



March 19 – 21, 2010  
INTERNATIONAL CENTRE  
HALL 5

# EXHIBITOR MANUAL

[www.towineandcheeseshow.com](http://www.towineandcheeseshow.com)

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## **GENERAL INFORMATION**

### **Producer**

Premier Consumer Shows  
447 Speers Road, Suite 4  
Oakville, ON L6K 3S7

Phone: 905-842-6591  
Toll Free: 1-800-693-7986  
Fax: 905-842-6843

Website:

[www.towineandcheeseshow.com](http://www.towineandcheeseshow.com)

### **Show Personnel**

Marti Milks, C.D.E.  
Show Manager

905-842-6591 ext. 275  
[marti.milks@sympatico.ca](mailto:marti.milks@sympatico.ca)

Lee Mioceвич  
Sales & Marketing Consultant

905-842-6591 ext. 371  
[lmioceвич@metrolandwest.com](mailto:lmioceвич@metrolandwest.com)

Kelly Christensen  
Event & Operations Coordinator

905-842-6591 ext. 365  
[kchristensen@metrolandwest.com](mailto:kchristensen@metrolandwest.com)

Filomena Feltmate  
Event Coordinator

905-842-6591 ext. 260  
[ffeltmate@metrolandwest.com](mailto:ffeltmate@metrolandwest.com)

### **Show Dates and Times**

Friday, March 19  
Saturday, March 20  
Sunday, March 21

12 p.m. – 10 p.m.  
12 p.m. – 9 p.m.  
12 p.m. – 6 p.m.

### **Location**

International Centre  
Hall 5  
6900 Airport Road  
Mississauga, On, L4V 1E8

Telephone 905-677-6131  
Toll Free 1-800-567-1199  
Fax 905-677-3089

### **Important Contact Information**

GES Canada - Elmer Thibert  
5675 McLaughlin Road  
Mississauga, On, L5R 3K5

Telephone 905-283-0500      Toll Free 1-877-437-4247      Fax 905-283-0501

Arctic Refrigeration & Equipment  
401 Victoria Ave North  
Hamilton, On, L8L 5G7

Telephone 905-528-8528      Toll Free 1-866-528-8528      Fax 905-521-1516

Tone-Gar Security Services - Gary Arthur  
145 Otonabee Drive, Unit A  
Kitchener, On, N2C 1L7

Telephone 514-746-1970      Toll Free 1-888-225-2278      Fax 519-746-9044

Caldas Cleaning Services - Roy Henriques  
6900 Airport Road  
Mississauga, On, L4V 1E8

Telephone 905-672-2304      Fax 905-672-5670

International Centre, Telecommunications - Adam Kroft  
6900 Airport Road  
Mississauga, On, L4V 1E8

Telephone 905-678-5615      Fax 905-678-5614

Showtech Power & Lighting - Rocky Melo  
6900 Airport Road  
Mississauga, On, L4V 1E8

Telephone 905-677-9546      Fax 905-677-8713

Lange Transportation & Storage – Rosemarie Bera  
3965 Nashua Drive,  
Mississauga, ON  
L4V 1P3

Telephone 905-362-1290 x 226      Fax 905-362-1285

Show Hotel - Wyndham Bristol Place - Marcela Marijosius  
Toronto Airport  
950 Dixon Road  
Toronto, On, M9W 5N4

To make reservations please call: 1-866-837-5184

Nacora Insurance Brokers Ltd - Kim Libenstein  
80 Tiverton Court, Suite 801  
Markham, On, L3R 0G9

Telephone 905-307-0307 Ext. 222      Fax 905-307-1234

For further information, please call 905-842-6591

## **MOVE IN AND MOVE OUT DETAILS**

Move In:	Thursday, March 18	8 a.m. – 8 p.m.
Show Hours:	Friday, March 19	12 p.m. – 10 p.m.
	Saturday, March 20	12 p.m. – 9 p.m.
	Sunday, March 21	12 p.m. – 6 p.m.
Move Out:	Sunday, March 21	6 p.m. – 12 a.m.

## **MOVE IN PROCEDURE**

Schedule the move in of all merchandise and displays to arrive before 6 p.m. Thursday, March 19, in order to allow Show Management to carpet the aisles, complete final clean-up and permit inspection by Hydro and Fire Inspectors.

During move in, please use loading doors 70-77. Show management will be supplying dollies, pump trucks etc. at no charge for exhibitor use during move in and move out.

## **CONSTRUCTION SITE**

The show floor is deemed a construction site by the Ministry of Labor. Effective January 1, 2007, no children under the age of 16 are permitted on the show floor during move in or move out. Proper footwear must be worn during move in and move out times. Open toe shoes are not permitted.

For more information, please see the Ontario Health and Safety Act which can be found on our website, [www.towineandcheesesshow.com](http://www.towineandcheesesshow.com).

## **COURIER AND SHIPPING INSTRUCTIONS**

Pre-paid courier packages and shipments to the building will be accepted and signed for by Premier Consumer Shows if previous arrangements have been made with Show Management. Driver must report to the Show office and show personnel will supervise and direct freight to the exhibitor's booth.

Shipping Address:  
International Centre - Hall #5  
Attention: (Company Name and Booth Number)  
6900 Airport Rd.  
Mississauga, Ont. L4V 1E8

**PLEASE NOTE: SHIPMENTS CANNOT BE ACCEPTED PRIOR TO THURSDAY MARCH 19, 2009 UNDER ANY CIRCUMSTANCES**

## **MOVE OUT PROCEDURE**

Exhibits may not be dismantled or removed prior to the show closing at 6 p.m. on Sunday, March 21, 2010. All exhibits must be cleared from the building by 12 a.m. on Sunday, March 21, 2010.

Please do not bring trucks or cars into the loading area until your merchandise is completely packed and has been moved to the dock area and ready to load. Vehicles parked illegally will be moved at the owner's expense. Please do not leave your vehicle in the loading area unless it is actually being loaded.

## **SHOW OFFICE**

The Show Office is located upstairs inside the show entrance and will be staffed by Show Management throughout move in, show hours and move out. Please report to the Show Office upon arrival at move in and please direct all inquires to Show Office throughout the show.

## **TELEPHONE MESSAGES**

From March 18 to March 21, we will have a telephone number at the International Centre in our Show Office. You will be informed of the number closer to the show date. For the convenience of exhibitors, messages will be received through the Show Office and delivered to your booth. Please use this service for emergencies only.

## **STANDARD BOOTH**

Standard booth drapes are provided by Show Management, if requested (see drapery form on website). Unless prior permission is obtained from Show Management, all booths must conform to standard dimensions:

- Back wall height - 8 feet high
- Side wall height - 8 feet high for the first 4 feet from the back wall.
- Side rail height - 3 feet high for the remaining 6 feet to front of booth.

Special pre-fabricated booth packages are available through GES. Please contact GES at 905-283-0500.

**PLEASE NOTE: ALL EXHIBITORS ARE REQUIRED TO SUPPLY FLOOR COVERING FOR THEIR BOOTH SPACE. SEE ONLINE ORDER FORM FOR GES CANADA IF NEEDED.**

## **STORAGE**

Please do not store items in areas not designated as storage areas. Exhibitors should label their cartons which should be stored in the areas provided. Labels are available from GES Canada at their service desk during the show.

Lock-up storage areas will be provided for alcoholic beverages only. Show Management is not responsible for lost or stolen product however caused.

## **STAFFING OF EXHIBITS**

Each 10 x 10 booth may have a maximum of six (6) staff in the booth at any given time. Please remember that within the 100 square feet you will require adequate room to allow the consumer to do business in your booth. The amount of display material, product and merchandise shall be reasonable and allow the exhibitor the ability to conduct business within the confines of their contracted area.

If Show Management deems that there is excessive staff or product within the contracted area, resulting in public safety or obstruction of aisle traffic, the exhibitor will be asked to make changes or amendments. Interpretation of these rules and regulations are at the sole discretion of the Show Manager and non-compliance of these regulations will result in the ejection of the offending exhibitor and the closing of their exhibit. Show Management will not be liable for any damages or loss to the exhibitor, nor will there be any refund on rental fees or any other exhibitor expenses.

Exhibits must be staffed during all show hours. Show Management reserves the right to uncover any un-staffed booths during show hours and will not be liable for damage or pilferage. Should an exhibitor leave their exhibit un-staffed, they will forfeit the right to participate in future shows.

## **EXHIBITOR BADGES**

Exhibitor badges must be preordered. These will be provided to exhibitors at no charge to a maximum of six (6) per 10 x 10 exhibit space. Badges can be picked up at the Show Office from 8 a.m. on Thursday, March 18, until show closing.

Exhibitors will be asked for identification when picking up exhibitor badges. There is a \$10.00 (includes taxes) charge for additional badges. Badges may be picked up at the show office during move in or at the Exhibitor Badge Pick up in the main lobby during the show.

Please print off the Exhibitor Badge Request Form that is available on our website, [www.towineandcheeseshow.com](http://www.towineandcheeseshow.com), complete and fax back to us at 905-842-6843.

## **INSURANCE**

It is highly recommended that you have adequate insurance for all types of damages, general liability or losses as Show Management cannot be held responsible for any loss or damages of any nature, including but not limited to, loss or damage due to fire, theft or injury however caused to any exhibitor, officer, employee, representative or agent of any exhibitor or any other person. Insurance is mandatory at the show. Should you wish to purchase insurance, please visit our website, [www.towineandcheeseshow.com](http://www.towineandcheeseshow.com) to obtain the form.

## **PHOTOGRAPHY**

No photography of any exhibits on the show floor is allowed, without the written consent from Show Management. No video or digital images are allowed to be taken of any booth displays. Exhibitors may photograph their own exhibits.

## **GENERAL ADMISSION**

No persons under 19 years of age will be admitted to the show. If you wish to purchase additional Guest Passes, please see our online order form on, [www.towineandcheeseshow.com](http://www.towineandcheeseshow.com).

## **PARKING**

Parking at the International Centre is **free** for exhibitors and attendees.

## **DEMONSTRATIONS AND DISTRIBUTIONS**

Displays, demonstrations and distributing of advertising materials are not permitted outside of the confines of the exhibitor's booth. In cases where audio/visual equipment is used, the sound must be subdued to such an extent as to ensure its having no nuisance effect on neighboring exhibitors.

Floor managers will have the right to decide on accepted decibel levels at the show. Premier Consumer Shows will take the responsibility to ensure that each exhibitor is able to conduct their business at the show free of undue disturbances from other exhibitors. Should complaints be made about excessive noise, etc., from such things as audio or audio-visual equipment, the following actions will be taken.

## **SOUND LEVELS AND EXHIBITOR COMPLAINTS**

1. The Show Manager will request that levels be lowered to a point considered satisfactory by Premier Consumer Shows.
2. Should the level be increased following initial warnings, the Show Manager will insist that the equipment be either turned off completely, or the exhibitor leaves the show. Should this happen, there will be no refunds or compensation to those involved.

## **DRAWS AND COMPETITIONS**

Premier Consumer Shows must pre-approve all draws offered by exhibitors prior to the show. Permission will be granted once Show Management is satisfied that the draw is legitimate. Exhibitors who do not obtain permission from Premier Consumer Shows will be required to cease and desist collecting entries and no compensation will be provided.

Sales promotions and competitions conducted by exhibitors in conjunction with their displays must be free of any obligation on the part of the winner. Prize winners must not be required to place an order or make any monetary deposits in order to collect the prize offered. The schedule of prizes and terms and conditions of the competition must be clearly stated on the entry forms and signage in the booth.

## **PAYMENT OF EXHIBIT SPACE**

Payment in full for exhibit space as contracted must be made by January 22, 2010. Show Management reserves the right to refuse use of space to any exhibitor who has not made full and final payment.

## **SIGNS**

In the interest of the overall appearance of the show, suspended signs will not be allowed in the show building. Signs must not exceed the eight (8) foot height restriction and may not be attached to or painted on equipment above that height. All booth signage must be professionally lettered.

**PLEASE NOTE: ABSOLUTELY NO HAND-WRITTEN SIGNS WILL BE ALLOWED ON THE SHOW FLOOR.**

Prices or any reference to dollar figures are not allowed in any prominent display area within the booth, or attached to any of the signage on the booth. Show specials will be allowed, but any signage with reference to dollar figures must be no larger than 8"x10".

## **SHOW CONTRACTORS:**

Please refer to page 3 in this manual for all important contact information. All order forms are available on our website, [www.towineandcheeseshow.com](http://www.towineandcheeseshow.com).

- GES provides the booth draping at no charge. Their online brochure details all items available for rental during the Show by Exhibitors. A service desk will be located in the hall during the move in period for exhibitor convenience.
- Showtech Power & Lighting provides extraordinary or special power and plumbing requirements. Please order your services at least four weeks before the show.

Extension cords must be of the three-prong type (i.e. grounded) and must contain wires of the proper size to carry the electrical load. The electrical contractor is obligated to refuse connections where the Exhibitor's electrical wiring method constitutes a code violation.

**PLEASE NOTE: IT IS IN YOUR BEST INTEREST TO PLACE YOUR ORDERS FOR GES AND SHOWTECH WELL IN ADVANCE. THIS WILL ENSURE THAT YOU GET PRIORITY SERVICE AND NOT BE CHARGED A PREMIUM FOR ORDERS PLACED AT THE SHOW. THESE FORMS CAN BE LOCATED ON [WWW.WINEANDCHEESE.COM](http://WWW.WINEANDCHEESE.COM).**

- LANGE TRANSPORTATION - is the official show carrier and can provide shipping from any point in Canada or the United States, as well as warehousing for Exhibitors that wish to pre-ship exhibit material up to 45 days prior to the Show, and heavy duty security cages for on-site secure storage. Please refer all shipping questions to them directly. Forms can be found on [www.towineandcheese.com](http://www.towineandcheese.com).

**PLEASE NOTE: FOR THOSE EXHIBITORS CHOOSING AN ALTERNATE CARRIER, IT IS ADVISABLE TO BOOK SHIPMENT THROUGH A FREIGHT FORWARDING COMPANY, NOT THROUGH A COURIER, AND TO ARRANGE AIR AS OPPOSED TO GROUND TRANSPORTATION TO ENSURE TIMELY DELIVERY OF YOUR SHIPMENT**

**All Supplier Forms can be found on [www.towineandcheese.com](http://www.towineandcheese.com)**

- Caldas Building Services - is the official cleaner at the show. Booth cleaning is not provided by Show Management. Exhibitors are asked not to leave anything in their booths that can be easily damaged by the cleaners.
- Arctic Refrigeration & Equipment - can be contacted for refrigeration services.
- The International Centre - has its own telecommunication services department if you require lines for phone, modem, credit card or fax. Orders and Payment must be received in full by International Centre Telecommunications Department at least 10 days prior to move in to qualify for the advance discount.
- Tone-Gar Security - uniformed security personnel will be on duty 24 hours a day from opening time at move in until closing time of move out. Exhibitors are advised to maintain normal precautionary measures to protect their display material and equipment. Booths must be manned at all times during show hours. Individual booth security may be contracted for between the exhibitor and the official security service. Every precaution will be taken to prevent losses due to pilfering, however Premier Consumer Shows, the International Centre, and official appointed contractors and/or their employees, and/or agents, will not accept liability for losses of any kind.

## **SUGGESTIONS REGARDING SECURITY**

1. During move in, make sure boxes and containers are securely taped or banded. Do not leave boxes or booths unattended during move in or move out.
2. After move in, cover your display each night before you leave.
3. Never leave your booth unattended during show hours.
4. Do not leave excess merchandise in open cartons under tables of displays.
5. Small items are especially pilferage prone. Make sure that these are completely out of reach in closed or locked containers. Movable items of any value should be in locked cases or removed from the display nightly.
6. At the close of the show, be sure you pack as quickly as possible and under no circumstances leave your space unattended during this period as the confusion present on breakdown creates a very difficult problem.
7. A locked area will be available for video equipment or any other items of value. Please make arrangements with Show Office.

## **DECORATIONS & FIREPROOFING**

All decorations must be fireproof. Please refer to the City of Mississauga Fire Regulations on our website. Fire Marshals will conduct investigations during move in and will reject anything that does not meet the regulations.

Deep frying or the use of any equipment producing grease-laden vapors is strictly prohibited in the show area. The use of open flame devices for the preparation of food is permitted but must be approved by the Fire Chief Official prior to the show.

## **GENERAL RULES**

Please refer to the rules and regulations printed on your contract. Please report any problems to the Show Office immediately so we can take the necessary actions.

## **HOTEL AND ACCOMODATION**

The official show hotel is the Westin Bristol Place Toronto Airport. The special exhibitor rate is \$115.00 for a Business Class room (single or double) plus applicable taxes. Included in the rate is complimentary parking and shuttle service to and from the show. To make reservations please call 1-866-837-5184. Please mention that you are a Wine & Cheese Show exhibitor.

## **MAP AND DIRECTIONS**

### **Traveling East on Highway 401**

- Take Hwy. 401 East to Hwy. 427 North
- From Hwy. 427 North, exit at Dixon Road and turn left at traffic lights
- Follow Dixon Road (which becomes Airport Road) for approx. 4 km.
- Follow the signs to the International Centre

### **Traveling West on Highway 401**

- Take Hwy. 401 West to Hwy 409
- Exit at Airport Road and turn right
- Continue along Airport Road, for approx. 3 km.
- Follow the sign to the International Centre.

### **Traveling East or West on Highway 407**

- From Hwy. 407, exit at Airport Road, and go South
- Continue along Airport Road for approx. 5km.
- Enter International Centre from Airport Road, one light South of Derry Rd.

## **QEW**

- Take QEW to Hwy. 427 North
- From Hwy. 427 North exit at Dixon Road and turn left at lights
- Follow Dixon Road. (which becomes Airport Road) for approx. 4 km.
- Follow the signs to the International Centre



## **LCBO RULES AND REGULATIONS**

### **IMPORTANT LCBO DOCUMENTATION:**

ALL ALCOHOLIC BEVERAGE EXHIBITORS MUST HAVE THE FULL LCBO DOCUMENTATION AT THE SHOW INDICATING THAT THE PRODUCTS IN THEIR BOOTH WERE PURCHASED THROUGH THE LCBO.

Full documentation must be shown to accept products to be stored in the lock-up areas. This information is also available on our website [www.towineandcheeseshow.com](http://www.towineandcheeseshow.com).

### **POURING OF ALCOHOLIC BEVERAGES IN EXHIBIT AREAS:**

Products poured for the public must adhere to the following maximums, and tasting glasses provided for Show patrons must be clearly marked to aid pouring and inspection. Maximum servings are based on alcohol content (by volume) of the product.

### **ALCOHOLIC BEVERAGE TASTING TICKETS:**

Tickets are sold for the tasting of alcoholic beverages and food only.

No refunds will be made to exhibitors who are not sampling alcoholic beverages in their booth. These tickets will be sold to the public at \$1.00 each (including GST) and reimbursements to exhibitors will be .90¢ per ticket.

Please submit your tickets for refund after show closing to Show Management in the Show Office. As we will be accurately weighing the tickets there is no need to count them before handing them in for refund. However if you do wish to count and bundle tickets into groups of 100's, please feel free to do so.

## LCBO CONSUMER SHOW GUIDELINES

1. For purposes of definition a “consumer show” is considered to be a show which is open to the general public and where beverage alcohol samples are sold to the public.
2. Consumer show guidelines are reviewed on an ongoing basis, and will be subject to change from time to time as required. The LCBO/LLBO will endeavor to notify interested parties of intended changes as far in advance as possible.
3. Exhibitors at Consumer Shows will abide by the general rules and regulations currently enforced by the LCBO/LLBO, and the ethics of the trade.
4. Any type of beverage alcohol product may be served, provided the product has been examined and approved by the LCBO Laboratory.
5. Where a product is brought into the province through the Private Stock Department, laboratory approval will only be given at the Show. This means that Private Stock orders for show purposes must be in the LCBO Toronto Warehouse at least eight (8) weeks prior to the actual consumer show opening date.
6. Where an exhibitor wishes to demonstrate alcoholic beverage mixes, or similar products, the alcoholic portion of the sample must be obtained through the LCBO and must conform in sample size, content, and pricing to these guidelines. Exhibitors should also be aware that only registered agents are allowed to offer samples at these events. Further, exhibitors of this type of product should check with the LLBO for advertising restrictions that may relate to their exhibit space.
7. There are some special restrictions for consulate, or trade organization exhibitors. These exhibitors will be limited in the selection of the products that they may serve to those products (Private Stock or currently listed) that are in the portfolio of an agent who is already exhibiting in the show, or to a product which is currently listed and available in our Vintages outlets. Pouring of product by non-registered persons will be allowed in this type of booth, provided there is a registered representative or trade association senior executive in attendance during the pouring and discussion of the product.  
  
Exhibitors may pour up to a maximum of ten products per 10 ft. of contracted booth frontage. The mix of products shown per 10 ft. section is at the exhibitor’s discretion.
8. Trade samples must not be served while the show is open to the public.
9. The show will have a common area dedicated to the education of the general public, wherein lectures by appropriate guest speakers, and other events of interest may be held.
10. Products poured for the public must adhere to the following maximums, and tasting glasses provided for Show patrons must be clearly marked to aid pouring and inspection. Maximum servings are based on alcohol content (by volume) of the product.

23% or greater maximum serving 15 ml.  
 7% to 23% maximum serving 30 ml. (marked 1 ounce)  
 Less than 7% maximum serving 60 ml. (marked 2 ounces)

Exhibitors are encouraged to pour half samples for half the number of tickets if appropriate. The purpose of the show is to sample your products, not to see how much product you get through. Sampling portions will be monitored and enforced.

11. Exhibitors should aim at pricing samples as close to the break-even point as possible. The accepted formula for achieving this follows:

Take the retail price of the product, add the cost of the levy, and add a .10¢ per sample service charge, divide the total amount by the number of servings available from the bottle, and round up. This figure will determine the appropriate number of tickets for each serving.

EXAMPLE:	750 ml. Table Wine	\$14.00
	Current Levy (16%)	<u>\$2.24</u>
		\$16.24
	 Add .10¢ per serving (25)	 <u>\$2.50</u>
		\$18.74
	 Divide by # of servings (25) =	 \$0.75 per serving

Tickets for samples at the show are refunded at .90¢ each.

- It is very important to not overprice your samples. Better prices encourage increased sampling and an opportunity to attract new customers to your establishment.
12. Exhibitors at consumer shows should be aware that all products shown, whether brought through the Private Stock system, or drawn from current LCBO listings must be purchased through the Liquor Control Board of Ontario. An exception is made to this policy for Ontario wineries, which may purchase their stock through their own retail outlet.

All alcoholic beverage exhibitors must have the full LCBO documentation at the show indicating that the products in their booth were purchased through the LCBO. Failing to do so will result in exhibitors not being permitted to store their products in the lock-up areas.

13. Exhibitors, or potential exhibitors, are strongly advised to check directly with the LCBO Purchasing Department, and the LCBO Laboratory, to determine the lead time necessary to have a product available for any given consumer show. Exhibitors should also contact the LCBO Merchandising Department for detailed ordering instructions for currently available items.

Any questions please contact Michael Fagan at:  
 T: (416) 864-6735, F: (416) 864-7719, E: [michael.fagan@lcbo.com](mailto:michael.fagan@lcbo.com)