

# BAKERY 2016 SHOWCASE

CANADA'S NATIONAL BAKING  
INDUSTRY TRADE SHOW & CONFERENCE

may 1-3

THE INTERNATIONAL CENTRE  
TORONTO (MISSISSAUGA)  
ONTARIO, CANADA

[www.baking.ca](http://www.baking.ca)

Dear Exhibitor,

The following is a list of information contained within the **Bakery Showcase 2016** Exhibitor Manual:

- General Information
- Hotel & Parking Information
- Show Service Contractors
- Exhibit Floor Plan
- Exhibit Information
- Registration Information
- Advertising & Promotion
- Move-in, Set-up, Storage, and Move-out Information
- Electrical & Mechanical Information
- Insurance Requirements
- Security
- Food Sampling & Hygiene
- Cold Storage
- Fire Regulations

Please refer to the Order Form Summary & Deadlines page following for form deadlines.

Please read over this information package carefully and share with all relevant staff.

Should you require additional information, please contact:

Janice Fendley, CMP

Show Manager

Baking Association of Canada

Tel: 905-405-0288 ext. 24

Toll Free: 1-888-674-2253 ext. 24

Email: [jfendley@baking.ca](mailto:jfendley@baking.ca)

We look forward to working with you at Bakery Showcase 2016.

## ORDER FORM SUMMARY & DEADLINES

Below is a list of the forms included within this package or an important date/deadline that may require action. Keep your records up-to-date by checking off forms that have been completed and returned.

**NOTE: Forms that indicate Mandatory must be returned to the BAC office otherwise you will not be allowed to move-in.**

**Exhibitors booking space after the deadline dates are asked to treat deadlines as IMMEDIATE.**

DUE DATE	FORM NAME OR DEADLINE	RETURN FORM TO:	✓ WHEN COMPLETED
February 26	Show Guide Listing Form	Baking Association of Canada	<input type="checkbox"/>
February 26	Show Guide Product Categories Form	Baking Association of Canada	<input type="checkbox"/>
March 31	Hotel Reservation Special Room Rate Cut off	Hilton Toronto Airport Hotel	<input type="checkbox"/>
April 7	Exhibitor Move-In Form	STRONCO	<input type="checkbox"/>
April 7	Chairs & Tables Order Form	STRONCO	<input type="checkbox"/>
April 7	Carpet Order Form	STRONCO	<input type="checkbox"/>
April 7	Labour Service Order Form	STRONCO	<input type="checkbox"/>
April 7	Display Tables & Drapery Order Form	STRONCO	<input type="checkbox"/>
April 7	Exhibit Packages Order Form	STRONCO	<input type="checkbox"/>
April 7	In-Booth Forklift Order Form	STRONCO	<input type="checkbox"/>
April 7	MX Show Special Order Form	STRONCO	<input type="checkbox"/>
April 7	Exhibit Accessories Form	STRONCO	<input type="checkbox"/>
April 7	Counters, Storage & Display Units Order Form	STRONCO	<input type="checkbox"/>
April 7	Signs & Banners Order Form	STRONCO	<input type="checkbox"/>
April 7	Security Cage Order Form	STRONCO	<input type="checkbox"/>
April 7	Transportation & Customs Brokerage Services Form	STRONCO	<input type="checkbox"/>
April 14	Electrical Order Form	ShowTech Power & Lighting	<input type="checkbox"/>
April 14	Mechanical (Compressed Air, Natural Gas, Water & Drain) Form	ShowTech Power & Lighting	<input type="checkbox"/>
April 14	Sign/Banner Hanging Order Form	ShowTech Power & Lighting	<input type="checkbox"/>
April 14	Audio Visual Equipment Rental Form	AV Canada	<input type="checkbox"/>
April 15	Certificate of Insurance Deadline	Baking Association of Canada	<input type="checkbox"/> <b>Mandatory</b>
April 15	Cold Storage Order Form	Baking Association of Canada	<input type="checkbox"/>
April 15	Exhibit On-site Contact & Set-Up Form	Baking Association of Canada	<input type="checkbox"/>
April 15	Attendee Registration Discount Codes	Conexsys	<input type="checkbox"/>
April 18	Advanced Show Receiving Order Form	STRONCO	<input type="checkbox"/>
April 18	Advanced Show Receiving Order Form	STRONCO	<input type="checkbox"/>
April 22	Booth Cleaning Order Form	Caldas Cleaning Services	<input type="checkbox"/>
April 22	Customer Lead Retrieval Service Form	Conexsys	<input type="checkbox"/>
April 22	Internet and Telephone Services	IC Communications	<input type="checkbox"/>
April 22	Exhibitor Badge Order	Conexsys	<input type="checkbox"/>

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## GENERAL INFORMATION

**Bakery Showcase 2016** is produced by the Baking Association of Canada (BAC). BAC is the national industry association representing Canada's \$5 Billion baking industry.

### BUSINESS OFFICE

7895 Tranmere Drive, Suite 202  
Mississauga, Ontario L5S 1V9  
Tel: 905-405-0288  
Toll Free: 888-674-2253  
Fax: 905-405-0993  
E-Mail: [info@baking.ca](mailto:info@baking.ca)  
[www.baking.ca](http://www.baking.ca)

### PERSONNEL

Paul Hetherington, President & CEO  
Janice Fendley, Show Manager [jfendley@baking.ca](mailto:jfendley@baking.ca)  
Ahmed Mutaher, Business Development [amutaher@baking.ca](mailto:amutaher@baking.ca)  
Gillian Blakey, Member & Events Administrator [gblakey@baking.ca](mailto:gblakey@baking.ca)  
Johanne Trudeau, Director, Food & Nutrition Policy [jtrudeau@baking.ca](mailto:jtrudeau@baking.ca)



During the period from Friday, April 29 to Wednesday, May 4, Exhibit personnel can be reached by telephone at the Show Office at the International Centre.

### EXHIBIT LOCATION

International Centre, Hall 5  
6900 Airport Rd.  
Mississauga, Ontario L4V 1E8

### MOVE-IN DATES

Friday, April 29 12:00 noon to 3:00 pm (*Priority Move-In*)  
3:00 pm to 6:00 pm (*General Move-In*)  
Saturday, April 30 8:00 am to 4:00 pm

### SET-UP DATES

Friday, April 29 12:00 noon to 8:00 pm  
Saturday, April 30 8:00 am to 6:00 pm

### EXHIBIT DATES

Sunday, May 1 12:00 noon to 5:00 pm  
Monday, May 2 12:00 noon to 5:00 pm  
Tuesday, May 3 12:00 noon to 5:00 pm

### AISLE CARPET REMOVAL

Tuesday, May 3 5:00 pm to 6:00 pm

### EMPTY CRATE RETURN

Tuesday, May 3 6:00 pm to 10:00 pm

### MOVE-OUT DATES

Tuesday, May 3 6:00 pm to 10:00 pm  
Wednesday, May 4 8:00 am to 11:00 am

**COLD STORAGE REMOVAL DEADLINE** Wednesday, May 4 by 11:00 am

Any questions arising prior to the show move-in should be directed to 905-405-0288, Gillian Blakey x21 or Janice Fendley x24.

Any questions arising during the show, including move-in and move-out periods should be directed to the On-site Show Office located in Aviation B on the main floor of Hall 5.

## HOTEL AND PARKING INFORMATION

### HOTEL ACCOMMODATION

The BAC is pleased to offer the following hotel for **Bakery Showcase 2016**:

#### **Hilton Toronto Airport Hotel & Suites**

5875 Airport Road  
Mississauga, ON L4V 1N1  
Tel: 416-675-7611

For reservations call: 1-800-HILTONS

Guest Room Rate: \$116.00 + applicable taxes single/double occupancy



- Hotel reservations should be made directly with the hotel
- Ask for the Baking Association of Canada or Bakery Showcase rate at time of booking to ensure you receive the appropriate rate. Quote special group code **Bake16**.
- Cut-off date for the special room rate is March 31, 2016
- Located close to the International Centre
- A complimentary shuttle service from the International Centre to the hotel will be provided during show dates, May 1 – 3, 2016

Use the following link to order your room on-line.

<http://www.baking.ca/Bakery%20Showcase/bakery%20showcase%20-%20location-hotel-travel.aspx>

### PARKING

The International Centre has free parking on outdoor lots. Parking attendants will direct traffic and maximize lot capacities.



Vehicles parked in non-designated areas or in designated fire routes will be tagged and/or towed at the exhibitor's expense.

## SHOW SERVICE CONTRACTORS

Show Management has contracted with the following suppliers to act as Official Service Contractors.



**Exhibitors using Service Contractors other than those named by Show Management are responsible for ensuring that those suppliers meet the International Centre's insurance requirements (see Insurance Requirements section)**

	ORDER FORM ENCLOSED
<b>AUDIO-VISUAL</b>	
<b>AV Canada</b> (member of Stronco Group of Companies) 1655 The Queensway East, Unit 2 Mississauga, ON L4X 2Z5 TEL: 905-566-5500, 866-667-2345 FAX: 905-566-5511 CONTACT: Gene Hondzio (x226) Email: gene.h@av-canada.com SERVICES: Rental of audio visual equipment	YES
<b>BOOTH CLEANING</b>	
<b>Caldas Building Services</b> (On-site Office) International Centre TEL: 905-672-2304 FAX: 905-672-5670 CONTACT: Nancy Henriques EMAIL: info@caldas.ca SERVICES: Booth cleaning	YES
<b>BOOTH DECOR</b>	
<b>STRONCO</b> 1510-B Caterpillar Rd. Mississauga, ON L4X 2W9 TEL: 905-270-6767, 800-665-2621 FAX: 905-270-6771 CONTACT: Exhibitor Services Department EMAIL: exhibitorservices@stronco.com SERVICES: Decor including carpet, tables, chairs, exhibit booth packages, booth set-up, floral packages	YES
<b>COMMUNICATIONS</b>	
<b>IC Communications</b> International Centre (On-site Office) TEL: 905-678-5615 FAX: 905-678-5614 CONTACT: Raiman Dilag EMAIL: rdilag@internationalcentre.com SERVICES: Exclusive supplier for telephone, fax lines, and Internet service	YES
<b>CUSTOMS BROKER</b>	
<b>STRONCO</b> 1510 – B Caterpillar Road Mississauga, ON L4X 2W9 TEL: 905-270-6767 FAX: 905-270-6771 EMAIL: exhibitorservices@stronco.com SERVICES: Customs Services for US & International Exhibitors	NO Contact Stronco Directly

## SHOW SERVICE CONTRACTORS

ORDER  
FORM  
ENCLOSED

### ELECTRICAL & MECHANICAL

#### ShowTech Power & Lighting

5675 McLaughlin Rd.

Mississauga, ON L5R 3K5

TEL: 905-283-0550

FAX: 905-283-0551

EMAIL: juyeda@showtech.ca

CONTACT: Jennifer Uyeda

SERVICES: Exclusive supplier of electrical & mechanical (water, drains, air) services

YES

#### Electrical Safety Authority

Customer Service Centre

PO Box 24143

Pinebush Postal Outlet

Cambridge, ON N1R 8E6

TEL: 877-372-7233

FAX: 800-667-4278

SERVICES: Authority that governs the "Permission to Show" and the "Permission to Energize" for unapproved electrical equipment

NO

### INSURANCE

#### Exhibitorinsurance.com admin by Brokers Trust Insurance Group Inc.

434 North Rivermede Road, Unit 3

Concord, ON L4K 3M9

TEL: 905-695-2971

FAX: 905-760-2260

URL: www.exhibitorinsurance.com

SERVICES: Exhibitor Insurance coverage program

YES

### REGISTRATION LEAD RETRIEVAL SERVICE

#### CONEXSYS Registration Systems

34 – 7050B Bramalea Road

Mississauga, ON L5S 1S9

TEL: 905-405-8415 ext.32

CONTACT: Troy Bell

EMAIL: troy@conexsys.com

SERVICES: Customer Lead Retrieval Program

YES

### SECURITY

#### Target Investigation

2900 Langstaff Rd, Unit 3

Concord, ON L4K 4R9

TEL: 905-760-9090

EMAIL: kwells@targetprotection.com

SERVICES: In-Booth Security, flame proofing

NO

#### STRONCO

1510 Caterpillar Rd.

Mississauga, ON L4X 2W9

TEL: 905-270-6767, 800-665-2621 FAX: 905-270-6771

CONTACT: Exhibitor Services Department

EMAIL: exhibitorservices@stronco.com

SERVICES: On-Site Security Cages

YES

**SHOW SERVICE CONTRACTORS**

**ORDER  
FORM  
ENCLOSED**

**SIGNS & BANNERS**

**STRONCO**

1510 Caterpillar Rd.

Mississauga, ON L4X 2W9

TEL: 905-270-6767, 800-665-2621 FAX: 905-270-6771

CONTACT: Exhibitor Services Department

EMAIL: exhibitorservices@stronco.com

SERVICES: Sign & banner production

YES

**ShowTech Power & Lighting**

5675 McLaughlin Rd.

Mississauga, ON L5R 3K5

TEL: 905-283-0550 FAX: 905-283-0551

EMAIL: juyeda@showtech.ca

CONTACT: Jennifer Uyeda

SERVICES: Exclusive supplier to hang signs & banners

YES

**TRANSPORTATION & ADVANCED SHOW WAREHOUSING**

**STRONCO**

TEL: 800-665-2621

FAX: 905-270-6771

EMAIL: exhibitorservices@stronco.com

CONTACT: Exhibitor Services Department

EMAIL: exhibitorservices@stronco.com

SERVICES: Transportation, Advanced Show Warehousing (receiving)

YES



# BAKERY SHOWCASE 2016

## FLOORPLAN

Bakery Showcase 2016 is located at the International Centre, 6900 Airport Road, Mississauga, Ontario (corner of Airport Road and Derry Road).

We are pleased to announce that this year's event will again take place in Hall 5.

### THE INTERNATIONAL CENTRE



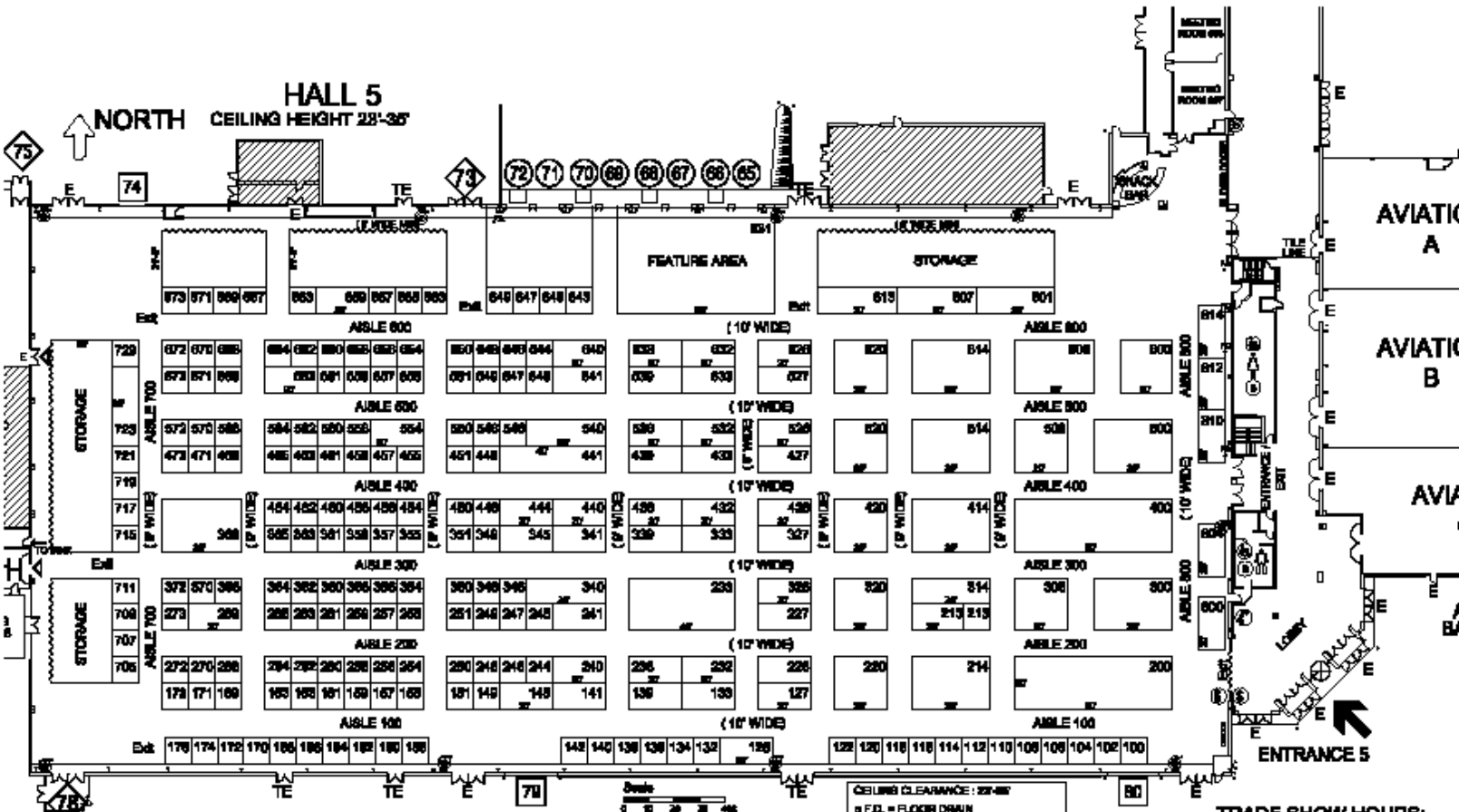
#### LEGEND

- YOU ARE HERE
- MAIN ENTRANCES
- BUILDING INFORMATION/ SECURITY
- REGISTRATION
- MEETING ROOMS
- FOOD/ SNACK
- TELEPHONE
- ESCALATOR
- STAIRS
- ELEVATOR
- BANK MACHINE
- WIFI
- MEN'S WASHROOM
- WOMEN'S WASHROOM
- FAMILY WASHROOM
- ACCESSIBLE
- CHAIR/ TABLE
- FIRST AID

#### HALLS

- 1
- 2
- 3
- 4
- 5
- 5A
- 6
- CONFERENCE CENTRE & GRAND LOBBY
- SOURCE OF FOUNTAINS + ACCOUREDRES
- CANADA BORDER SERVICES AGENCY
- AVIATION BALLROOM

# BAKERY SHOWCASE 2016



**BAKERY SHOWCASE 2016** may 1-3  
 CANADIAN NATIONAL BAKING INDUSTRY TRADE SHOW & CONFERENCE  
 THE INTERNATIONAL CENTER FOR BAKING EDUCATION  
 www.baking.ca

- LEGEND:**  
 FLOOR PLAN NUMBER GARAGE  
 ○ SUBSCRIPTION DISPLAYS  
 □ BOOTHS  
 ● BOOT  
 ⊗ BULL-UP BOOT

Drawn by V.P.  
 Date: 04/02/2016  
 Total # of 100 sq. units: 262  
 All coverage in various colors  
 SUBJECT TO ON SITE VERIFICATION

CLIENT APPROVAL: \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 FACILITY APPROVAL: \_\_\_\_\_  
 DATE: \_\_\_\_\_



**TRADE SHOW HOURS:**  
 Sunday, May 1st: 12 noon to 5:00 pm  
 Monday, May 2nd: 12 noon to 5:00 pm  
 Tuesday, May 3rd: 12 noon to 5:00 pm

# BAKERY SHOWCASE 2016

## EXHIBIT INFORMATION

### EXHIBITORS PACKAGE

The rental of exhibit booth space includes:

- 15 hours of exhibit time
- draped booth - 8' high x 10' wide backwall, 3' high railing drape to aisle, except pavilions
- black drape and red aisle carpet
- materials handling from loading docks to booth (uncrating, assembly & spotting available at additional charge)
- removal, storage and return of shipping crates
- 24 (twenty four) hour perimeter security coverage
- on-site refrigerated and freezer storage (user fee required)
- attendee lead retrieval system (user fee required)
- 5 (five) exhibitor badges per 100 sq.ft. (up to a maximum of 25 badges)
- 10 (ten) complimentary Attendee Registration Discount Codes per 100 sq.ft. Discount codes are valid for admission to the trade show for three days (additional codes available at discounted rates)
- company listing in Official Program Guide published by Bakers Journal (if contracted by printing deadline) or in On-Site Addendum (if contracted after Official Program Guide deadline and before April 22, 2016)
- on-site show service contractors
- exhibit customer service including exhibitor updates and reminders
- comprehensive Exhibitor Manual: includes operating rules, official contractor information, order forms and general information

### **BAC Members also enjoy the following:**

- \$300 discount on single in-line booth cost
- up to 30 cu.ft. of complimentary refrigerated OR freezer storage space (a \$150 value), which must be pre-booked
- additional 10 complimentary Attendee Registration Discount Codes per 100 sq. ft.
- discount on hot link to company's web-site (a \$50 value)

## EXHIBIT INFORMATION

### EXHIBIT BOOTH & AISLE CLEANING

Show Management will provide aisle cleaning as follows:

- A pre-show clean before the trade show floor opens on Sunday morning will include vacuuming of aisles along with bulk trash removal. All bulk waste should be placed in containers and set in the aisles by Saturday at 6:00 pm.
- The aisles will be vacuumed each day after the trade show floor closes. To ensure any garbage is removed at the end of each day, it should be placed in the aisle for pick-up.
- Aisle garbage removal will be done on a continuous basis during move-in, show hours and move-out.
- International Centre has now implemented a recycling program. Your support in separating cardboard from the rest of the garbage is appreciated and will help the cleaners get the aisles cleared out faster and make it easier for exhibitor move in.
- Exhibit booth cleaning can be ordered from Caldas Cleaning Services (form enclosed)

### 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) **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.
- b) **Attire:** Exhibitor representatives should be conservatively attired to maintain the professional and business-like climate of the exposition.
- c) **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.
- d) **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.
- e) **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.
- f) **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.
- g) **Aisles:** Aisles shall be free of obstructions. Easels, signs, etc. shall not be placed outside your booth area.

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Show Management reserves the right to restrict those displays that unduly hamper the visibility to neighbouring booths and has the final decision in this regard.

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Please refer to the following link : [www.baking.ca/display](http://www.baking.ca/display)

for a detailed description of booth regulations.

## EXHIBIT INFORMATION

### 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. 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.

### INTERNATIONAL CENTRE 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 International Centre. Failure to comply will result in a \$50 minimum 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 (authorized tapes can be modified at the International Centre's discretion). 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 International Centre.
6. Animals, birds, or pets require prior authorization by Show Management. *Trained Working Guide* dogs are permitted.
7. The International Centre reserves the right to apply any other building regulation as deemed necessary.

# BAKERY SHOWCASE 2016

## REGISTRATION INFORMATION

### EXHIBITOR REGISTRATION

Bakery Showcase 2016 is pleased to continue with online registration for exhibitor badges. Each exhibiting company receives up to 5 (five) complimentary exhibitor badges for each 100 sq. ft. of space booked, to a maximum of 25 badges, if ordered before April 22, 2016. The link to order Exhibitor Badges and the password have been emailed to the exhibiting company's booth coordinator.

The cost for additional badges over the complimentary allotment is \$15.00 per badge (cost includes HST).

On-site name changes to badges, including corrections or replacement staff transfers will be provided at no charge. Lost badges will be subject to a \$15.00 per badge charge (cost includes HST).

**Exhibitor badges will ONLY be issued to companies that have received a contract for booth space from Show Management. The company name on the badge will be the same as that found on the contract. NO EXCEPTIONS WILL BE MADE.**

If an exhibitor has hired demonstrator staff or costumed characters to work in the exhibit booth and they do not know their names prior to the April 22<sup>nd</sup> deadline date, a "Demonstrator" badge may be ordered.

In order for exhibitors who fall into the 'supplier' category to avoid paying the higher Supplier registration fees to attend the show, Show Management recommends you add all employees (booth personnel and general attendees from your company) to your Exhibitor Badge order.

To order additional badges over the complimentary allotment, contact Gillian Blakey, Member and Events Administrator, at [gblakey@baking.ca](mailto:gblakey@baking.ca) or 905-405-0288 ext 21.

**Exhibitor badges will not be mailed. All badges will be held for pick up on-site.** Individuals requesting to pick up more badges on their own will be asked to sign for all badges.

Exhibitor badges do not give access to paid conference sessions. Exhibitors that wish to attend these sessions are required to register and pay separately.

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**The Exhibitor Registration counter at the International Centre will be open during the following hours for the pick-up of Exhibitor Badges, however Show Management reserves the right to modify this schedule once on-site.**

Friday, April 29	12:00 pm to 6:00 pm
Saturday, April 30	9:00 am to 4:00 pm
Sunday, May 1	8:00 am to 5:00 pm
Monday, May 2	8:00 am to 5:00 pm
Tuesday, May 3	8:00 am to 5:00 pm

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# BAKERY SHOWCASE 2016

## REGISTRATION INFORMATION

### ATTENDEE REGISTRATION DISCOUNT CODES

***As an exhibitor, you are entitled to a complimentary allotment of Attendee Registration Discount Codes for you to distribute to your customers and clients. These discount codes can be used for online registration OR manually entered on the print registration form OR on-site at the show. The quantity of discount codes allocated is based on booth space booked and your Baking Association membership status.***

***Attendee registration discount codes are valid only for trade show floor access. Code value cannot be applied to paid conference sessions.***

The value of each discount code is \$15 per registrant. Additional discount codes can be ordered by contacting Gillian Blakey at [gblakey@baking.ca](mailto:gblakey@baking.ca). the deadline for ordering the Attendee Registration Discount Codes is April 15, 2016 and must be ordered in sets of 10 codes at a cost of \$150.00 (including HST). Cost after April 15, 2016 is \$200.00.

The link to access the Attendee Registration Discount Codes and the password have been emailed to the exhibitor company's booth coordinator.

### CUSTOMER LEAD RETRIEVAL SERVICE

Show Management has contracted the services of CONXSYS as the official Registration Contractor. They will be offering Exhibitors two options on lead retrieval systems that provide access to all of the registration information obtained on scanned customers.

- 1) MYLEADS – Premium with printer
- 2) MYLEADS - Standard

To order this service, please complete the CONEXSYS Lead Retrieval Services Order Form.



# BAKERY SHOWCASE 2016

## ADVERTISING & PROMOTION

**Bakery Showcase 2016** offers several value added exhibitor promotional programs to help enhance exhibitors success at the event. These programs assist exhibitors to inform customers they are participating in **Bakery Showcase 2016**.

### SHOW GUIDE

The April issue of **Bakers Journal** will include the Official Show Guide for **Bakery Showcase 2016**.

1. **Exhibitor Listings:** The **SHOW GUIDE** Listing Form is due on **February 26**.



Exhibitors booking space after February 26 and/or changes received after this deadline date will be listed in the on-site addendum.

The following describes the Show Guide sections that will feature information provided by exhibitors on their **SHOW GUIDE** listing form.

- a) **Exhibitor List:** A list of company names and booth number placed near the floor plan. Can be used as a quick reference to find the location of a particular exhibitor.
- b) **Exhibit Description:** A list of exhibitors that includes their address, phone, fax, main products exhibiting and brand names.
- c) **Product Locator List:** This section lists exhibitors by product category.
- d) **Trade Show Features:** This section groups exhibitors by the features they are planning for their exhibit booths. The categories for this year are: Show Specials; New products; Demonstrations; Draw Prizes.

2. **Display Advertising:** A representative from Bakers Journal will contact you in regard to placing an ad in the Bakery Showcase 2016 Show Guide.

### SPONSORSHIP & MARKETING OPPORTUNITIES

Increase your visibility at **Bakery Showcase 2016** with an event sponsorship. It's a reliable cost effective way to increase traffic to your booth and enhance your company image before, during and after the event. Please visit the website to view the opportunities available at [www.baking.ca/sponsorship](http://www.baking.ca/sponsorship)

### PROMOTIONAL MATERIALS

The following materials will be available to exhibitors to assist in promoting their participation at **Bakery Showcase 2016**. Please indicate on the PROMOTIONAL OPPORTUNITIES form which of the following you require:

- **Logo Library** – an electronic version of the Bakery Showcase 2016 logo will be available in various formats in colour or black & white image. Exhibitors will be able to use the logo in their promotional materials leading up to the event.
- **Email Signature** – the Bakery Showcase 2016 logo can be added to your email signature. Exhibitors can also customize their signature with their booth number if desired.
- **Email Broadcast** – If you prefer not to customize an email invitation, we will be creating 3 email notices leading up to the event that can be used to provide people on your email distribution lists with generic information on the event. Links to the on-line registration system will be provided within these notices. *Note: If you choose to use these notices, they will be sent to you via email as they become available.*
- **Web Button** – The button can be put on your website so that when activated will allow people to conveniently go directly to either the **Bakery Showcase 2016** home page or the on-line registration area so that they can register to attend.
- **Hot Link** - Send attendee's to your company's web-site by activating a hot link from the Bakery Showcase 2016 Current Exhibitor list on BAC's web-site. The cost for this link is \$100 for BAC Members; \$150 for non-members plus HST.



# BAKERY SHOWCASE 2016

## MOVE-IN, SET-UP, STORAGE, MOVE-OUT INFORMATION

### GENERAL INFORMATION

Hall 5 at The International Centre is equipped with 8 loading docks. The operation of the loading bay's overhead doors is restricted to the Dock Manager. The Dock Manager carries complete authority regarding the operation of the docking facilities and dock area. The Dock Manager's decision is final. Any damage caused as a result of a person other than the Dock Manager operating the overhead doors will be liable for those damages.

Once unloaded ALL vehicles must be removed immediately. **Drivers of vehicles must stand by vehicles at all times.** No wheeled vehicles, whether powered or not, are to be driven in the International Centre without authorization.

Vehicles parked in non-designated areas or in designated fire routes will be tagged and/or towed at the exhibitor's expense.

The Ontario Ministry of Labour has determined that during move-in and move-out exhibit halls, loading dock areas and service areas are considered "construction" work areas and as such all workers must wear protective footwear as stipulated in the Ontario Occupational Health and Safety Act.



**No children under the age of 14 years are allowed on-site during move-in or move-out.**

### US & INTERNATIONAL FREIGHT

**STRONCO**  
1510 – B Caterpillar Road  
Mississauga, Ontario L4X 2W9  
Tel: 905-270-6767  
Fax: 905-270-6771  
Email: [exhibitorservices@stronco.com](mailto:exhibitorservices@stronco.com)

Exhibitors who are shipping goods to the Event from outside of Canada are strongly urged to use the Official Customs Broker, STRONCO. Representatives from STRONCO will be on-site throughout the Event to ensure that all your customs needs have been addressed.

Exhibitors who choose to use another customs broker or hand-carry goods into Canada should present a copy of the Revenue Canada letter at the time of entry into Canada. To request a copy of this letter, send an email to [gblakey@baking.ca](mailto:gblakey@baking.ca).

### MOVE-IN INFORMATION

#### Advance Deliveries

The International Centre cannot accept deliveries prior to the beginning of move-in on Friday, April 29, 2016. Deliveries arriving before that time will be returned to exhibitors at their expense. Stronco Logistics Service offers Exhibitors who wish to pre-deliver their exhibit materials an Advance Receiving service. An order form for this service is posted on the BAC website at [www.baking.ca](http://www.baking.ca)

# BAKERY SHOWCASE 2016

## MOVE-IN, SET-UP, STORAGE, MOVE-OUT INFORMATION

### Move-In Schedule

All deliveries, regardless of load size or unloading time must be brought into the International Centre via the designated move-in doors from the loading docks on the west side of the building. **No goods or dollies may be passed through any glass or main doors not authorized by the International Centre.**

STRONCO will issue a move-in schedule to facilitate the orderly move-in of Exhibitors. It is important that each exhibitor adhere to the move-in schedule. Loads not arriving during their scheduled time will be turned away until all scheduled loads are completed.

All Exhibitors are required to complete the **EXHIBITOR MOVE-IN FORM**. This form must be returned by April 22. The move-in schedule will be established by Stronco Show Services in conjunction with Show Management, taking into consideration Exhibitor requirements, size, booth location and time preferences. The move-in schedule and pertinent information will be emailed to Exhibitors in April.



**Exhibitors who do not require off-loading assistance and/or access to the loading docks or pick up truck docks must still submit the EXHIBITOR MOVE-IN FORM and indicate they do not require loading dock assistance. These Exhibitors will park in the parking lot and off load their exhibit materials on their own.**

The Move-In Schedule will be established as follows (Show Management reserves the right to adjust this schedule as necessary):

- 1. Priority Move-In                      Friday, April 29 - 12:00 noon to 3:00 pm**
  - a) Stronco Logistic Services is the official Transportation contractor. They will consolidate the shipments of Exhibitors booked with them and will be given first priority for delivery.
  - b) Exhibit Display Companies usually have more than one client in the show. Please indicate on your **EXHIBITOR MOVE-IN FORM** if you intend to have a display company other than Stronco set up your booth.
  - c) Exhibits over 400 sq.ft. usually require as much time as possible to set-up their display and therefore will be considered part of the Priority Move-In.
  
- 2. General Move-In                      Friday, April 29 – 3:00 pm to 6:00 pm**  
**Saturday, April 30 – 8:00 am to 4:00 pm**

All exhibitors not requiring loading dock access are to move-in during General Move In hours as listed above.

### SET-UP INFORMATION

Once materials have been delivered to the booth location, Exhibitors may set up their displays at their own pace but within the schedule listed below. If you need more time to set-up your booth, please see the Show Office to make these arrangements.

Friday, April 29	12:00 noon – 6:00 pm
Saturday, April 30	8:00 am – 6:00 pm

Show Management reserves the right to adjust set-up hours.



**Exhibitors are responsible for having their booth set up by 6:00 pm Saturday, April 30**

**All questions regarding move-in scheduling are to be addressed with STRONCO at 905-270-6767 (ask for exhibitor services) or email at [exhibitorservices@stronco.com](mailto:exhibitorservices@stronco.com)**

## MOVE-IN, SET-UP, STORAGE, MOVE-OUT INFORMATION

### DRAYAGE

Show Management provides complimentary drayage (materials handling) for exhibitors. This includes all the equipment and labour necessary to transport your exhibit from the loading bays and overhead doors to the booth site as quickly and efficiently as possible.



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**All forklifts and heavy loading devices must be operated by a trained operator approved by the International Centre.**

**Damages resulting from the improper use of such equipment by someone other than a trained operator will be the responsibility of that individual.**

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The materials handling crew will only load/unload exhibit material. They will not assist with other special services unless contracted to do so by the Exhibitor.

Floor management requires that a representative of each company be on-site during the move-in for spotting of the freight when it is delivered to the booth. Exhibitors that require a forklift to come back to their booth to reposition freight will be charged directly for this time.

Any drayage that is required outside of the scheduled move-in or move-out times are the financial responsibility of the Exhibitor.

Drayage includes: dollies, pump trucks and forklift with maximum capacity of 5000 lbs. per unit/item. Exhibitors requiring special handling/equipment beyond that provided by Show Management will be responsible for all fees incurred.

A limited number of hand carts will be available during move-in and move-out on a first-come, first-served basis. Exhibitors borrowing hand carts may need to leave a security deposit in the form of a credit card or driver's license. When the hand cart is returned, the security deposit is given back.

### ON-SITE STORAGE

Show Management provides complimentary moving of crates and packing materials to and from the storage area. This service is complimentary only if materials are stored prior to 6:00 pm on Saturday, April 30. After this time, a charge will be levied for this service.

All materials must be clearly marked with labels so that they may be properly identified for return to the booth at the end of the show. Labels will be available at the service desk in the loading dock area.

Storage crates will be returned to booths, once the aisle carpets are up, approximately at 6:00 pm on Tuesday, May 3.

### MOVE-OUT INFORMATION

AISLE CARPET REMOVAL	Tuesday, May 3	5:00 pm – 6:00 pm
EMPTY CRATE RETURN	Tuesday, May 3	6:00 pm – 10:00 pm
MOVE-OUT DATES	Tuesday, May 3	6:00 pm – 10:00 pm
	Wednesday, May 4	8:00 am – 11:00 am



Exhibits must not be disturbed, dismantled or removed before 5:00 pm on Tuesday, May 3 unless prior written permission is received from Show Management.

Exhibitors are reminded not to put items into the aisles until the aisle carpet has been removed.

# BAKERY SHOWCASE 2016

## ELECTRICAL & MECHANICAL

### ELECTRICAL REQUIREMENTS

ShowTech is the **exclusive supplier of electrical services at the International Centre.** All hook ups to the International Centre electrical systems must be made by ShowTech. Pricing and billing for these services will be supplied by ShowTech. **An order form for electrical services has been included.**



BORROWING POWER from an adjoining booth **SHALL NOT** be permitted. Using your neighbours outlet may cause an overload which will not be tolerated.

PERMANENT building receptacles **ARE NOT** part of booth space and exhibitors will be charged for their use.

### Regulations & Requirements:

The following requirements must be adhered to with respect to the installation of all temporary electrical and lighting equipment or service.

- a) It is the responsibility of the exhibitor to ensure that all electrical connections, installations, assemblies, motors and any electrical operating gear conform to all Federal, Provincial and Municipal electrical and fire codes. This includes electrical merchandise as well as lighting and display equipment.
- b) All electrical fixtures, fittings and appliances must be CSA approved or have the Electrical Safety Authority approval sticker.
- c) All display wiring must have a 3 wire grounded cord, minimum of #16 gauge.
- d) The use of open clip sign sockets, latex or lamp cord wire in displays, or 2 wire clamp-on fixtures is prohibited.
- e) Zip cords or two wire cords are unacceptable. They are ungrounded and could result in safety hazards.
- f) Exhibitors may not store materials on or around any electrical equipment or connections of any kind.
- g) Equipment that trips circuits due to overload may not be restarted until ShowTech has found the source and corrected the problem.
- h) Specialized equipment requiring company engineers and technicians may be used without a ShowTech personnel present only with prior written approval of the International Centre. Please contact the BAC office if this approval is required.
- i) Wall and pillar plugs distributed around the building are for the specific use of the INTERNATIONAL CENTRE and their contractors and are not for the use of exhibitors unless specified by ShowTech. If exhibitors are found to be using these plugs without permission they will be charged for the usage.
- j) For further rules and regulations, see ShowTech terms and conditions.

### MECHANICAL REQUIREMENTS

ShowTech is the **exclusive supplier of mechanical services at the International Centre.** Water, gas, air and plumbing including drainage requirements are available and these items must be provided through ShowTech. Pricing and billing for these services will be supplied by ShowTech. **An order form for mechanical services has been included.**

# BAKERY SHOWCASE 2016

## INSURANCE REQUIREMENTS

### EXHIBITOR INSURANCE

Exhibitor's participating in **Bakery Showcase 2016** MUST carry adequate Liability Insurance with a minimum \$2,000,000 limit to protect everyone participating in the event including themselves, fellow Exhibitors, Attendees, Show Management, Show Service Suppliers and the International Centre.

The Baking Association of Canada's insurance policy does not extend coverage to any exhibits and we are required by our Insurance Company and the Facility, that all Exhibitors must provide us with a Certificate of Insurance.



Exhibitors who have not provided the required Certificate of Insurance will not be allowed to move-in and/or set-up their booth until this form is received by BAC.

There are two ways to arrange for the required insurance:

**Option 1:** Should you chose not to use your own insurance company for coverage, Show Management has appointed Brokers Trust Insurance Group Inc. as the recommended insurance contractor for exhibitors. Enclosed in this package is the application form and details of coverage.

**Option 2:** Contact your insurance representative to confirm your coverage meets the following minimum requirements. Once you confirm coverage with your insurance representative, have them prepare a Certificate of Insurance which must have the following: A copy of your certificate should be forwarded to the BAC office by April 15.

- Baking Association of Canada listed as an additional insured
- Dates of the event: April 29 – May 4, 2016 (includes Move-In and Move-Out dates) at the International Centre, Hall 5
- Event Name: Bakery Showcase 2016
- Comprehensive General Liability of \$2,000,000
- Bodily Injury and Property Damage Liability – subject to \$1,000 (maximum) Bodily Injury & Property Damage – Inclusive each occurrence
- Products and completed operations liability
- Contingent Employers Liability
- Broad form Property Damage
- Cross Liability clause
- Severability of Interest Clause



A copy of your show specific certificate should be forwarded to the BAC office by April 15.

### SERVICE CONTRACTORS

Show Management has ensured that all Official Service Contractors meet with the International Centre's insurance requirements. Exhibitors using suppliers other than the official named are responsible for ensuring the International Centre's insurance requirements (see below) are met by such suppliers.

- a) \$5,000,000 bodily injury or death
- b) \$5,000,000 third party property damage and damage to building
- c) The International Centre is to be shown as additional named insured in any and all such policies
- d) All insurance polices shall contain a waiver of subrogation clause in favour of the INTERNATIONAL CENTRE.

Exhibitors using Service Contractors other than the Official Service Contractors must submit a copy of a certificate for said contractors evidencing the above required insurance requirements by April 15

# BAKERY SHOWCASE 2016

## SECURITY

### GENERAL INFORMATION

**Bakery Showcase 2016** has contracted security services from Target Investigation & Security Ltd. They will be responsible for the 24 hour coverage of entrances, exits and the general floor area.

Exhibitors are asked to take whatever precautions are necessary to protect valuable materials and equipment. Show Management and the INTERNATIONAL CENTRE are not responsible for the loss of property of any kind, from either the booth location or storage area.



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**Exhibitors are responsible for their own booth security and should have their booth attended to at all times during move-in, move-out and show hours.**

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If you are concerned about possible theft of products during the show, several options are available.

1. **Security Personnel** to watch your booth can be hired from Target Investigation & Security. Please contact them directly for a quote.
2. **Security Cages** can be rented through Stronco Show Services. An order form for this service has been included in this package.

### RESPONSIBILITY FOR LOSSES

Neither the Baking Association of Canada, nor the International Centre, nor the official contractors charged with providing the services can be held responsible for any injury, loss or damage that may occur to the Exhibitors employees, agents or property from any cause whatsoever, or which may be sustained by any person who may be on the premises contracted to the Exhibitor, or watching, observing or participating in any demonstration or exhibit of the Exhibitor. Exhibitor and exhibitor's contractors and its insurers will not subrogate against BAC for theft of, loss of or damage to Exhibitors or Exhibitors property while in transit to, within and in transit from the confines of the International Centre.

It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths and various other factors make it reasonable that each Exhibitor shall assume the risk of any injury, loss or damage, and the Exhibitor assumes such risk and expressly releases the organization and individuals referred to above from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth occupied by the Exhibitor shall be the Exhibitors responsibility and that it is the sole responsibility of the Exhibitor to obtain such insurance protection.



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**Please review the Insurance section to ensure that you have adequate insurance coverage.**

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# BAKERY SHOWCASE 2016

## FOOD SAMPLING & HYGIENE

### FOOD SAMPLING



The International Centre is the exclusive supplier of all food and beverage requirements and as such will not permit any food or beverages purchased outside of the building to be consumed inside the building.

However, due to the nature of **Bakery Showcase 2016** the International Centre recognizes the need to allow exhibitors the freedom to sample their product to attendees. Exhibitors will be allowed to **offer portions of their product in sizes that could be reasonably interpreted as sample sizes to the greater audience**. Exhibitors sampling food must complete and comply with the Food Safety Guidelines from the Region of Peel.

The following regulations should be used when sampling product:

1. All food should be obtained from approved sources. No food prepared or stored in a private home shall be used, stored, served, sold or given away. Meat, poultry, dairy products and eggs must be obtained from an approved inspected source and not directly from the farm. Unpasteurized food products and/or beverages are not permitted.
2. Food Handlers must wash hands with clean water and soap before handling food, after each visit to the toilet, after smoking, handling garbage, handling cash and as frequently as possible. Food Handlers working with unpackaged foods shall suitably confine their hair.
3. All equipment used in the preparation, storage or display of unpackaged foods shall be smooth, non-absorbent, easily cleanable, made of non-toxic materials and maintained in a clean and sanitary condition.
4. All open food should be protected from contamination. Provide adequate protection by covering food entirely with a lid, plastic wrap, and/or aluminium foil.
5. Use only single-use, throw-away spoons, forks, plates, cups, etc.
6. Pre-portion samples and limit the number of samples available at any one time. Food can only be pre-heated once.
7. Perishable product must be transported, stored and maintained at required temperatures. Food samples which have moved beyond their optimum temperature range should be disposed of promptly.



**ALL exhibitors that are providing food sampling must fill out the Vendor-info Form provided on the Peel Health Department's website as follows:**  
<http://www.peelregion.ca/health/environnew/forms/vendor-info-form.asp>



Any violations of the health code may result in the immediate termination of food services by Region of Peel.

### HAND WASHING

Each exhibitor who is providing food sampling must provide an adequate hand washing facility. This includes a container for warm water, a soap dispenser, a roll of paper towels and a bucket to collect waste water.

### WASH-UP AREA

A sink with hot and cold water supply will be available for exhibitors who need to wash utensils and dishes. The location of the sink will be determined on-site.



**Public washrooms are not to be used for clean-up purposes.**

# BAKERY SHOWCASE 2016

## COLD STORAGE RULES & REGULATIONS

### GENERAL INFORMATION

A limited amount of refrigerated and freezer space will be available on-site. Exhibitors who require cold storage should complete the enclosed **COLD STORAGE order form**. Freezer and refrigerated storage space is available beginning at 4:00 pm on Friday, April 29 and ending at 11:00 am on Wednesday, May 4.

Exhibitors are charged at a rate of \$6.00 per cubic foot with a minimum charge of \$110.00 for either refrigerated or freezer storage. The minimum charge cannot be combined for Exhibitors who require both types of storage. Exhibitors who are a BAC Member receive up to 30 cubic feet of either refrigerated or freezer storage complimentary as part of their membership benefits. Any extra cold storage ordered above the 30 cubic feet limit will be charged at a rate of \$6.00 per cubic foot with a minimum charge of \$110.00.



Exhibitors are urged to order their cold storage in advance of the show as on-site orders may not be accommodated due to lack of space.

Please ensure that every box, bag, carton, etc. of product is clearly marked either "**Freezer Storage**" or "**Refrigerated Storage**". The exhibitor's name and booth number must also be identified on every piece of product accepted into storage.



It is the exhibitors responsibility to remove product from storage, including any product movement to and from the exhibitors booth.

All product in storage must be removed by 11:00 am on Wednesday, May 4<sup>th</sup>. Product remaining in storage after this time will be donated to the food bank.

### CALCULATING CUBIC FEET

Cubic footage can be determined by measuring your product (please include skids and packing materials) in inches and multiplying the height X the length X the width and dividing the result by 1728.

As an example, if your storage shipment is 36 inches high X 48 inches long X 30 inches wide, the result is 51,840 cubic inches divided by 1728 to yield 30 cubic feet.

### FOOD BANK CONTRIBUTIONS

Arrangements have been made for the Food Bank to pick up food donations at the close of the trade show. Non-perishable, refrigerated and frozen food items will be gratefully accepted.

Non-perishable food products may be left on the show floor in designated areas. Refrigerated and freezer product can be left in the cold storage area.

All products left in the cold storage area after 11:00 am on Wednesday, May 4 will be donated to the food bank.



## FIRE REGULATIONS

### CITY OF MISSISSAUGA FIRE DEPARTMENT FIRE REGULATIONS GOVERNING EXHIBITS AND DISPLAYS IN PUBLIC BUILDINGS

#### DISPLAY OR DECORATIVE MATERIALS

1. The following materials shall be flameproof: Artificial flowers or foliage, plastic materials, split wood, bamboo fibres, textiles, and paper including cardboard or compressed paperboard less than 1/8" in thickness. Wallpaper is permissible if pasted securely to walls or wall board backing. Foam plastic cored art board requires: coating on all sides with a fire retardant paint or varnish, and its edges encased in a metal "U" channel or a metal "muffler" tape which must extend at least 3/4" on the face and reverse of the board.
2. The use of the following materials shall be prohibited: Acetate fabrics, corrugated paper box boards, no-seam paper or paper backed foil unless glued securely to suitable backing, Styrofoam and/or foamcore, gaterboard, corrugated plastic, cellulose nitrate motion picture film, natural Christmas trees.
3. It is not necessary to flameproof textiles, paper and other combustible merchandise on display for sale, but the quantity so used shall be limited to the displaying of one salvageable length. Each sample must differ in color, weave or texture.

**Test to determine if a material is flame resistant:** Hold test material in a vertical position, apply flame to the lower edge for a minimum of twelve (12) seconds. To pass a test of satisfactory resistance to flame spread, a material should not continue to burn for more than two (2) seconds after the test flame is removed.

#### FLAME PRODUCING DEVICES

All exhibits having open flame devices must be accepted by the Fire Department. The general rules are:

1. Flame shall not be used solely to attract attention.
2. Exhibits utilizing flame producing devices must be attended at all times.
3. The use of an open flame is limited to certain articles of merchandise where the operation of an approved appliance or device definitely helps to promote the sale of such merchandise.
4. Where candles are offered for sale, not more than four candles may be lit at any one time, and they must be shielded by hurricane type chimneys. If glass-contained candles are lit, the flame must not extend above the rim of the container.
5. Fireworks or pyrotechnic devices are strictly prohibited unless in compliance with the Ontario Fire Code.
6. Wood matches with "all surface" strikes are prohibited.
7. Explosives and blasting agents are strictly prohibited.

#### FLAMMABLE GAS

1. 1 X 5 lb. propane cylinder only as approved under the Propane Storage, Handling and Utilization Code is permitted for demonstration purposes. When a cylinder is used with a self-contained propane hand torch or similar equipment, it shall have a maximum WC of 2 1/2 lbs.
2. Equipment must be set up as remote as possible from public aisles, and installed in a manner to comply with approved safety standards.
3. 1 x 40 cu. ft. cylinder of acetylene will be permitted for use in Arts & Crafts type displays and for demonstration purposes.
4. Except as outlined above, use of the following equipment or materials are prohibited without prior approval: Portable heating equipment, all flammable or volatile paints and finishes including but limited to oils, latex, polishes, glues, etc., all flammable liquids or dangerous chemicals such as acetylene, camphene, gasoline, ethylene, kerosene, naphtha.

## FIRE REGULATIONS

### AEROSOLS

1. One pressurized container may be exhibited, not exceeding one pint of capacity for each product classified as a flammable liquid.
2. Prohibited: Flammable propellants such as liquid oxygen, cryogenic gases
3. Non-flammable products are not restricted.

### VEHICLES

1. Motor vehicles or gasoline-powered equipment on display must be equipped with lock-on type gasoline tank caps, and batteries are to be disconnected. Gasoline tanks must not be filled beyond the  $\frac{3}{4}$  mark in order to allow for expansion of product. Vehicles unable to be equipped with lock-on type caps must have caps sealed in a manner acceptable to the Fire Department.
2. Running of display vehicles during an event is prohibited unless approved by the Fire Department.
3. Events requiring vehicles to run as part of a performance or contest must fuel the vehicles outdoors from approved safety containers.
4. Propane charged cylinders are not permitted on self-propelled vehicles or trailers on display inside buildings.
5. If at any time an Inspector deems that equipment is being operated by a client or its exhibitors in a manner dangerous to public safety, the privilege to operate such equipment will be cancelled.

### DISPLAY LAYOUT

1. Displays must not encroach on exit doorways.
2. No portion of a display shall project into any of the event's designated aisles.
3. The aisle clearance at the bottom and top of a stairway shall be equal to the width of the stairway. Clear access to exits shall be maintained.
4. Where the occupant load in an assembly containing non-fixed seating exceeds 200 persons, the seats shall be fastened together in units not less than 4 or more than 12, or each end seat abutting an aisle shall be securely fastened to the floor. If the area is enclosed, approved illuminated EXIT signs are required.
5.
  - a. If fire protection equipment is located within the exhibit space, it shall be the responsibility of the event management to provide direct and unobstructed access to such equipment.
  - b. A fire extinguisher bearing the Underwriters' Laboratories of Canada designation 2-A shall be provided and maintained for each 3,000 sq. ft. of floor area.
  - c. Within every eating establishment in which cooking is conducted, one dry chemical fire extinguisher bearing the Underwriters' Laboratories of Canada Designation 40-BC shall be provided and maintained.
  - d. Within every eating establishment and exhibit or display in which commercial cooking equipment producing grease-laden vapours is used, the cooking equipment shall be installed and exhaust ventilated in conformance with the requirements of the Ontario Building Code.
  - e. An approved fire extinguisher must be installed in exhibit areas where flame producing devices are used, or when required by an Inspector.
6. Hay, straw, shredded paper or excelsior packing must be removed from the building unless it can be returned to tightly closed packing containers.

## FIRE REGULATIONS

7. Any enclosed showroom in excess of 2,000 sq. ft. or with an occupancy of 60 persons or more must have two means of egress as remote to each other as possible.
8. Boxes, crates and cartons from which merchandise has been removed, must be piled neatly in a storage area designated by event management.
9. Separation - A minimum 20 foot wide separation shall be provided between any non-sprinklered, covered areas of over 200 sq. ft. Separation for non-sprinklered areas of under 200 sq. ft. will be determined based on combustible load and is subject to approval by the Engineering Department.
10. Protection - Criteria for the covered areas which create the potential for obstruction of the building's sprinkler system:
  - a. The portion or area of a booth which is covered by a roof, platform or other obstruction such that it covers the floor area below.
  - b. The protection required for covered areas up to 200 sq. ft. and between 200 and 800 sq. ft. will depend on the use and the occupancy conditions within that area. Appropriate protection may include any or a combination of the following provisions:
    - I. A trained security guard to monitor against unsafe conditions;;
    - II. Smoke alarms within the covered areas;
    - III. Additional hand fire extinguishers;
    - IV. Sprinkler protection, does not need to be separately alarmed.
  - c. The protection required for covered areas over 800 sq. ft. will have proper sprinkler coverage.
  - d. Exhibition booths with flame retardant fabric canopies must not exceed 200 sq. ft.
11.
  - a. Each exhibitor displaying an ICF product must provide proof that they have obtained a valid CCMC Evaluation Report as issued by the NRC's Canada Construction Materials Centre in Ottawa.
  - b. Each exhibitor agrees to adhere to the maximum booth size and 8' height limitations, provided these are no different from the spaces afforded to other non-ICF exhibitors. No ceiling structures are allowed.
  - c. ICF exhibitors must be dispersed throughout the event floor at a minimum of 60 ft. apart. d. All ICF exhibitors must have in their booth at all times a certified in working order Class (ABC) fire extinguisher suitable for extinguishing combustible solid material.
  - e. Electrical boxes run for event purposes must not be in direct contact with any of the foam product.
  - f. All lighting modules forming part of booth displays must be installed in such a manner that no light source is closer than 2 feet from foam.
  - g. The backsides of all walls must be covered with drywall, allowing front surfaces to be exposed.
  - h. All materials must pass the 12 second flame test as described herein.