

# BAKING ASSOCIATION OF CANADA

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## TRADE SHOW BOOTH DISPLAY RULES & REGULATIONS

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### EXHIBIT BOOTH & AISLE CLEANING

Show Management will provide aisle cleaning as follows:

- A pre-show clean before the trade show floor opens including vacuuming of aisles along with bulk trash removal. All bulk waste should be placed in containers and set in the aisles
- The aisles will be vacuumed each day after the trade show floor closes.
- Aisle garbage removal will be done on a continuous basis during move-in, show hours and move-out.
- Exhibit booth cleaning is not included in your booth rental it can be ordered from the official supplier.

### EXHIBIT DECOR REGULATIONS

#### Character of Exhibits:

The general rule of the exhibit floor is **"be a good neighbour"**. No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hostesses and models are required to confine their activities within the Exhibitor's booth space.

- a) **Floor covering** of the exhibit space is mandatory
- b) **Exhibitor's Representatives:** Each Exhibitor must ensure at all times during the period of the Exhibition that someone is present at their booth. All representatives should be either employees of the Exhibitor or representatives earning commissions, brokerage fees or on salary. Models and demonstrators may be hired and admitted to the exhibit hall with a badge that clearly identifies them as representing the Exhibitor
- c) **Attire:** Exhibitor representatives should be conservatively attired to maintain the professional and business-like climate of the exposition
- d) **Sound:** Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighbouring Exhibitors. Motion pictures relating to the Exhibitor's equipment will be permitted, provided projection equipment and screen are located in the rear one-third of the booth, and all viewers stand or sit within the booth. Sound movies will be permitted only if the sound is not audible in the aisle or neighbouring booths
- e) **Lighting:** In the best interest of the Exhibition, BAC reserves the right to restrict the use of glaring lights or objectionable light effects including flashing electric signs or lights.
- f) **Booth Exteriors:** The exterior of any display cabinet or structure facing an aisle or adjacent Exhibitor's booth must be suitably finished and decorated at the Exhibitor's expense
- g) **Noise and Odours:** In fairness to all Exhibitors, BAC reserves the right to restrict the use of noisy or obstructive activities, noisily operating displays, or exhibits producing objectionable odours. Loud machinery should only be run for reasonable periodic demonstrations.



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**Show Management reserves the right to restrict those displays that unduly hamper the visibility to neighbouring booths. At all times, Show Management has the final decision in this regard.**

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Aisle and display area exits shall be free of obstructions. Easels, signs, etc. shall not be placed outside your booth area.

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### **Photography and Sketching**

Cameras may be carried in the exhibit area but under no circumstances may photographs be taken without expressed authority of the Exhibitor concerned in each case. In the event of a dispute, the film will be confiscated, developed and the pictures and negatives in question will be returned to the Exhibitor concerned, all at the expense of the offending individual. Sketching or drawing machinery on display is prohibited.

### **Equipment Positioning Within Exhibits**

To ensure the safety of all show participants, machinery and equipment shall be positioned so that no portion is closer than 12 inches from the aisle, subject to Show Management approval. Equipment displayed in "in-line exhibits" should be positioned so as to minimize interference with the sightline into neighbouring exhibits.

### **Venue Regulations**

The following regulations must be adhered to:

1. **UNDER NO CIRCUMSTANCES** may banners, decorations or signs and similar material be nailed, stapled, screwed, taped or attached to ceilings, walls, or other painted surfaces without prior written approval of Show Management and the Venue. Failure to comply will result in a penalty per occurrence to the exhibitor plus any additional cleaning costs incurred.
2. The only tapes authorized for use in the building are: Doublestick V (2-sided paper), Rainbow (1-sided 7ml vinyl), and masking tape or on the exhibit floor #618 Suretape (cloth duct tape), and #174 high-adhesion double-faced tape. Floor tape removal is the responsibility of the Exhibitor.
3. Acceptable Wall adhesives are Lepage Fun Tak or similar putty adhesive. All adhesive products must be removable without damage to the surfaces. All other tapes or adhesives are strictly prohibited.
4. Helium balloons, Glitter and Confetti are not permitted.
5. No adhesive backed (stick-on) decals or similar promotional items are permitted in the Venue
6. Animals, birds, or pets require prior authorization by Show Management. *Trained Working Guide* dogs are permitted.
7. The show management & venue reserves the right to apply any other building regulation as deemed necessary.

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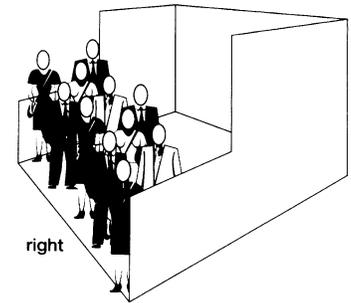
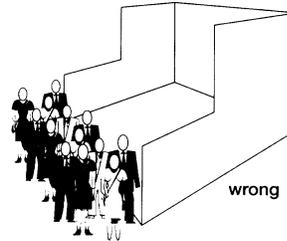
### DEMONSTRATIONS/SAMPLING

Booth personnel, including demonstrators, hostesses and models are required to confine their activities within the Exhibitor's booth space. Costumed characters are free to walk the Exhibit Floor but cannot hand out any promotional items.

All advertising and promotional items, including the distribution of literature, gifts and samples must be made from within the confines of your booth area.

### Demonstrations/Sampling

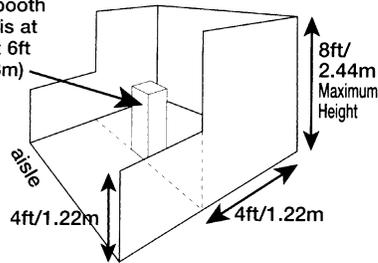
**Definition:** The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling



### EXHIBIT CONSTRUCTION GUIDELINES

Space dimensions shown on the floor plan are from centre line of booth equipment such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at the rear of the booth.

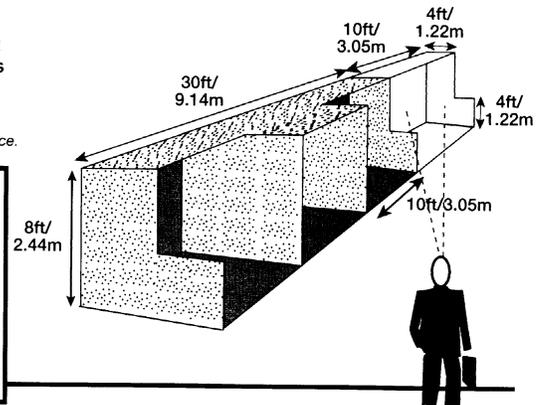
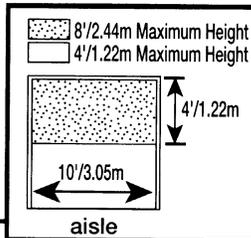
Display fixtures over 4ft (1.2m) high must be confined to that area of the booth that is at least 6ft (1.83m) from the aisle line.



### Standard Booth

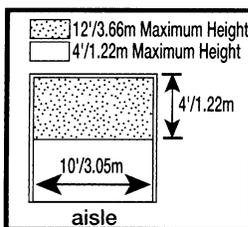
**Definition:** One or more standard units in a straight line (minimum booth size is 10'X10'=100 sq.ft.)

*Note: Booths with canopies and ceilings must be approved in advance.*

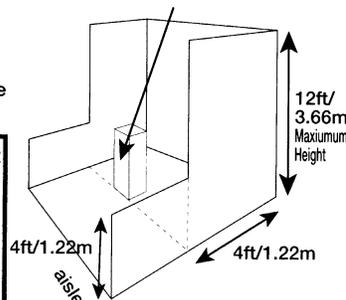


### Perimeter Booth

**Definition:** A booth located on the outer perimeter hall of the floor plan. Note: Booth drape is set at 8ft / 2.44m. However, the exhibitor can choose to extend the booth to a max height of 12ft / 3.66m. This must be approved in advance of the event.



*If over 4 ft / 1.22m high to be confined to an area of the booth that is at least 6 ft / 1.83m from the aisle.*



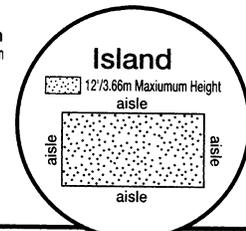
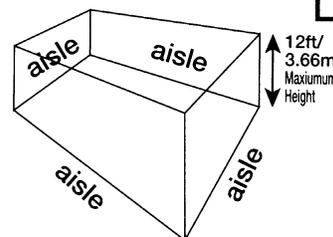
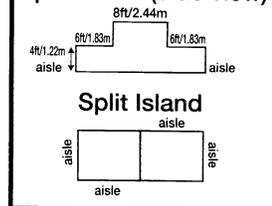
### Island/Split Island Booth

**Definition:**

**Island booth** - blocks of space with aisles on all four sides.

**Split island booth** - exhibit with aisle on three sides back-to-back with another exhibitor of the same.

### Split Island (side view)



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### CROSS-AISLE EXHIBITS

If exhibit space is occupied on both sides of an aisle, the exhibitor must keep the aisle clear of all product, displays, staff, etc. in order to allow for easy traffic flow through the aisle. As well, no overhead construction connecting the exhibits can be built.

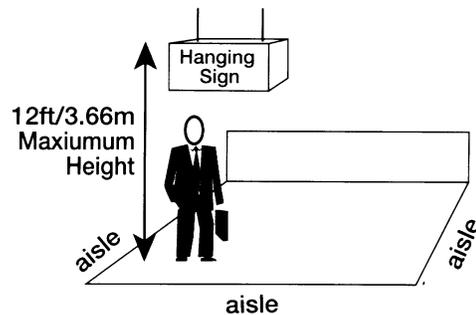
### SIGN & BANNER HANGING

Suspended overhead signage is only permitted for exhibits of four or more standard units back-to-back with an aisle on at least three sides. The length of the sign or banner should not exceed 4 ft./1.22 m. and must be set back 6 ft./1.83 m. from the aisle and neighbouring booths.

**Suspended signs must be hung by the official & authorized banner hanging supplier/contractor** and must be completed before the aisle carpets are laid down. For more information and special approvals/permissions please contact show management at [info@baking.ca](mailto:info@baking.ca)

#### Hanging Signs

**Definition:** An exhibit component suspended above an exhibit of four or more standard units back-to-back with an aisle on at least three sides for the purpose of displaying graphics or identification.



*Length of sign not to exceed 4'/1.22m. Set back 6'/1.83m from aisle and neighbouring booths.*

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