



93<sup>rd</sup> Annual Convention & Trade Show

VANCOUVER CONVENTION CENTRE

CPMA  
CONVENTION  
+ TRADE SHOW  
VANCOUVER 2018

#CPMA2018

**Event Dates:** April 24-26, 2018  
**Trade Show Dates:** Wednesday, April 25 – Thursday, April 26, 2018  
**Location:** Vancouver Convention Centre, West Building, Vancouver, BC Halls B2, B3, C

## CPMA Trade Show Planning Guide

### Planning Your Show

#### What's included in your exhibit space?

8 foot high black drape back wall  
3 foot high black drape side walls  
1 line ID Sign (7"x44") with company name and booth number

Carpet is **not** included but exhibitors are REQUIRED to cover the floor of their booth. [Carpeting](#) can be ordered through the GES exhibitor's manual. The aisles will be carpeted in gray/black patterned carpet.

#### Questions?

General Exhibitor Questions | Nicole Jeffrey  
[njeffrey@cpma.ca](mailto:njeffrey@cpma.ca) | +1 (613) 226-4187 x217

GES Exhibitor Services | Karina Acuna  
[torontoexhibitorservices@ges.com](mailto:torontoexhibitorservices@ges.com) | 905-283-0500 ext. 591

A full listing of Official Contractors can be found on the [Official Contractors List](#).

#### Exhibitor Bulletins

The monthly [exhibitor bulletins](#) will help keep you on track with your [key deadlines](#) and ensure your show planning is a success.

#### Exhibitor Services Manual

The GES Online [Exhibitor Services Manual](#) will provide you with all the information you need to plan your participation in the trade show. The manual includes

information on GES booth furnishings and services, catering and sampling, vendor services order forms, lead retrieval, customs and shipping, and Vancouver Convention Centre Services and utilities. All of your Exhibitor Services orders with GES can be placed conveniently online through their secure portal. For an overview of the complete manual contents, please see the [exhibitor resources page](#).

#### Badge Registration

Exhibitor badges can be registered within the [a2z system](#). For full delegate badges, and individual tickets to other events, registration will open on January 8, 2018.

For each 10x10 ft. of exhibit space, you will receive 5 exhibitor badges which include access to the After Party, trade show and business sessions.

Badges are not mailed in advance, they will be picked up at the registration desk on Level 1 of the VCC West Building.

#### Complimentary Customer Appreciation Passes

Each exhibitor will receive five invitations per 100 sq. ft. of exhibit space to provide to customers or invited guests which include complimentary access to the trade show during show hours. These passes will be sent to the booth logistics contact in February by email and included in your a2z profile.

#### Co-exhibitors

Main Exhibitors purchasing an exhibit space and who have co-exhibitor(s) sharing their booth space are required to register all co-exhibitors that are current CPMA members.

The co-exhibitor [registration form](#) must be completed by the Main Exhibitor and submitted to the Management in order for the co-exhibitor(s) to be listed independently in all official exhibitor listings, receive exhibitor badges under their company's name, have access to exhibitor's promotional opportunities and receive individual services from show management.

### Online and Print Directory

Fill out your profile information in the a2z [online directory](#) which will be viewable in the interactive floorplan and printed in the exhibitor's list. All profiles must be updated by March 9<sup>th</sup> in order to be included in the printed program.

### New Product Showcase

Introduce your new products to a targeted audience of key industry professionals. Space is limited. [Sign up today!](#) The new products will be located in a high traffic area near the registration area on Level 1. Categories this year are Best New Product, Freggie Approved, Packaging Innovation and the new Organic Products.

### Hotel Reservations

Hotel blocks have been reserved at a number of hotels in Vancouver. Check out the [hotel page](#) for a full listing of official convention hotels. You should make your reservations directly with the hotels before the cut-off date of Thursday, March 22, 2018. **CPMA does not use housing bureaus.** Any third party that contacts you is not affiliated with CPMA, and we cannot guarantee the legitimacy of their claims.

### Rules and Regulations

Please review the [Exhibitor Rules](#) for show requirements, [booth display guidelines](#), and in-booth activity regulations.

### Booth Display Guidelines

Height restrictions vary depending on the type of booth and location, and are strictly enforced. Review these guidelines [here](#).

### Insurance

A certificate of general liability insurance for a minimum amount of one million dollars, naming the Canadian Produce Marketing Association as additional named insured or certificate holder must be provided to CPMA by **March 21, 2018** and remain in force through April 27<sup>th</sup>,

2018. For additional information, please see the [insurance requirements](#).

### Fire Code Regulations

The Vancouver Convention Centre has regulations on elements that may be used in booth construction to ensure they conform to fire safety standards, as well as building codes. Please review these [regulations](#) carefully to ensure compliance. All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. 10x10' or larger booths with roofs of any kind, including tents & pop-up canopies, require a 5 lb ABC-type fire extinguisher. Fully enclosed structures or roofed structures larger than 10'x10' may require supplemental smoke detection as required by Vancouver Fire and Rescue Services.

### International Exhibitors

International exhibitors who require a visa can request a letter of invitation to assist with the application process. As of 2016, Canada introduced a new entry requirement, known as an Electronic Travel Authorization (eTA), for visa-exempt foreign nationals travelling to Canada by air. Exceptions include U.S. citizens and travellers with a valid visa. For more information, please see the [International Delegate and Exhibitor Page](#).

## Plan Your Shipment and Booth Set-up

### Important Locations in the VCC –West Building

|                         |                 |
|-------------------------|-----------------|
| Registration            | Level 1         |
| Trade Show              | Halls B2, B3, C |
| Exhibitor Services Desk | Back of Hall B2 |

### Move-In Information

Move-in dates are Monday, April 23<sup>rd</sup>, 7am – 6pm, Tuesday, April 24<sup>th</sup> 7am – 6pm, and Wednesday, April 25<sup>th</sup> 7am – noon by targeted freight [move-in schedule](#). Exhibitors using the loading docks must adhere to their scheduled time. Materials brought through the front of the exhibit hall must be a small quantity/size that the exhibitor can carry in by hand – no dollies or carts allowed. All other items must go through the loading docks. Booths must be show ready by **Wednesday at noon**.

All exhibitors must wear protective footwear during move-in/out. Hi-Vis Vests are required to be worn while forklifts are in operation and will be provided by the VCC onsite upon presentation of personal identification.

All vehicles must report to the marshalling yard on [West Waterfront Road](#) prior to accessing the loading docks. More information on directions and procedures can be found on the [Move in information page](#)

### **Move-out Information**

[Move out](#) will be Thursday, April 26th, 4:30pm – 10:00pm. Empty containers will be returned starting at 5:30pm after the aisle carpet removal. Move out continues Friday, April 27th, 7:30am to 2pm. All carriers must be checked in by 10:00am, and show materials removed by 2:00pm.

### **Shipping Information**

Read the [shipping and customs information](#) in the exhibitor's manual for an overview before preparing your shipment. [GES Logistics services](#) can assist with your shipment and can offer a one-source solution for logistics, shipping & transportation.

### **Advance Shipping**

All produce and perishable materials can be shipped to the **Fresh Direct Advance produce warehouse** between Monday, April 2 – Thursday, April 19, 2018. Please notify the warehouse in advance of the expected delivery date and time

Booth materials/non-produce can be shipped to the **GES Advance warehouse** between Monday, March 23- Wednesday, April 18, 2018

Please note that there are [separate advance warehouses](#) for Produce and Non-produce. To ensure proper storage, please separate your perishable and non-perishable items and label them appropriately.

### **Direct to Show Site Shipping**

When shipping [direct to show site](#), please label your produce shipments separately from your non-produce/booth item shipments to ensure proper storage. Please DO NOT combine your produce and non-produce shipments on one skid

Use the Produce shipping label for refrigerated storage and the non-produce/booth material label for dry storage.

Direct to show site material should arrive between Monday, April 23- and Tuesday, April 24 following the target move-in schedule.

### **Material Handling Information**

GES is the exclusive provider of onsite material handling and drayage services, including labour to unload and deliver shipments to the exhibitor's booth space, remove and store empty crates, load freight onto the designated outbound carrier, and manage onsite refrigerated storage.

Review the material handling information for [produce](#) and [non-produce](#) contained in the exhibitor's manual for pricing on getting your shipments to your booth.

Cold storage is available on site, sponsored by R R Plett Trucking Ltd and managed by GES. Labels for [daily deliveries](#) can be found in the exhibitor manual. Please label your produce and stop by the GES exhibitor service centre onsite to schedule your delivery.

### **CFIA and CBSA Letters**

The [CBSA Letter of Recognition](#) (Canadian Border Services Agency) and the [CFIA Letter of Exemption](#) will be available in February 2018. Please read carefully and if either applies to your company or product, have a copy of these ready at the border. More resources can be found in the [Customs FAQ](#), or in the [customs section](#) of the exhibitor manual.

### **Exhibitor Appointed Contractors**

ALL exhibitors should complete and submit to CPMA the [Exhibitor Appointed Contractor Form](#) to confirm their booth set-up arrangements by March 21, 2018. Exhibitors who are using a third party contractor, other than GES, Lowe's, or any of our [official service providers](#) must also provide proof of insurance for their contractor. Please note that if EACs are not registered in advance or do not provide proof of insurance, they will not be permitted into exhibit halls and GES labor must be used.

### **Product Sampling/Catering/Cooking**

**ALL** exhibitors must submit the [Sampling/Catering notification Form](#) to indicate whether you will be serving food at your booth.

General information about food services can be found in the Sampling and catering information section of the [Exhibitor Services Manual](#). Sample size is limited to 4 ounces of liquid or one ounce (bit sized) of food.

If you will be handling or serving food and/or beverages (including food ordered through VCC Catering), you will need to review and abide by the Vancouver Coastal Health [Food Safety Requirements](#). If you are sampling your products or preparing food in your booth, you will need to complete the [Temporary Food Services Application Form](#) for review by Vancouver Coastal Health. If you are serving food, you will require a Temporary Handwash Station. You can either provide your own or rent [through GES](#). A health inspector will be at the trade show and any booth not meeting these requirements will not be allowed to operate.

If you will be cooking in your booth, a 5lb ABC-type fire extinguisher is required.

If you would like to order catering, or need assistance with product preparation, service ware, or ice, please make your arrangements with the exclusive catering provider, [VCC Catering](#).

Alcohol must be ordered and served through the convention centre catering services. Exhibitors wishing to serve alcohol at their booths must complete the [Alcohol Request Form](#).

## Security

Show management will provide general security services for the trade show hall on a 24 hour basis throughout the duration of the event as well as the move-in and move-out period.

## Food Bank

Every year, CPMA partners with a local food bank to ensure that leftover produce goes to help members of the community. In 2017, CPMA Exhibitors donated over 70,000 pounds of fresh produce. If you would like to participate in this initiative, please place a food bank sticker on your leftover produce and leave in your booth as it will be collected after the show closes. Food bank stickers are available at the GES Service Counter.

## Best Booth Awards

The 2018 CPMA Trade Show will continue the tradition of recognizing exhibitors for their efforts in creating outstanding displays and providing a high-quality experience to the trade show visitor. New this year, there will be three categories – best island booth, in line booth and first time exhibitor and will be selected by a panel of judges. All exhibitors are automatically entered into this competition.

## Exhibitor on site schedule

|                                                                                                         |                                                                                                       |                                                                                                                                  |
|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| <b>Exhibitor set-up by targeted move in floor plan</b>                                                  | Mon, April 23<br>Tues, April 24<br>Wed, April 25                                                      | 7:00 am – 6:00 pm<br>7:00 am – 6:00 pm<br>7:00 am – 12:00 pm                                                                     |
| <b>GES Service Centre Hours</b>                                                                         | Sun, April 22<br>Mon, April 23<br>Tues, April 24<br>Wed, April 25<br>Thurs, April 26<br>Fri, April 27 | 8:00 am – 4:00 pm<br>7:00 am – 6:00 pm<br>7:00 am – 6:00 pm<br>7:00 am – 5:30 pm<br>9:30 am – 7:30 pm<br>8:00 am – 2:00 pm       |
| <b>Trade Show Hours</b>                                                                                 | Wed, April 25<br>Thurs, April 26                                                                      | 1:30 pm – 5:30 pm<br>11:30 am – 4:30 pm                                                                                          |
| <b>Move Out</b>                                                                                         | Thurs, April 26<br>Fri, April 27                                                                      | 4:30 pm – 10:00 pm<br>7:30 am – 2:00 pm                                                                                          |
| <b>Produce Deliveries</b><br>To schedule produce delivery, you must visit the GES service centre onsite | Tues, April 24<br>Wed, April 25<br>Thurs, April 26                                                    | 7:00 am – 11:00 am<br>7:00 am – 10:30 am<br>7:00 am – 10:30 am<br>(all produce must be ready for pickup by 10:30am on show days) |