



EDMONTON

**EXHIBITOR MANUAL**  
APRIL 6TH-9TH\*, 2017

**EDMONTON EXPO CENTRE**

**CANADA'S LARGEST VAPE CONVENTION**  
BY VAPERS, FOR VAPERS

*\*April 6th is Exhibitor Set-up only*



## SECTION 1 IMPORTANT CONTACT INFORMATION

### OFFICIAL WEBSITE

WWW.CVEXPO.CA

### SHOW LOCATION

#### The Edmonton Expo Centre (Hall A)

7515-118 Avenue

Edmonton, AB

T5B 4X5

Phone: (780).471.7377

www.edmontonexpocentre.com

### SHOW MANAGEMENT

**Presented By:** VapeMeet, DashVapes & The Ecig Flavourium

**General Directors:** Joey Seminara, Shai Bekman

**Director of Finance:** Sabrina Orrico

**Director of Vendor Relations:** Charlie Pisano

**Director of Media:** Maria Papaioannoy-Duic

**Director of Construction:** Elio Seminara

**Web and Media Design:** Shai Bekman, Andrew Le Nguyen

### SPONSORSHIP MAILING ADDRESS

#### VapeMeet Inc.

ATTN: Canada's Vape Expo

1 Royce Avenue, Unit 2

Brampton, ON

L6Y 1J4

### SUPPLIERS/SERVICES

### OFFICIAL SHOW DECORATOR

#### GES - Global Experience Specialists

7730 - 34th Street

Edmonton, AB T6B3J6

Phone: (780).469.7767

Email: edmonton@ges.com

www.ges.com

### OFFICIAL SHOW SECURITY

#### The Edmonton Expo Centre

Contact: General Line

Phone: (780).471.7377

www.edmontonexpocentre.com

### ELECTRICAL/BANNER HANGING

#### SHOWTECH POWER & LIGHTING

Contact: Peter Whitefield

Phone: 1.(780).429.1162

Email: pwhitefield@showtech.ca Website:

www.showtech.ca

### AUDIO-VISUAL & LIGHTING

#### PRODUCTION WORLD

Contact: Gary Dewhurst

Phone: 1.(780).452.4843

Email: gary@productionworld.ca Website:

www.productionworld.ca

### FIRST AID

#### The Edmonton Expo Centre

Contact: General Line

Phone: (780).471.7377

www.edmontonexpocentre.com

### EXHIBITOR INSURANCE

#### CERTAIN UNDERWRITERS AT LLOYDS OF LONDON ISSUED BY

#### ALL-RISKS INSURANCE BROKERS (VICTORIA PARK) LTD.

#### IN CONJUNCTION WITH SPECIAL RISK INSURANCE MANAGERS

Contact: Tommy Boichevski

Phone: (416).628.7949

Email: tboichevski@all-risks.com

## SECTION 2 IMPORTANT CONTACT INFORMATION

**Jan. 13 2017** Registration Open

**Jan. 15 2016** Deadline for Early Sponsorship Registration

**March 17 2016** Entrance Bag Inserts **Must** Be Received

**April 6 2017** Exhibitor Move-In Time **2:00 p.m.- 10:00 p.m.**

**April 7 2017** Extra Final Set-Up Time **10:00 a.m.- 12:00 p.m.**

**April 7 2017** Business-to-Business (18+) **12:00 p.m.- 8:00p.m.**

**April 8 2017** General Admission (18+) Public Show **12:00p.m.- 9:00p.m.**

**April 9 2017** General Admission (18+) Public Show **11:00a.m.- 6:00p.m.**

**April 9 2017** Exhibitor Tear-Down **6:00p.m.-11:00p.m.**

## SECTION 3 EXHIBIT HALL HOURS MOVE-IN/OUT, SETUP, REGISTRATION

### MOVE-IN | THURSDAY APRIL 6, 2017

Due to the layout of Edmonton Expo Centre and the arrangement of the exhibitor tables, set-up times will be scheduled based on the location of individual sections. We will set up from the back of the hall first (roughly), and move towards the door. Schedule times will be sent to all exhibitors at least one month before CVE Edmonton. For any changes needed to accommodate arrival times, and/or if you require the use of heavy machinery please contact Charlie Pisano as soon as possible to schedule and coordinate Tel: 905.359.3061.

### STORAGE

\*PLEASE NOTE there is no on-site storage, outside of the showroom floor by default. To request on-site storage or shipment of products/displays before the show, please contact GES Rental Services (in contact information). Exhibitors can store their products overnight on the show floor, as the hall will be locked outside of regular operating hours, with night security on duty until re-open. After the hall closes to the public, a maximum of one hour will be allotted for exhibitors to remove any products or displays they deem necessary. After this time, the doors will be locked and access will be denied without exception.

### MOVE-OUT | SUNDAY APRIL 9, 2016

Exhibitors may begin removing their displays no earlier than 6:00 p.m. on Sunday April 9, 2017. All displays and products must be removed by 11:00 p.m. on Sunday April 9, 2017. After this time, the doors of the hall will be closed for inspection. No displays or products may be removed before 6:00 p.m. to ensure the event stays functional until the end.

### EXHIBIT HALL HOURS

|                         |  |   |
|-------------------------|--|---|
| <b>THURSDAY APRIL 6</b> | 2:00 p.m. - 10:00 p.m. Exhibitor Setup   | <b>*Exhibitor's booths must be staffed and fully functional at all times during exhibit hall hours, unless in cases of emergency. In such a case exhibitors must make Event Organizer staff aware, prior to leaving or closing their booth.</b> |
| <b>FRIDAY APRIL 7</b>   | 10:00 a.m. - 12:00 p.m. Extra Set-up time<br>12:00 p.m. - 8:00 p.m. Business-to-Business Show<br>(Open to B2B Passholders and Exhibitors only)             |   |
| <b>SATURDAY APRIL 8</b> | 11:00 a.m. - 9:00 p.m. General Public Show<br>Doors close to the Public at 9:00 p.m.<br>Doors closed to exhibitors and locked at 10:00 p.m.                |   |
| <b>SUNDAY APRIL 9</b>   | 11:00 a.m. - 6:00 p.m.<br>Exhibitor teardown begins at 6:00 p.m.<br>Doors locked for inspection at 11:00 p.m. (all exhibits and products must be removed). |   |

# SECTION 4 DISPLAY REGULATIONS

**5.1 Neighbouring Exhibits:** No exhibit may block or interfere with a neighbouring exhibit.

**5.2 Booth Terminology:** Configurations based on a standard 10x10 ft. exhibitor space, and certain 5x10 configurations. Images may not be to scale. The following diagrams and regulations are meant to serve as a general outline and have been abridged to be fit in this

document. We welcome exceptions to our restrictions but require that you submit a proposal along with technical drawings of your proposed display. Please see our additional Rules and Regulations section for further details.

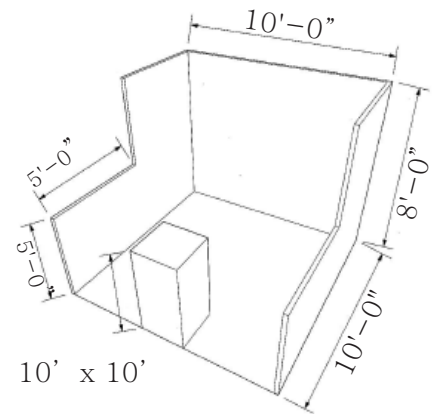
## LINEAR BOOTH (PREMIUM)

Linear Booths, also called "in-line" booths, are arranged in a straight line and have neighbouring exhibitors on their immediate right and left, leaving only one side exposed to the aisle, and back on to a wall or other booth.

Regardless of the number of Linear Booths utilized, display materials must be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 15 ft. is allowed only in the back half of the booth space, with a 5 ft. height restriction on all materials in the remaining space forward to the aisle.

**\*PLEASE NOTE** when two or more Linear Booths are used in combination as a single exhibit space, the 5ft. height limitation is applied only to that portion of exhibit space that neighbors another exhibitor's booth.

Signage must be hung no higher than 18 ft. from the floor, this height is measured from the top of the sign.



## LINEAR BOOTH (STANDARD)

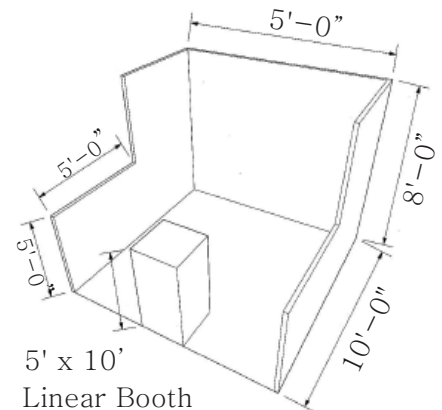
Our Standard Booths are essentially the same as our 'Premium Booths' (10'x10'), but are located in higher-traffic areas or adjacent to the stage. The same height restrictions apply.

## LINEAR BOOTH LAYOUT

Our Standard Booths come with cloth partitions that act as "walls". Each 10x10 unit comes with an 8' rear partition wall and appropriate side walls (see diagrams for layouts of end caps and standard booths). These walls are also 8' in height but drop down to 5ft if there is an adjoining booth. You may still bring your own walls if needed, and we can remove the cloth partitions for you if need be. The maximum height allowed for displays is still 15ft.

## 5x10 BOOTH LAYOUT

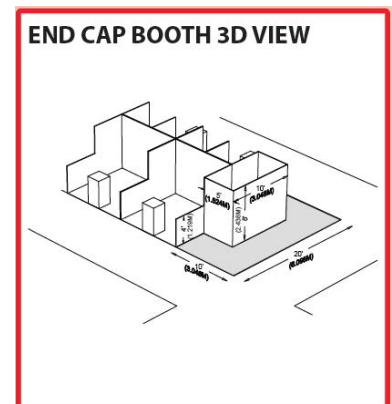
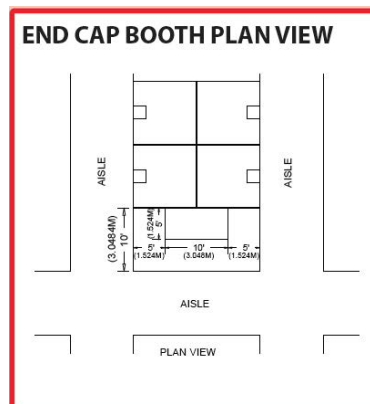
We are now offering a few, select spaces for some of our smaller vendors and organizations. Each 5x10 unit comes with an 8' rear partition wall and appropriate side walls. These walls are also 8' in height but drop down to 5ft if there is an adjoining booth. You may still bring your own walls if needed, and we can remove the cloth partitions for you if need be. The maximum height allowed for displays is still 15ft.



## END CAP BOOTH

An End Cap Booth is exposed to aisles on three sides and comprised of two booth spaces. The maximum back wall height of 15 ft. is still allowed only in the rear half of the booth space and within 5 ft. of the two side aisles, with a 5 ft. height restriction imposed on all materials in the remaining space forward to the aisle.

\* Please note that the measurements for End Cap booths are all 10'x10' and the illustrations are only for visual purposes, not necessarily to scale.



## SECTION 5 DISPLAY REGULATIONS

**5.6 Fasteners:** No nails or screws may be driven into the floor. No damage of any nature may be done to any part of the Show Floor. No use of staples or tacks on walls or floors. No use of tape or other materials in a way that would deface drapes, floors or materials belonging to The Edmonton Expo Centre and GES Global Experience Specialists.

**5.7 Signage:** Please review section 5.2, as it pertains to the type of booth configuration you have. Any variations to these guidelines must be approved by Show Management.

**5.8 Cleaning of Show Floor:** Aisles of the Show Floor must be cleaned throughout the day and each night. The exhibitor is responsible for placing all trash in the appropriate containers.

**5.9 Damages:** Any damage caused to the building by an exhibitor or their employee is the sole responsibility of the exhibitor and will be billed accordingly.

**5.10 Food and Drink:** No outside or un-permitted alcohol is allowed in the Edmonton Expo Centre during CVE Edmonton 2017 unless agreed upon by Show Management in written form. Failure to adhere to this restriction will result in being asked to leave the Show Floor premises without a refund. This section also applies during move-in or move-out. No food may be sold or given away from any exhibit at any time without prior written permission from the Show Management and The Edmonton Expo Centre.

**5.11 Age Restriction:** Please note that the Show Floor is only accessible to those who are 18 years of age and over during show hours. All guests and exhibitors will be required to show I.D. at the door and will be provided with an entrance wristband. Exhibitors may not interact with guests without these wrist bands, except to instruct them to return to the entrance to receive one.

**5.12 Smoking:** The Edmonton Expo Centre is a smoke-free environment. Therefore, all public areas and rental space, including corridors, registration area, meeting rooms and the Show Floor, are designated non-smoking areas. The exhibitor is required to enforce no-smoking rules. This rule applies to smoking of any kind, including marijuana, dry herb, wax, etc. Anyone found to be in violation of these terms will be removed from the event immediately.

**5.13 Handcarts/Dollies:** At no time when the Show Floor is open to the public is any type of handcart allowed on the Exhibit Hall floor. No handcarts are allowed in the lobby at any time.

**5.14 Maintenance:** The exhibitor shall maintain their display(s) in a clean and orderly manner and take such action as may be necessary to prevent injury or damage to any person or exhibits on the Show Floor.

**5.15 Lights:** No strobe or flashing lights are permitted as part of any exhibit display without permission from CVE Organizing staff in writing.

**5.16 Draping:** Drapes must hang at proper length and may not be pulled up to sell or display merchandise. No drape on an aisle table may be removed during the show. It is suggested that all tables facing the aisle are draped.

**5.17 Display Safety:** All materials, displays, and products must be safe, stable, and resistant to collapse. Show Management reserves the right and sole discretion to decide whether an exhibitor meets this definition.

**5.18 In-booth Storage:** Exhibitors may store their products and personal belongings in their own booth and overnight if necessary, as the hall will be locked outside of regular operating hours, with night security on duty until re-open. However, CVE is not responsible for any lost, stolen or damaged articles, displays or products.

**5.19 Covered Booths:** No exhibit space at CVE Edmonton may incorporate a tent, partial or full roof or overhead covering of any kind that violates the height restrictions without prior written approval from CVE Organization Staff. Partially covered booths must submit a height and line of sight variance request, please see Section 7. All partially covered booths are subject to additional rules and regulations.

**5.20 Music and DJs:** No exhibit space at CVE Edmonton may incorporate music - this includes radios, DJs or video displays that have sound audible from outside the exhibitor's booth. Music and media that is not audible outside of an Exhibitor's booth may be permitted with permission from CVE Organization Staff.

## SECTION 6 PAYMENT FOR SPACE

### GENERAL PAYMENT

All monies paid shall be retained by CVE and are non-refundable and non-transferable. If the exhibitor fails to submit booth payments by the specified times, CVE retains the right to take possession of said space and sell it to another party.

### GENERAL PAYMENT

All monies owed shall be paid by the payment deadlines (within 24 hours of registration). Failure to do so will invoke CVE's right to take possession of said space and sell it to another party.

## SECTION 7 HEIGHT & LINE OF SIGHT VARIANCE

As a courtesy to you and your exhibiting neighbours, we try to keep all linear booths at a consistent height, to allow all exhibitors equal opportunity to have their booth seen and to conduct business on the floor.

In a linear booth, exhibit fixtures, signs and all other components are permitted a maximum height of 15 ft. If you do not comply with the line of sight rules as stated in "CVE Rules and Regulations", you will be asked to adjust on-site. Failure to do so may result in your removal.

Show Management may be able to grant a variance to the Height and Line of Sight policy. Variance requests must be accompanied by appropriate details and/or images of the requested exception. If we can find a location that will not negatively affect other exhibitors or the event, we will try to grant your request. Please note that we may not be able to grant every request we receive.

**If you need to request a height and/or line of sight variance, you must do so no later than January, 31, 2017. Please send a copy of your floor plan including elevation and a brief description of the variance to [info@cvexpo.ca](mailto:info@cvexpo.ca) or call Charlie - Tel: 905.359.3061**

## SECTION 8 ELECTRICAL COMPLIANCE

**8.1 Code:** Electrical wiring and equipment must meet the CSA Code

<http://www.csagroup.org/services/codes-and-standards/>

**8.2 Noise:** Any electrical or other mechanical apparatus must be muffled so that the noise does not bother the other exhibitors.

## SECTION 9 INSURANCE

CVE Edmonton has negotiated on-site insurance and has already included the costs in the registration fee. This insurance covers all exhibitors, any extra insurance that may be required is the responsibility of the exhibitor, as well as associated fees. The included insurance covers commercial general liability, blanket contractual liability, employees as additional insureds, personal injury liability, cross liability clause, severability of interest, tenants legal liability broad form, contingent host liquor liability, reimbursement clause endorsement, absolute pollution endorsement. For specific details regarding coverage please see [www.cvexpo.ca](http://www.cvexpo.ca) or contact All Risk Insurance (Contact details in Section 1 of this manual).

Exhibitor will hold harmless the Sponsor and Host Facility, or any of their respective officers, agents, employees, representative or affiliates, from any liability, damage, loss, harm, claim, or injury to property or person of the Exhibitor, Exhibitor officer, agents, employees or other persons, whether caused by the negligence of the Sponsor or Host Facility from theft, fire, water, accident or any other cause whatsoever.

## SECTION 10 EXHIBITOR EVENTS

Exhibitor off-site events or promotions that mention or claim association with CVE Edmonton, and/or conflict with the show or conference hours must have the approval of CVE Organization staff.

## SECTION 11 IN-BOOTH EVENTS

**11.1 Aisle Interference:** Giveaways, video games, video viewings, demonstrations, flyer distribution, and promotional areas must be organized within the exhibitor's space so that they do not interfere with any traffic in the aisles. Giveaway tables, promotional tables, video viewing areas, or demonstration areas must be placed a minimum of 2 ft back from the aisle. Videos and/or interactive displays must be installed at the back of the booth to accommodate persons participating as well as onlookers. Should participants and/or onlookers interfere with the normal traffic flow of the aisle or overflow into neighboring exhibits, the Show Management may discontinue the activity as a warning and/or remove the exhibitor if deemed necessary.

**11.2 Giveaways and Flyer Distribution:** Giveaways and flyer distributions must take place from within an exhibitor booth only, and never in aisles, lobbies, outside the CVE Edmonton site, or in any other Edmonton Expo Centre space. All sponsors may include paper promotions in CVE Edmonton entrance bags. Details regarding the terms of inclusion will be distributed to all exhibitors at least one month before CVE Edmonton .

## SECTION 12 FORCE MAJEURE

In the event that, due to circumstances beyond the reasonable control of CVE:

- a) CVE Edmonton is postponed, cancelled (in whole or in part) or moved to a different location;
- b) The Edmonton Expo Centre or its exhibitor area is unavailable (in whole or in part); or
- c) the installation, exhibition or move-out time for exhibit booths is reduced

There will be no refunds (in whole or in part) of exhibitor or advertisement fees.

For purposes of this Section, the term, "circumstances beyond the reasonable control of CVE" include, but are not limited to: power outage, fire, earthquake, flood or other weather conditions, labour dispute or strike, war, riot, act of public enemy, acts of violence by third parties, Federal, Provincial and/or Municipal acts or ordinances, and any other events not explicitly defined.

## SECTION 13 DISPLAY REVIEW

**13.1 Standards of Conduct:** The exhibitor shall not utilize any fixture, device, merchandise or activity that is illegal, in poor taste or detrimental to CVE Edmonton or Vaping in general. Show Management reserves the right to disapprove the display of any item, product or promotion that is not in keeping with the nature, character, or orderly conduct of the show. CVE remains the sole authority on what constitutes the specifics of these terms.

**13.2 Enforcement Procedure:** In the event that CVE determines that the exhibitor is in violation of these regulations, Show Management may immediately notify the exhibitor and ask them to remedy the situation. Failure to remedy or remove the item or activity in question will result in expulsion, though expulsion may occur without warning.

**13.3 No Refund:** In the event an exhibitor is removed from the show for failure to abide, all monies paid by the exhibitor will be retained by CVE and no refund will be issued.

## SECTION 14 ADDITIONAL SECURITY

**14.1 CVE Edmonton Security:** CVE Edmonton will provide security coverage overnight, after the Show Floor closes to exhibitors, but assumes no responsibility for the loss of any items, displays or merchandise. Exhibitors must arrange for any desired extra security through Show Management and may not hire a security firm of their choice without approval.

**14.2 Security Staff:** No exhibitor is permitted to employ security officers for services within the Show Floor without prior written permission from Show Management. Unauthorized security personnel shall not be permitted into the show.

## SECTION 15 GENERAL SAFETY

The first priority of CVE Edmonton is the safety of the attendees, exhibitors, staff, and visitors to our event. As an exhibitor, you are responsible for keeping your area safe for attendees, exhibitors, staff members, and visitors. In the event that any situation or activity is deemed to be unsafe by CVE Edmonton, The Edmonton Expo Centre, the Fire Marshal or the Police, you agree to immediately make all necessary changes and corrective actions.

## SECTION 16 HEALTH & SAFETY

Follow safe practices on the Show Floor:

- Use personal protective equipment when needed (ie. safety shoes, hard hats, eyewear)
- No minors on the floor during move-in or move-out (persons under 18)
- No standing on chairs, tables, displays, etc.
- Report any hazards or unsafe practices to Show Management
- Be aware of overhead work
- Be aware of setup traffic

## SECTION 17 EXHIBITOR APPOINTED CONTRACTORS

An Exhibitor Appointed Contractor of any non-official company you choose to utilize for Load-In/Set-up/Load-Out are the responsibility of the Exhibitor and not CVE or The Edmonton Expo Centre. All exhibitors are responsible for informing their appointed contractors of the below information/requirements to ensure a smooth transaction.

Any and all outside contractors must fulfill the following:

- Current Workers Compensation Insurance Certificate
- A certificate showing general liability and property damage coverage
- An Exhibitor Appointed Contractor Form signed by the exhibitor

Failure to fulfill the above requirements will jeopardize the contractor's ability to obtain proper badges/admission to the exhibit floor.



**EDMONTON**