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FAX (416) 369-0515 • TEL. (416) 363-1292

WEBSITE: [www.bicycleshows-toronto.com](http://www.bicycleshows-toronto.com)

Dear Exhibitor:

January 6, 2012

Thank you for participating in the 26th annual Toronto International Bicycle Show, March 2 thru 4, 2012 at the Better Living Centre, Exhibition Place, Toronto, Ontario, M6K 3C3. Your exhibitor kit information is attached. This information is also available on our website from the menu bar option at [www.bicycleshows-toronto.com](http://www.bicycleshows-toronto.com)

**FLOOR PLAN**—The enclosed Floor Plan indicates your position on the floor. It also lists show hours and other important information.

**SHOW GUIDE**—The official show program is produced by Pedal Magazine. For advertising space or product announcements contact Benjamin Sadavoy at 416 977-2100.

**SHOW HOTEL**—The show Hotel is the Four Points Sheraton, 1926 Lake Shore Boulevard West, Toronto, Ontario, M6S 1A1, 416-766-4392. Our room rates are \$110 City Side and \$130 Lake Side rooms. Our group name is Bicycle Show 2012. Reservations can be made at 1-800-463-9929.

**MOVE-IN**—Move in takes place Thursday from 6 a.m. to 10 p.m. Note: early move in is available Wednesday from 9 a.m. to 5 p.m., contact show management to book an early move in time. Hours for exhibitors with late arriving product or to refill their booths with stock are from 8 a.m. to 11 a.m., on Friday, and 8 a.m. to 9:30 a.m. on Saturday and Sunday.

**SHOW HOURS**—Hours for the show are Friday, March 2, noon to 9 p.m., Saturday, March 3, 10 a.m. to 7 p.m. and Sunday, March 4, 10 a.m. to 6 p.m.

**MOVE-OUT**—Move out begins at 6 p.m. Sunday, March 4. We must be out of the building by midnight. **Anything not removed from the building by midnight Sunday will be shipped to our show service companies warehouse at the exhibitors expense.** Once the aisle carpet and curtains are removed, exhibitors will be able to drive in to their booth for those wishing to do so, which is usually by 7 p.m. Our carrier OTSFF 1-800-668-4473 will pick up any remaining items Sunday evening.

**INSURANCE & SECURITY**—Exhibitors must contact their Insurance Broker/Company to obtain a certificate of insurance confirming liability coverage is in place with respect to the booth and product while located at the consumer show. The show (Canadian Shows & Special Events Inc. o/a Toronto International Bicycle Show) must also be added as an additional insured. This certificate must be presented to the show prior to the exhibitor moving in to set up for the show. You may fax the certificate to 416 369-0515 or mail to: The Toronto International Bicycle Show, 1 Yonge St. Suite 1801, Toronto, Ontario M5E 1W7. The show is not responsible for theft of items and therefore coverage must be obtained by your own Insurance Company. The show supplies 24 hour security staff.

**SHOW FURNITURE & SUPPLIES**—Our show service company is Ontario Promotional Services. Their order forms are attached. Contact them at 905 624-6955.

**ELECTRICAL/TELEPHONE/SIGNAGE**—Are looked after by the Direct Energy Centre. Their order forms are attached. To contact call client services at 416 263-3064.

**BOOTH STANDARDS**—Exhibitors must have a professional booth set-up. It is mandatory that all booths have clear signage indicating the company or product name. In addition, each exhibit is required to have carpet or some form of flooring that covers the building concrete.

**DRAYAGE**—A forklift is supplied for exhibitors at no charge by the Bicycle Show for unloading and reloading of transports and storage of crates. The forklift will be on duty Wednesday from 9 a.m. to 4 p.m., Thursday from 8 a.m. to 4 p.m. and Sunday from 6 p.m. to midnight. Any forklift requirements outside these hours will be charged back to the exhibitor. Dollies are available at the loading docks. A licence or credit card must be left with the Dolly Keeper to obtain a Dolly.

**TRANSPORTATION & STORAGE**—The show's official carrier is OTSFF Transportation. For all your shipping and logistical needs call them at 1-800-668-4473. There are storage areas at various places throughout the show for crates and cartons. OTSFF will pick up Sunday evening.

**EXHIBITOR BADGES**—Please fill out the attached badge order form and return to our office by fax at least 10 days prior to the show. Three badges are allowed per 10 x 10 booth. Additional badges are \$20 each. Badges and holders are available at the show office beginning on the Thursday and throughout the show hours.

**COMPLIMENTARY PASSES**—Paid exhibitors receive 5 one-day complimentary passes. They are available at the show office on the Thursday of move-in. Additional one-day passes may be purchased move-in day for \$10.

**SMOKING**—Smoking is prohibited in the building.

**UNION LABOUR**—Laborers hired for booth set up and tear down must be an employee of the local union. Video boards or other audiovisual presentations must be installed and removed by IATSE Union personnel. Please contact our show service company at 905-263-3064 to arrange for staff if required.

**WORKPLACE SAFETY**—Exhibitors are reminded that we require compliance with the Occupational Health and Safety Act as regulated by the Ontario Ministry of Labour. Certain displays, especially those involving any form of scaffolding or that exceed the 8 foot height limit for displays, may cause that display to be designated a "Construction Site". As such, the display area may be required to be surrounded by caution banner during construction and all workers in the area will be required to wear hard hats and approved safety boots. Safety harnesses may be required for anyone working off the ground. Children under the age of 15 will not be allowed in the show during move-in and move-out. Because of this, exhibitors may want to re-consider the type of display they erect in the show.

**DISPLAY AREA**—Exhibitors must stay within the confines of their purchased space. There are no handouts allowed in the aisles or anywhere else within the show. Standard Booth height limit is 8 feet with the exception of hanging signs or centerpieces. All booth space over 8 feet must be approved by show management. **Exhibitors infringing on aisle space will be invoiced a minimum of \$500.00 for the additional space.**

**WHEELCHAIRS**—Wheelchairs are available for rent at the Show Office located at the North/East corner of the Better Living Centre. Those wishing to acquire a wheelchair may enter the building via the Exhibitor Entrance.

**FOOD SAMPLING AND SALES**—The resident caterer at the Direct Energy Centre is the only one authorized to sell food or drink.

**Those wishing to sample food or drink must submit a food sampling form along with the insurance approvals requested. Forms are available on the Bicycle Show website at [www.bicycleshowtoronto.com](http://www.bicycleshowtoronto.com) or through the Bicycle Show Office. Requests must be made a minimum 30 days prior to the show.**

**CUSTOMS**—The Bicycle Show is a bona fide exhibition and as such enjoys the privileges under tariff item #9993.00.00.00. Should you be importing products or display material that will be returning to the country of origin you should contact our official broker. Contact Mendelsohn Event Logistics at 1-800-665-4628. Our representative is Maria Bava.

**PARKING**—Parking is free during move-in. A fee is charged by Exhibition Place during show days. A parking pass form to qualify for special rates is attached for a 3 day pass at a cost of \$24.00 for the weekend. Free parking for oversize vehicles and trailers is located west of the Better Living Centre behind the Medieval Times building.

**EXHIBITOR LOUNGE**—We have allocated an exclusive area in the Bike Show for exhibitors. This area will be available to exhibitors and their guests. It is signed as such and is located next to the show office.

If you have any questions you may contact me directly at 416-363-1292. You may also email me at [carl@motoparkracing.com](mailto:carl@motoparkracing.com) Once again, thank you and have a great show.

Sincerely yours,

Carl Bastedo  
Show Manager  
416 363-1292, cell 416-801-6867  
[carl@motoparkracing.com](mailto:carl@motoparkracing.com)