

Exhibitor Manual

Spring 2017

creativfestival[®]
sew . knit . bead . stitch . quilt . scrapbook + more

Exhibitor Checklist

Please review this checklist carefully and be sure to submit forms by due dates to extra charges.

X	Information & Order Form Due Dates	Due Date
	Accommodation Deadline: <ul style="list-style-type: none"> • The Residence Inn By Marriot - Toronto Airport • Hilton Toronto Airport 	BOOK NOW
	Creativ Festival Listing & Information Form to Festival Office Show Guide Listing(s), Corner Booth Draping Exceptions, Badge order form & Loading Dock Time (400 sq. ft. or larger)	April 5
	Insurance Certificate to Festival Office	REQUIRED
	Submit Stronco Order Forms for... Customs, Carpet, Tables, Furnishings, Plants & Other Rentals	April 5
	Last Day to Order Personalized Badges	April 5
	Electrical Order Form to ShowTech	April 12
	Sign/Banner Hanging Order Form to ShowTech	April 12
	Telecommunications Order Form (Internet & Telephone)	April 12
	Cleaning Service Order Form	April 17

Spring 2017 Exhibitor Information, Rules & Regulations

FESTIVAL PRODUCER

CanNorth Shows Inc.

19 Marble Arch Cres.

Toronto, ON Canada M1R 1W8

Phone: 647.344.3122 Toll Free: 1.855.723.1156 Fax: 1.855.361.2526

Website: www.creativfestival.ca

Nori Richens, Show Manager nori@cannorthshows.com

Ana Chin, Exhibitor Support ana@cannorthshows.com

FESTIVAL LOCATION

International Centre (Shipping address & show location)

Entrance 1

6900 Airport Road

Mississauga, ON L4V 1E8

MOVE-IN Thursday, April 27, 2017

General Move-In

9:00am to 6:00pm

Table Top Displays Move-In

1:00pm – 6:00pm

ALL EXHIBITORS MUST CHECK IN AT SHOW OFFICE ON ARRIVAL

Insurance regulations do not allow babies and children under 16 in the exhibit hall during move-in.

1. Dock access is on a first-come basis. **Exception: Exhibitors with 400 sq. ft. or larger booths** may request a scheduled dock time which will be confirmed.
2. Once at the Loading Dock, unload and remove your vehicle as quickly as possible in consideration of others. Maximum 30 minutes allowed. No dock access after 6:00pm Thursday.
3. Exhibitors are responsible to arrange their own unloading.
4. All items left in aisles will be considered garbage and permanently removed. As the International Centre has implemented a recycling program please separate cardboard from garbage. This will facilitate quicker clearing of the aisles and make it easier for exhibitors to move in.
5. Complete booth displays by 6:00pm Thursday.
6. Aisles will be cleaned on Thursday night.
7. **Booth space must be paid in full for access to the dock and/or booth space.**

SHOW DAYS & HOURS

Friday, April 28, 2017 10:00am* to 6:00pm
Saturday, April 29, 2017 10:00am* to 5:00pm

*Early Bird Shopping 9:00am show opening for eticket, advance and group ticket holders

EXHIBITORS should be in their booth by 8:45am each day.

ADMISSION TICKETS (includes 13% HST)

\$16 Adult . **\$14** Senior 60+ . **\$4** Youth (10-17) . Children Under 10 Free (*accompanied by adult*)
\$25 2-Day Adult/Senior Pass **\$5** 3-Day Student . **\$10** Group Ticket (Online only)

Tickets may be purchased online at www.creativfestival.ca and at the door (cash only)

Did you know? etickets, advance and group tickets provide...

- 9:00am early bird shopping
- Chance to win 1 of 2 - \$1000 Shopping Sprees, 1 given away each day just before 10:00am

Special \$10 Group tickets available on consignment to sell to your customers with a 10 ticket minimum purchase guarantee and a credit card provided and held on file for processing of payment after the show.

PARKING

Free parking at the International Centre is on a first-come basis.

SECURITY

1. Exhibitors are responsible for their own booth security. Uniformed security guards will be on duty on from Thursday, April 27, 2017 until show closure on Saturday, April 29, 2017.
2. The primary function of security is to ensure that only authorized people have access to the exhibit hall. Reasonable means will be taken to safeguard property in your booth when the exhibit hall is closed. Festival Management and The International Centre assume no responsibility for loss or damage, however incurred, to exhibitor property. **You are ultimately responsible for your own property.**

HEALTH & SAFETY ADVISORY

1. Steel toe shoes have been requested to be worn during move-in and move-out of all consumer and trade shows in Ontario by the Ministry of Labour.
2. When overhead work (banner hanging) is being done near your booth you will be asked to vacate the general area.
3. Any exhibitor or their staff and contractors not complying with these rules found in the Ontario Occupational Health and Safety Act, the green book, will be held liable.

Official Service Contractors

OFFICIAL SHOW DECORATOR

STRONCO

Tel. 905.270.6767 Toll Free: 800.665.2621 Fax: 905.270.6771

Contact: Exhibitor Services Department Phone 800-665-2621 exhibitorservices@stronco.com

- Display Tables & Drapery
- Counters, Storage & Display Units
- Accessories & Office Furnishing
- Chairs, Stools, Tables, Sofas
- Exhibit Rentals
- Installation & Dismantling Labour
- Carpet & Underpadding
- Signs & Graphics
- Material Handling Services
- Advance Show Receiving
- Transportation Services
- Customs Brokerage Services

BANNER HANGING & SIGNS

SHOWTECH POWER & LIGHTING (see electricity & lighting below)

CLEANING

CALDAS CLEANING SERVICES

Phone: 905-672-2304 Fax: 905-672-5670 info@caldas.ca

ELECTRICITY & LIGHTING

SHOWTECH POWER & LIGHTING

Phone: 905-283-0550 Fax: 905-283-0551 or 1-855-746-9832 International Centre Site Office: 905-677-9546

Direct Link to order: <https://e.showtechordering.com/ST-00048844>

INSURANCE - Liability & Property

EXHIBITORINSURANCE.COM

Kim Libenstein Phone: 1-866-836-9066 or 905-695-2971 Ext 104 kiml@exhibitorinsurance.com

[Please click here to purchase your Exhibitor Insurance](#)

Annual policy (unlimited shows) www.artisanandcraftinsurance.com

SECURITY

TONE-GAR SECURITY SERVICES

Treena Didine 416-885-1946 treena@tone-gar.com

TELECOMMUNICATION SERVICES (phone and high speed internet services - download forms)

INTERNATIONAL CENTRE

Phone: 905-678-5615 Fax: 905-678-5614 support@internationalcentre.com

HOTELS with Special Creativ Festival Rates

Hilton Toronto Airport Hotel & Suites

5875 Airport Road
Mississauga, ON L4V 1N1

Single rate: \$140 per night (+ taxes)
Double rate: \$149 per night (+ taxes)

Includes parking, internet and hot buffet breakfast
Free 24/7 Airport Shuttle

Tel: 905-677-9900 / 1-877-660-8550

Quote: FEST 17

[CLICK HERE TO BOOK ONLINE](#)

Marriott Residence Inn Toronto Airport

17 Reading Court
Toronto, ON M9W 7K7

\$135 (plus taxes) 1 bedroom suite with king or queen bed & pullout sofa
\$215 (plus taxes) 2 bedroom suite with 2 bathrooms 1 king, 1 queen & double pullout sofa

Includes parking, internet and hot buffet breakfast
\$5 24/7 Airport Shuttle

(Note: The system will say there is a parking charge, please disregard as your rate does include parking.)

Tel: 1-888-798-2977 (Ask for Creativ Festival group rate)

OFFICIAL AIRLINES - SAVE 10% with booking code

Eligible fares only

Air Canada

Event #VGWTRGW1

www.AirCanada.com

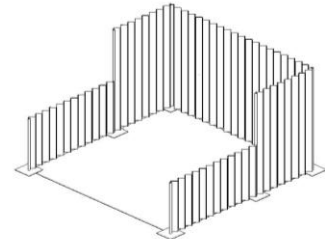
DISPLAY GUIDELINES

SHOW COLOURS:	Booth Draping:	Black
	Booth Carpet:	Blue
	Aisle Carpet:	Blue

1. **A Floor Covering for your entire exhibit space** is mandatory and NOT INCLUDED in your booth cost. Supply your own tiles or carpet, or rent carpet from Stronco. **Helpful hint...** If laying your own carpet, roll carpet from the front of the booth to the back (using the floor markings as your guide) to ensure you stay within your booth line. **Only use easily removable carpet tape to avoid cleaning charges.**

2. **Black Booth Drape** is included except for island booths.

3. **Sidewalls & Drape between Booths** is 8' high for the back 4' and 3' high for the remaining front 6'. Peninsula and island booths cannot have side walls or drape along the full length of any open sides.



4. **Corner Booth Draping Exceptions...**

- The 8' high drape or wall dividing booths adjacent to corner exhibitors may be extended for the full 10'. This is at no cost only if ordered in advance on the Creativ Festival Listing and Order form by due date.
- Corners remain open with NO side wing drape. If required, pre-order on 'Creativ Festival' form. **Charges will apply onsite.**
- Exposed sidewalls of corner booths must be finished on both sides.

5. **Booth Displays may not exceed 8' in height except...**

- 400 sq. ft. & larger booths may have towers and signs exceeding the 8' height within their exhibit space. If not an island booth, towers and signs must be kept at least 4' away from the booth front, back and side lines of connecting booths.
- Banners/signs may be hung above booths as long as they are kept within the centre of the exhibit space and away from the booth back and side lines.

6. **Extra Pipe** (stands & rods) which may be required to hang quilts can be ordered from Stronco.

Order in advance to SAVE.

FIRE REGULATIONS & FIREPROOFING

1. The Mississauga Fire Department strictly enforces all fire regulations. Review the City of Mississauga Fire Regulations to ensure your display meets fire and safety standards. See regulations posted under Fire & Safety on the website.

INSURANCE

As an exhibitor you must have adequate liability insurance with a minimum \$2,000,000 limit to protect yourself, your staff, the attending public and organizers. Our policy cannot do this for you. In many instances a call to your insurance broker is all you need to obtain a certificate of insurance (or rider).

1. Neither Festival Management, sponsors, instructors and the T.I.C.C. Limited and their respective directors, officers, agents, servants, contractors and employees will be responsible for any and all loss, claims, damages, liabilities and expenses in connection with the loss of life, personal injury, damage to property of any products, exhibits, equipment or decorations or any other loss or injury whatsoever, by theft, fire or any other cause regardless whether any such injury or loss occurs, before, during or after the actual events, or whether any such injuries or loss is caused by any persons negligence or otherwise.
2. Exhibitors are liable for any structural damage and cost to remove tape on floors, pillars, walls, etc.
3. **A Certificate of Comprehensive Liability Insurance is required as a vendor** \$5,000,000 Comprehensive liability insurance is recommended but a minimum limit of \$2,000,000 is required for bodily injury and/or property damage in any one occurrence. This shall include a cross-liability clause, shall name CanNorth Shows Inc. and International Centre as additional insured and shall provide that it will not be cancelled or materially altered prior to the termination of the Occupancy period, 11:59 pm April 29, 2017.

In summary, the insurance certificate (rider) must include:

- a. Minimum \$2,000,000 Comprehensive General Liability (although \$5,000,000 is recommended)
 - b. A Cross-Liability Clause
 - c. Additional Insured: CanNorth Shows Inc.
 - d. Coverage location and dates: Creativ Festival at the International Centre, 6900 Airport Rd. Mississauga, ON L4V 1E8, April 29, 2017. Remember to include the move-in dates.
4. Exhibitors using a Service Contractor/Decorator other than STRONCO are responsible to ensure that their Contractor submits a Certificate of Insurance.

Here's several ways to arrange the required insurance:

Option 1 - Your Own Insurance Company

Contact your insurance broker, provide the coverage requirements (points a to d in paragraph 3 above) and request a rider or certificate of insurance to cover you while at Creativ Festival.

Option 2 - Order Show Insurance through our recommended supplier offering both liability and property insurance

We have appointed ExhibitorInsurance.com as the recommended Insurance contractor for exhibitors. *Order* online at www.exhibitorinsurance.com.

An annual policy covering an unlimited number of shows is also available. As this policy expires July 31st each year a pro-rated rate is available. For details see our website or go to www.artisanandcraftinsurance.com.

Application forms and coverage details available for download on our web site.

ELECTRICAL REQUIREMENTS

1. See ShowTech electrical information & provincial requirements. Direct link to the Show Tech site is available on our website.

2. **Provincial Requirements for Exhibiting Electrical Equipment**

It is a requirement of Rule 2-022 of the Electrical Safety Code, a provincial regulation, that any electrical equipment being displayed, offered for sale, or used in any consumer show, must be approved. The authority for enforcing this regulation is the Ontario Hydro Electrical Inspection Department. If this applies to your exhibit, complete the Permission to Show Form found in the Electrical Safety Authority pdf and return by fax to the Electrical Safety Authority for the Greater Toronto Area with the required payment.

BUILDING ACCESS ON SHOW DAYS

1. Starts at 8:00am through the exhibitor entrance at the front of Hall 5 or **Loading Dock Entrance**. Badges are required for early entrance and the badge exchange counter is located at Entrance 73.

BADGES

1. Badges are required on show days for everyone working in your booth. But not during move-in or move-out.
2. Badges may be GENERIC (Company Name only), PERSONALIZED with the employee's name or a COMBINATION of both.
3. If badges are not ordered GENERIC badges will be prepared and available for pick up.
4. Pick Up Badges on...
 - Move-in day (Thursday) from the show office
 - On Show days (starting at 8:00am) at the Show Office

Be sure to advise all staff, demonstrators, instructors and models of this procedure.
5. **Without exception - No badge, No admission.** Extra badges can be purchased for \$10 through the show office in advance. We are not responsible for lost, forgotten or missing badges.
6. Your booth size determines the number of badges supplied (except special displays). Take this into consideration when determining how many to personalize or keep in the Company Name only. Additional badges are \$10 each.

BOOTH SIZE	# OF BADGES
Table Top	2
5 x 10	3
5 x 15 or 5 x 20	5
5 x 25 or 5 x 30	6
10 x 10 or 10 x 15	5
10 x 20 or 10 x 25 or 15 x 20/25/35	6

BOOTH SIZE	# OF BADGES
10 x 30	7
10 x 35	8
10 x 40 or 20 x 20	10
10 x 50	12
10 x 60 or 20 x 30	15
20 x 40 or 20 x 50	20

MOVE-OUT

6:15pm to 11:00pm Saturday, April 29, 2017

Let's all work together to ensure an efficient and timely move-out!

Insurance regulations do not allow babies and children under 16 in the exhibit hall during move-out.

Important... Remove all adhesives and carpet tapes from your booth floor space to avoid a cleaning charge.

1. For Insurance purposes do not remove or dismantle exhibits before all visitors have vacated the exhibit halls and a confirmation announcement has been made.
2. The show decorator, Stronco, will require at least 30 minutes to roll up the aisle carpet, after the show closing announcement. We ask your cooperation in keeping the aisles free of material to expedite the move out process for everyone.
3. You will be allowed a maximum of 30 minutes to load your vehicle in the dock area, therefore be sure your exhibit is fully packed and ready to be loaded.
4. **Merchandise or display materials remaining on the exhibit floor at 11:00pm on Saturday, April 29, 2017 will be removed by Festival Management, at the Exhibitor's expense and liability.**

SOCIAL MEDIA – Free Advertising

Take advantage of FREE advertising when you submit information to post on the Creativ Festival facebook fan page and attendee enewsletters. Tell us what's new and exciting that you will be bringing to the show. How-to tips, videos and free patterns are always welcome. A picture tells a thousand words, so a picture is required for each posting. Email info to info@creativfestival.ca.

AMENDMENTS AND ADDITIONAL REGULATIONS

These rules and regulations constitute a bonafide part of the exhibit space contract. Show Management reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the overall exhibit area. Show Management's decisions and interpretations shall be accepted as final in all cases.

The use of an exhibitor's employees image or likeness in any photograph, video or other transmission or reproduction is acknowledged and permitted without restriction. Each exhibitor is responsible to forward this information to all personnel who will setup, take down and/or staff their exhibit booth.

More Information

BANKING MACHINES

Located near the main entrance.

DRAWS, CONTESTS & COMPETITIONS

If conducting any draws, contests or competitions, it is the exhibitor's responsibility to ensure they comply with and adhere to all government rules and regulations. Data gathered must be for the exhibitor's exclusive use only. No third party use is permitted.

FIRST AID

A first aid station is located inside the exhibit hall on Thursday, Friday and Saturday. Advise all medical emergencies to Show Management or Security immediately.

SAMPLING FOOD &/or BEVERAGES

Requires authorization. Guidelines outlined in the International Centre Food and/or Beverage Distribution Authorization Request.

SHOW GUIDE LISTING(S)

You receive 1 free listing for each 5' x 10', 10' x 10' or 10' x 15' booth. Exhibitors with 10 x 20 or larger booths receive multiple listings. Be sure to provide brand name(s) for extra listings on your Creativ Festival Listing and Order form.

SMOKING POLICY

No smoking is permitted anywhere inside the International Centre in accordance with City of Mississauga by-laws. Maximum penalty under these by-laws is \$5,000.00.

WIFI HOT SPOTS

Found in the lobby outside entrance 1 and in the Craft Eatery. Order exhibit hall internet service from the International Centre.

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Show Guide Listing

DUE: APRIL 5, 2017

Company Name: _____
Contact Name: _____ Phone: (____) ____-____
Email: _____ Fax: (____) ____-____
Booth Size: _____ x _____ Booth #(s): _____

Show Guide Listings

List 1 company name for each 5' x 10', 10' x 10' or 10' x 15' booth. **If you have a larger booth**, you may also list brand names. For example, a 10' x 20' booth gets 2 listings, 10' x 30' - 3 listings, 20' x 20' - 4 listings and so on...

List as indicated above - or - as: _____

Additional Listing(s) per booth size.

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EXHIBITOR BADGES

Deadline Date: April 5, 2017

Your booth size determines the number of badges supplied (except special displays). Additional badges are \$10 each.

Booth Size	# of Badges
Table Top	2
5 x 10	3
5 x 15 or 5 x 20	5
5 x 25 or 5 x 30	6
10 x 10 or 10 x 15	5
10 x 20 or 10 x 25 or 15 x 20/25/35	6

Booth Size	# of Badges
10 x 30	7
10 x 35	8
10 x 40 or 20 x 20	10
10 x 50	12
10 x 60 or 20 x 30	15
20 x 40 or 20 x 50	20

In the spaces provided below, fill in the names of those persons who will require badges. **This applies to ALL exhibit personnel in your booth, whether they are working every day or one day only.** Note that badges are for working booth personnel only. **Badges are to be picked up at the show office during move-in.** It is the sole responsibility of the exhibitor to arrange for the distribution of badges among their employees.

COMPANY NAME:
CONTACT:
PHONE:
EMAIL:

EXHIBITOR BADGE NAME(S):

1		11	
2		12	
3		13	
4		14	
5		15	
6		16	
7		17	
8		18	
9		19	
10		20	

Exhibitors will receive a generic exhibitor badge if names are not provided by April 5, 2017.

Email: ana@cannorthshows.com **Fax:** 1 (855) 361-2526