



Event Dates: May 12 – 14, 2020
Trade Show Dates: Wednesday, May 13 – Thursday May 14, 2020
Location: Metro Toronto Convention Centre (Toronto, ON) – South Building, Halls D/E

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 manual or as part of a [turnkey package](#). The aisles will be carpeted in gray/black patterned carpet.

Questions?

General Exhibitor Questions

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GES Exhibitor Services

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

Exhibitor Update Emails

The monthly [exhibitor updates](#) will help keep you on track with your [key deadlines](#) and ensure your show planning is a success. These are sent to the booth logistics coordinator. Want to be added to this list? Email njeffrey@cpma.ca.

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, customs and shipping, and Metro Toronto 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

New this year: Exhibitor badges can be registered in our [central reservation system](#). Add exhibitor badges and buy social event tickets all in the same place. Full delegate pass registration will open on January 6, 2020.

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

Badges are not mailed in advance; they must be picked up at the registration desk on the 600 level of the Metro Toronto Convention Centre (MTCC) South 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 March 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 CPMA 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 exhibitors' 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 exhibitors list. All profiles must be updated by March 13, 2020, in order to be included in the printed program.

New Product Showcase

Introduce your new products to a targeted audience of key industry professionals. Product must have been introduced since April 5, 2019. Space is limited – [sign up today!](#) The new products will be located in a high-traffic area directly across from the Trade Show entrance.

Hotel Reservations

Hotel blocks have been reserved at a number of hotels in Toronto. 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, April 9, 2020. 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.

Exhibitor Rules/Booth Height Restrictions

Please review the [Exhibit Rules](#) for show requirements. Height restrictions for your booth are strictly enforced and vary depending on the type of booth and location. 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 April 8, 2020, and valid through May 15th, 2020. For additional information, please see the [insurance requirements](#).

Toronto Fire Department/Ontario Building Code Regulations

The Metro Toronto Convention Centre has regulations on materials and design 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 and submit the [fire safety reply form](#) to the MTCC who will ensure your booth meets safety standards and fire codes.

Electrical Safety Authority

The Ontario Electrical Safety Code requires that any electrical equipment that is being displayed or used shall be approved and display a recognized certification mark. Unapproved electrical equipment will only be permitted to be displayed when the Electrical Safety Authority gives permission through the [Permission to Show](#).

International Exhibitors

International exhibitors who require a visa can request a letter of invitation to assist with the application process. For details regarding entry into Canada, please see the [International Delegate and Exhibitor Page](#). For shipping your product and exhibitor materials into Canada, make sure to arrange for appropriate [customs clearance](#) well in advance to make sure your exhibitor materials arrive on time.

Plan Your Shipment and Booth Set-up

Important Locations in the Metro Toronto Convention Centre (MTCC)

The following locations are all found in the MTCC South Building:

Registration	600 Level Foyer
Trade Show	Halls D/E
Exhibitor Services Desk	Front of Hall D
New Product Showcase	Hall E Foyer

Move-In Information

Move-in dates are Sunday, May 10 from noon until 6 p.m., Monday, May 11 from 7 a.m. to 6 p.m., Tuesday, May 12

from 7 a.m. to 6 p.m., and Wednesday, May 13 from 7 a.m. until noon. Exhibitors using the loading docks must adhere to their scheduled time on the on the targeted freight [move-in schedule](#). 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 or freight elevators. Booths must be show-ready by **Wednesday, May 13 at noon**.

All exhibitors are required to wear approved personal protective equipment (PPE), such as CSA approved or equivalent safety shoes or steel toes during move-in/out.

New This Year: Freight Elevators

There are two service freight elevators accessible for exhibitor freight from within the South Building Parking Garage and from Bremner Boulevard, across from the MTCC South Building entrance.

For complete information on move-in logistics, please see the [Move-In Information page](#).

Move-Out Information

[Move-out](#) will take place Thursday, May 14, from 4:30 p.m. to 10 p.m. Empty containers will be returned, starting at 5:30 p.m., after the aisle carpet removal. Move-out continues Friday, May 15, from 7:30 a.m. to 2 p.m. All carriers must be checked in by noon, and show materials must be removed by 2 p.m.

Exhibitors may use the freight elevators to move out.

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; order forms can be found in the kit.

CFIA and CBSA Letters

The CBSA (Canadian Border Services Agency) Letter of Recognition and the CFIA (Canadian Food Inspection Agency) Letter of Exemption will be available in February 2020. 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.

Advance Shipping

Booth materials/non-produce can be shipped to the GES Advance Warehouse between Monday, April 6 and Friday, May 1, 2020.

All produce and perishable materials can be shipped to the advance produce warehouse (sponsored by [Ippolito Produce](#)) between Monday, April 20, and Friday May 8, 2020.

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

Direct-to-Show-Site Shipping

When shipping direct to the 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 the same pallet.

Use the **Produce shipping label** for refrigerated storage and the **Non-Produce/booth material** label for dry storage. Labels are [available here](#).

Direct-to-show-site material should arrive between Sunday, May 10, and Tuesday, May 12, following the targeted 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 and Produce Deliveries

Cold storage is available on site and can be ordered through the [produce material handling form](#). On site reefers are provided. Labels for [daily deliveries](#) can be found in the exhibitor manual. Please label your produce and ensure that you have scheduled your produce deliveries with GES. Daily produce booth deliveries will occur on Tuesday, Wednesday and Thursday, beginning at 7 a.m. Produce must be ready for removal from your booth by 10:30 a.m.

Exhibitor-Appointed Contractors (EACs)

ALL exhibitors should complete and submit to CPMA the [Exhibitor-Appointed Contractor Form](#) to confirm their booth set-up arrangements by April 8, 2020. Exhibitors who are using a third party contractor, other than GES,

Lowe's, Showtech, 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 labour must be used.

Product Sampling/Catering/Cooking

ALL exhibitors must submit the [Sampling/Foodservice 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 bite-sized food (2 in. x 2 in.).

If you will be handling or serving food and/or beverages (including food ordered through MTCC Catering), you will need to review and abide by the [Toronto Public Health Requirements](#) and complete the [Toronto Public Health Food Service Notification Form](#). If you are serving food, you will require a [Temporary Handwash Station](#). You can either provide your own or rent through GES. A Toronto Public 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, please review the [fire regulations](#) and complete the [Fire safety reply form](#). If

using propane or gas appliances, [approval](#) must be obtained 30 days prior to the show.

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, [MTCC 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 Service Request Form](#).

Food Bank

CPMA has partnered with Toronto's [Daily Bread Food Bank](#) to ensure that leftover produce goes to help members of the community. 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 2020 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 attendees. There will be three award categories: Best Island Booth, Best Inline Booth and Best First-Time Exhibitor. These awards will be selected by a panel of judges. All exhibitors are automatically entered into this competition.

Exhibitor On-Site Schedule

Exhibitor Set-Up by Targeted Move-In Floor Plan	Sunday, May 10 Monday, May 11 Tuesday, May 12 Wednesday, May 13	12 p.m. – 6 p.m. 7 a.m. – 6 p.m. 7 a.m. – 6 p.m. 7 a.m. – 12 p.m.
GES Service Centre Hours	Sunday, May 10 Monday, May 11 Tuesday, May 12 Wednesday, May 13 Thursday, May 14 Friday, May 15	8 a.m. – 4 p.m. 7 a.m. – 6 p.m. 7 a.m. – 6 p.m. 7 a.m. – 5:30 p.m. 9:30 a.m. – 7:30 p.m. 8 a.m. – 2 p.m.
Trade Show Hours	Wednesday, May 13 Thursday, May 14	1:30 p.m. – 5:30 p.m. 11:30 a.m. – 4:30 p.m.
Move Out	Thursday, May 14 Friday, May 15	4:30 p.m. – 10 p.m. 7:30 am – 2 p.m.
Produce Deliveries (all produce must be ready for pickup by 10:30 am on show days)	Tuesday, May 12 Wednesday, May 13 Thursday, May 14	7 a.m. – 11 am 7 a.m. – 10:30 a.m. 7 a.m. – 10:30 a.m.