



EXHIBITORS MANUAL





Eddie Bush Memorial Arena April 27th – April 29th, 2018

General Show Information

The event is open to the public:

Friday April 27th 4:00pm to 8:00pm

Saturday April 28th 10:00AM to 5:00PM

Sunday April 29th 10:00AM to 4:00PM

There is a general Admission Fee structure for this event:

Friday April 27th – FREE Admission

Saturday April 28th & Sunday April 29th

Adults \$3.00

Kids (12 and under) FREE

Many discounts and incentives will be advertised through the marketing and promotions campaign leading up to the event. As crowd-attraction efforts, there will be lots of opportunities for everyone to cross-promote this event with savings offered through many options:

- Social Media | News ads
- eCoupons | downloadable coupons
- Tourism Partnership packages and offers

Location

We are proud to announce that the location selected for this event is:

Eddie Bush Memorial Arena
Collingwood

Age Limits

Provincial regulations under the Ontario Health and Safety Act require that **no one under the age of 14** be on the show floor during set up and tear down hours. Do not bring under-aged children to the building during these hours as there are no facilities for them.

Animals & Pets

Animals and Pets are not prohibited on the show floor with the exception of service dogs or St. John Ambulance Therapy Dogs.

Booth Etiquette

Booths **must be** manned at all times during show hours.

Exhibitors must not solicit attendees or distribute literature or samples from outside of their booth. Failure to comply could result in ejection from the show.



Booth Guidelines

Maximum of two (2) exhibitors in each business category. Some exceptions may apply. Booth designs must adhere to these guidelines to ensure all exhibitors have an equal chance to be seen and display their products.

Any variance to these guidelines must be brought to the attention of JBF Productions staff for consideration prior to move in. Any variances that have not been approved may be required to be altered on site at the exhibitor's expense.

Use of canopies, platforms, specialty lighting or truss work could result in restrictions or obligations on the part of the exhibitor.

Any exhibitors with vehicles, trailers, canopies, tent structures or a booth that contains stairs or risers must bring it to the attention of the JBF Productions.

Exhibitors wishing to lay tile or any other floor covering cannot affix it directly to the building floor – building paper, plastic covering or some other protective layer must be used.

Displays may not encroach on doorways or any fire service equipment.

The exhibitor is responsible for removal of garbage from their booth at all times.

Subletting/Sharing of booth space must be authorized prior to the event by JBF Productions.

All booths come with an 8' high backdrop drape. **No display should exceed this height.**

All sides have 4' high side drapes. **No display should exceed this height.** Side draping may only be removed for end units.

All signage/display should be set back protruding no further than 4' from the back of your booth.

Contests

Show Management reserves the right to terminate any contest, by removing ballots and ballot boxes from the booth, if it does not comply with the Competition Act, or with Show Management regulations. For more information on the Competition Act please contact the Competition Bureau at 800-348-5358.

Insurance

As a condition of exhibiting, exhibitors are required to have proper insurance coverage for their booth space. (*See Certificate of Insurance document for more details*)

The show maintains coverage for the neutral areas, such as aisles and feature areas. However, it is the responsibility of the exhibitor that booth space be insured against third party property damage and bodily injury including injuries sustained as a direct or indirect result of their display. JBF Productions is not responsible for loss or damage to any property belonging to exhibitors. It is the responsibility of the exhibitor to have proper insurance in place for all goods brought on-site.

The exhibitors will hold JBF Productions., the Show coordinators or any of its assignees and employees, harmless from any damage, expense or liability arising from any injury or damage to any person, including the general public, the exhibitor, its agents or employees or to the property of the exhibitor or others occurring either in the space occupied by the exhibitor or elsewhere arising out of its occupancy.

All exhibitors shall carry a minimum of \$2,000,000 (two million dollars) of liability insurance for the full duration of the event including set-up and removal. Exhibitor warrants they are insured for public liability for its remote location at the Show. A certificate of insurance showing JBF



Productions and the Town of Collingwood as additional insured must be provided prior to an exhibitor being allowed access to the show floor.

Contact your insurance agent or broker to request the certificate; if you do not have Commercial General Liability you may purchase a short-term policy to provide liability coverage ONLY for the duration of the show.

To purchase a short-term policy, you can call Buckley Insurance Brokers Ltd. 1-800-665-7283.

Move In

Exhibitor set-up is on Friday April 27th 9am – 3pm.

There will be staff to assist with load-in. Please load in products and remove vehicles from loading areas immediately upon completion. There will be security monitoring and directing vehicles.

All exhibits must be show ready by **3:00 pm** before show opening on the Friday to allow for aisle cleaning

Vehicles will not be permitted on the show floor. All unloading must be done from designated unloading areas. Vehicles need to be unloaded and removed from the loading area quickly.

Labour required to unload material or set up booth display is the responsibility of the exhibitor.

No forklifts are allowed on the show floor .

All load-in equipment **MUST** be propane powered. Gasoline fueled engines are **NOT** allowed on the premises.

If your load-in requires special permission due to complexity or magnitude please call JBF Productions office for special scheduling.

Move Out

The show closes at **4:00pm** on the Sunday. **For public safety it is required that you maintain your**

booth setup until 4:00pm. All exhibitors must NOT dismantle their booth or begin moving out before 4:00pm.

All materials used in displays must be removed from the building by **8:00 pm** unless otherwise approved by Show Management. Materials left behind will be removed at the exhibitor's risk and expense.

Security

Exhibitors are ultimately responsible for their own booth security.

You can contract your own overnight booth security, should you wish.

Please confirm this with Show Management should you choose to do so.

Do not leave valuables unattended.



Signage

All signage must be professionally made. No hand written signs will be permitted. In line booths must have one sided signs with a finished back. Only corner booths can have double sided signs if they are hung in the center of the display. Review the booth design guidelines document to understand the regulations for sign hanging.

Smoking

The facility is a smoke-free facility. By Law officers could be on site and any offender will be fined upon inspection.

Solicitation

Solicitation of exhibitors or attendees by non-exhibitors is strictly prohibited.

Sound Levels

Microphone systems are not permitted at the event. Music and other sounds will be monitored by Show Management. Show Management reserves the right to make necessary adjustments to control the sound levels in the event that it is becoming a nuisance to surrounding exhibitors.

Vehicles

All vehicles on the show floor on display must have a lockable gas cap, battery disconnected and minimal amount of fuel in the gas tank.

Emergency Procedures

UPON DISCOVERY OF A FIRE:

1. If the fire cannot be easily controlled, attempts should be made to contain the fire to one area.
2. Close all doors leading to it.
3. Sound the fire alarm by activating the nearest pull station.
4. Call 911 and identify yourself and give the location and size of the fire and whether or not you know if any people are in the building.
5. Assist in the evacuation of the building by directing everyone to the safest exit.
6. Once outside act as temporary building security. Do not allow anyone to re-enter the building except emergency personnel.
7. Please pay special attention to the following:
 - If a door is hot or smoke is coming from under it. DO NOT open the door. Evacuate rooms nearest the fire location first.
 - If the area is full of smoke stay close to the ground and feel your way along the wall to an exit and if possible put a damp cloth over your nose and mouth.

Note: In any situation where there is serious injury or near fatalities, the Police must be called



Evacuation of the Building

1. The Duty Manager will be responsible for building evacuation. However if he is not available, the person who discovered the fire should initiate evacuation procedures.
2. Everyone already in building must evacuate.
3. All doors should be closed upon leaving.
4. If it is safe to do so, the facility manager and duty manager should go through the building to ensure that everyone has been evacuated.
5. During the evacuation the duty manager should appoint employees to act as building security and stop anyone from re-entering the building except emergency services .

Note: If safe to do so all employees should act as temporary security at the exit of the building they left, until more permanent security arrives.

Promoting the Event

For the overall success of the show, everyone should be expected to help promote the event. We will be asking you to be actively engaged in the areas of:

1. Social Media – like our Facebook pages. We will like yours
2. Post ‘come see us at the show’ messages for your friends, co-workers and network to see
3. List us in your Event Calendars
4. Provide us your logos to proudly post on our sites
5. Send us product photos and bios – we will brag on your behalf!
6. If you have a retail space, we can send you flyers and coupon cards
7. If willing, (and allowed of course) we will provide you coupon cards to distribute to customers you meet while exhibiting throughout the year

Spread the word wherever, whenever possible ... These promotions can come at no-cost to you but have tremendous opportunity for return!

Every ten (10) people that you invite or bring to the event can result in 1,000 people to coming through the doors