



January 17, 2020

**TO: EXHIBITORS**

## **Aisle Infringement**

All exhibitors are required to stay within the confines of their booth space. If any exhibitor fails to follow these guidelines, show management will charge the exhibitor for any additional space that the exhibitor has arbitrarily designated as their own.

The aisle infringement is a problem for the following reasons:

- The Fire Marshal is very strict at The International Centre and infringement will not be tolerated
- The show's Insurance Company has warned that claims would be rejected due to this problem
- Complaints from exhibitors regarding other exhibitors infringing on the aisles
- Constant battle between exhibitors that infringe on the aisles and show management
- Aisle infringement creates over crowding for the consumers attending the show.

We have attempted for many years to control the infringement of the aisles by speaking to exhibitors with very little success. All of the above is very negative and spoils a very positive show and we have been left with no other alternative but implement the following procedure:

**Procedure** - Show staff will check for aisle infringement and exhibitors that are infringing on the aisles will receive an invoice for the additional space utilized.

Once again, thank you for your continued support and participation in the Toronto Bicycle Show and E-Bike Expo. We appreciate your co-operation and understanding in this matter.

Yours truly,

Vanessa Graziosi  
Show Manager