft. 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.

**Check your specific Booth Regulations form for signage guidelines.**

Extra railing or exhibit equipment can be rented from Freeman, the official Show decorator (see online exhibitor kit).

## General Store Displays

**Backdrops:** Exhibits in this area will be provided with one 8-ft high curtain backdrop (hunter green). The backdrop cannot exceed 8 ft. in height, including signage.

**General Store Side Wings:** Booth side walls may extend 5 ft. from the backdrop, but must not exceed 8 ft. 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 exhibits and the public.

Low curtain railings are provided for division of neighbouring exhibits. Extra railing or exhibit equipment can be rented from Freeman (see online exhibitor kit).

## Prefabricated Displays

An exhibitor planning to use or build a pre-fabricated display must provide Cottage Life with a drawing by March 6.

## Flooring

Please note that floor covering (i.e. carpet) is required for 100% of your booth space. You can rent carpet from Freeman or bring your own floor covering. Please ensure 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 do so will result in the exhibitor being charged for cleaning services.**

# 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 EY 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. All order forms can be found online at [shows.cottagelife.com/show/ottawa-cottage-life-backyard-show/kit](http://shows.cottagelife.com/show/ottawa-cottage-life-backyard-show/kit).

## Audio Visual

Should you have any audio-visual needs, please contact:

### FREEMAN

940 Belfast Rd.  
Ottawa, ON K1G 4A2  
Tel: 613-748-7180 x234  
Fax: 613-748-5977  
Email: [freemanottawaES@freemanco.com](mailto:freemanottawaES@freemanco.com)  
[freemanco.com/store](http://freemanco.com/store) (Customer #2306100)

## 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 is available online; deadline: contact direct.

### EY Centre

Email: [cleaning@eycentre.ca](mailto:cleaning@eycentre.ca)  
Fax: 613-688-4824

## Customs

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

### FREEMAN

Tel: 1-877-487-1113  
Fax: 613-748-5977  
Email: [exhibittrans.canada@freemanco.com](mailto:exhibittrans.canada@freemanco.com)  
[freemanco.com/store](http://freemanco.com/store) (Customer #2306100)

## Display Rentals

Furniture rentals, signs, plants, drapery, and carpeting, as well as installation and dismantling of exhibits are all available through Freeman. Order form is available online; deadline **March 20, 2019**.

### FREEMAN

940 Belfast Rd.  
Ottawa, ON K1G 4A2  
Tel: 613-748-7180 x234  
Fax: 613-748-5977  
Email: [freemanottawaES@freemanco.com](mailto:freemanottawaES@freemanco.com)  
[freemanco.com/store](http://freemanco.com/store) (Customer #2306100)

## 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.

Freeman 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 Freeman with regard to voltage sensitive equipment, or if you have special requirements or concerns about electrical procedures. Freeman has a lift available to hang signs and banners for a fee; **advanced pricing deadline March 20**.

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

### FREEMAN

940 Belfast Rd.  
Ottawa, ON K1G 4A2  
Tel: 613-748-7180 x234  
Fax: 613-748-5977  
Email: [freemanottawaES@freemanco.com](mailto:freemanottawaES@freemanco.com)  
[freemanco.com/store](http://freemanco.com/store) (Customer #2306100)

# SHOW SERVICES & INFORMATION (CONT.)

## 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. 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.

## Insurance

All exhibitors are required to provide proof of insurance by **March 15**. Please see Show Rules & Regulations for details. For additional information, please contact:

**exhibitorinsurance.com**

Administered by Brokers Trust Insurance Inc.  
2870 Hwy 7, Suite 103  
Concord, ON L4K 3R9  
Tel: 905-695-2971  
Fax: 1-866-296-4199  
info@exhibitorinsurance.com  
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 **March 20**. Freeman 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:

**Kate Calder**

Senior Publicist

kate.calder@blueantmedia.ca

(416) 646-6591

## 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.

# SHOW SERVICES & INFORMATION (CONT.)

## Shipping

### SHIPPING INSTRUCTIONS:

All shipments should be consigned to:

#### The Ottawa Cottage Life & Backyard Show

(Exhibitor's Company Name)

(Booth # and number of pieces in shipment)

EY Centre

4899 Uplands Drive

Ottawa, ON K1V 2N6

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 EY Centre prior to the actual move-in period of Thursday, April 11. 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).

If you require a logistics company, please contact:

#### FREEMAN

Tel: 1-877-487-1113

Fax: 613-748-5977

Email: [exhibittrans.canada@freemanco.com](mailto:exhibittrans.canada@freemanco.com)  
[freemanco.com/store](http://freemanco.com/store) (Customer #2306100)

Shipping services order forms are available online. Contact direct for deadline date.

### SHIPPING IN ADVANCE:

Freeman has facilities in its own warehouse to receive advance shipments for shows. Should you wish to utilize this service, please contact Freeman direct.

## Telephone & Internet

Exhibitors must make their own arrangements for telephone and internet service in their booth. Order form is available online; deadline April 4.

#### D.E. Systems Ltd.

C6-2212 Gladwin Cres.

Ottawa ON K1B 5N6

email: [eycentre@desystems.com](mailto:eycentre@desystems.com)

fax: 613-723-8756

## 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.

## Will Call (tickets for pick-up system)

The dedicated Will Call booth will be in the Hall 2 lobby **only**. Tickets for Will Call will not be accepted at any other entrances.

You may drop-off **pre-labeled** envelopes to the onsite Show Office on Thursday or direct to Will Call on "show" days, Fri-Sun.

Please PRINT the following on a #10 envelope (or get envelopes from the Show Office):

- Guest Name (Last, First)
- Your Company Name
- Contact tel. #

Instruct all guests picking-up Guest/VIP tickets to proceed direct to 'Will Call' at Hall 2.

**NOTE:** exhibitor badges are not part of Will Call and will be available in the Show Office, as usual.

# 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 **Ottawa Cottage Life & Backyard 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 by completing the contest form approval.

## 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.

## 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 **Ottawa Cottage Life & Backyard Show**. Contact Freeman 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: 1-866-296-4199.

# SHOW RULES & REGULATIONS (CONT.)

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

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, April 11 may be resold or reassigned by **Cottage Life**, without obligation on the part of the **Ottawa Cottage Life & Backyard Show** for any refund whatsoever.

## Pets

Pets are not permitted at the Ottawa Cottage Life & Backyard. The only exception to this is in the case where an exhibit directly relates, or in the case of a registered service animal.

## 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. All staffed involved in constructing and dismantling exhibits during move-in and move-out must wear safety footwear at minimum. For further details, please review the Ministry of Labour regulations and the Ontario Health and Safety Act, and/or contact Cottage Life.

## 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 April 11 until the end of move-out. The **Ottawa Cottage Life & Backyard 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 **Ottawa Cottage Life & Backyard 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 the online Exhibitor Kit at [shows.cottagelife.com/show/ottawa-cottage-life-backyard-show/kit](http://shows.cottagelife.com/show/ottawa-cottage-life-backyard-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, taped, 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. Freeman has a lift available to hang signs and banners for a fee, provided prior authorization has been obtained from **Cottage Life**. Please note that each exhibitor should have signage identifying their company name. Contact Freeman should you require signage.

## Smoking

Please note that smoking in the EY 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.

# SHOW RULES & REGULATIONS (CONT.)

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.

For those exhibitor's wishing to sample **food or beverage products**, please refer to The EY Centre's sampling guidelines, as well as their authorization form, found online.

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.

# OTTAWA Cottage Life & BACKYARD SHOW

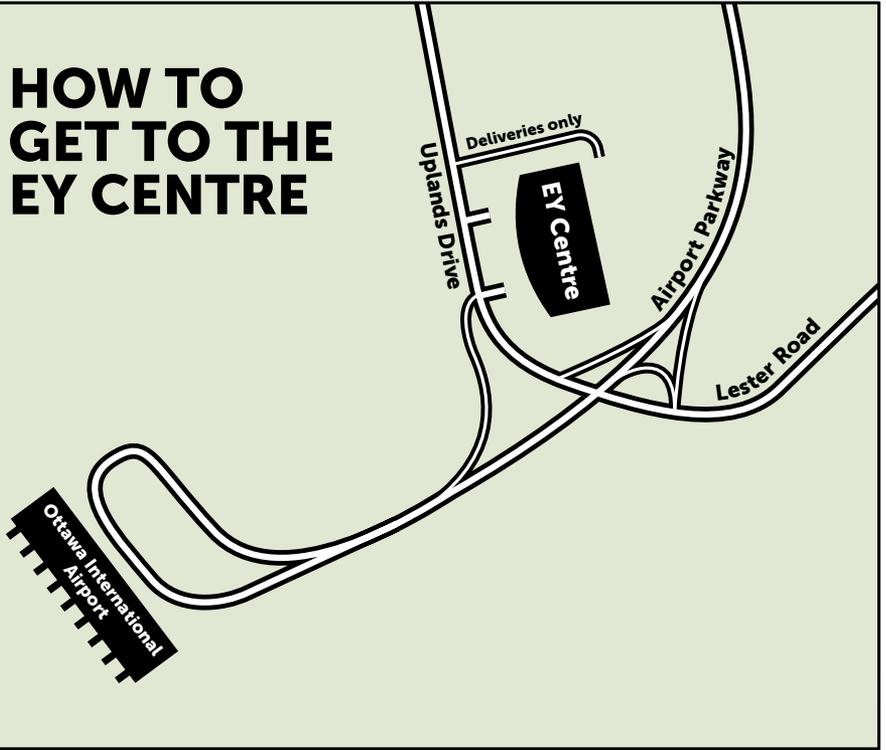
## TIPS FOR A COMFORTABLE & SUCCESSFUL SHOW

- 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 Ottawa Cottage Life & Backyard 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 EY CENTRE



## OTTAWA Cottage Life & BACKYARD SHOW

April 12–14, 2019

EY Centre  
4899 Uplands Drive  
Ottawa, ON K1V 2N6