



MEMO 2010

Exhibitor Manual

Laurentian University
Sudbury, Ontario, Canada

- **Conference: October 24, 25, 26 & 27, 2010**
- **Exhibition: October 25 & 26, 2010**

Sponsored by



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1. Purchase Order Checklist

Please use this checklist to make sure you did order the products/services before the required deadlines. Keep this checklist and mark your ordering date.

PRODUCTS/SERVICES TO ORDER	DEADLINE	DATE ORDERED
Hotel Reservation	July 9, 2010	
Exhibit Badges for exhibitors staff	Sept. 24, 2010	
Show Decorator (Furnishings, plants, etc...)	Sept. 24, 2010	

Laurentian University

Public Entrance

935 Ramsey Lake Road
 Sudbury ON P3E 2C6

1-705-675-1151
 1-800-461-4030

www.laurentian.ca

[Campus Map](#)

2. Show Service Providers List

CIM/MEMO has appointed the following companies as service contractors for the 2010 CIM / MEMO Conference & Trade Show. If you are planning on using a non-official service contractor please be advised that there are certain requirements that your appointed contractor must comply with before being allowed access to the Trade Show floor.

Sales Manager	CIM/MEMO Martin Bell mbell@cim.org Tel : 514-939-2710 x 1311
Registration Hotel Accomodation	CIM/MEMO Chantal Murphy cmurphy@cim.org Tel : 514-939-2710 x 1309
Show Decorator Furnishings, Audio Visual	Pete's Rentall orders@petesrentall.ca Tel : 705- 673-4896 Fax: 705-673-1865 Toll Free: 877-383-6874

<u>MEMO DATES / TRADE SHOW HOURS</u>	
Monday	October 25, 2010 10:00 - 17:30
Tuesday	October 26, 2010 10:00 - 17:30

3. General Terms and Conditions

The CIM/MEMO Rental Contract is a binding document that incorporates the following terms and conditions:

The Exhibitor agrees to pay for the contracted booth space and furnishings whether actually occupied by a display or not, and which is subject to the rules outlined herewith and in the CIM/MEMO Booth Space Rental Contract.

The rental must be paid in full prior to the move-in date or the Exhibitor's crews will not be permitted access the halls.

Should the Exhibitor relinquish his participation or be unable to participate in the exhibition, he will lose all entitlement to the reimbursement of the amounts paid no matter the impediment to his participation.

The Exhibitor agrees to abide by all the rules described herewith to which reference is made and which forms a part of the booth space contract, including local union and labor laws, provincial laws, and specific regulations and requirements issued by the venue.

Exhibitors may share with other companies but cannot sublet their space to others.

Disabilities Act

All exhibiting companies are required to be in compliance with the Canadian Disabilities Act and are encouraged to be sensitive to attendees with disabilities.

Exhibitors' Demonstrations

Demonstration areas must be organized within the Exhibitor's space and must not interfere with aisle traffic. Demonstration tables must be placed at a minimum of 2'0" (60 cm) from the aisle line. Interference with normal aisle traffic flow or overflow into neighboring booths is prohibited. Each Exhibitor is responsible for ensuring proper traffic flow, and aisles should not be obstructed at any time.

Safety Precaution: Demonstrations involving potentially hazardous machines, displays or parts must incorporate hazard barriers to prevent accidental injury to spectators. Exhibitors must conform to any directive given by the CIM/MEMO committee.

Exhibitors are not permitted to place any type of materials outside their booth space area.

CIM Publications and printed matter prepared by CIM are the only authorized publications to be distributed to Exhibitors' booths and designated places.

Solicitations

Exhibitor surveys must be confined to the Exhibitor's booth space. Floor solicitation and distribution of printed materials to Exhibitors are not permitted unless authorized by the CIM/MEMO Exhibitions Director.

Removal of Show Items during Move-in or After Show Hours

Prior to removing any show item from the attended booths during show time or after show closing, the Exhibitors are required to inform the security and obtain a Materials Show Exit Voucher.

Show Security

Laurentian University provides peripheral security on a 24-hour basis. **Note:** It is the responsibility of each Exhibitor to protect his materials from loss or damages. Exhibitors are urged to take every possible precaution to secure the easy-to-carry items at all times. All incidents should be reported to security and show management. If appropriate, law enforcement agencies will be called upon. Exhibitors should keep a copy of all documentation and inform their insurance companies.

Exhibitor attendance to conference

All exhibiting staff can attend the conference sessions.

4. Move-In / Installation Schedule

Move-In Schedule:

Sunday October 23, 2010 12:00pm - 06:00pm

IMPORTANT NOTICE

There are no Freight Services
There is no Loading Dock
Exhibitors are responsible for their own material handling

**Large Outdoor Equipment must be scheduled with Show Management.
Please contact John Larsen at John.Larsen@valeinco.com**

5. Information & Restrictions

Exhibitor Restrictions

Exhibitor's employees are prohibited to drive forklifts or use dollies, carts, power tools and other show equipment. For safety purposes only the official contractor is permitted to such work.

Booth ID Numbers

Booth ID numbers will be temporarily displayed and clearly visible during move-in and during the show.

Storage within the Booth Space

Fire regulations in most Exhibit Facilities prohibit storing empty carton containers or packing materials behind back drapes. In most cases, however, Exhibitors may store a limited supply of literature or small display containers within their booth area, so long as these items do not impede access to utility services, create a safety problem or look unsightly.

Aisle Carpeting

Aisle carpeting will commence at 5:00pm on Sunday. Exhibitors who are still assembling their booths must make arrangements for removal of their empty crates from the aisles before this time. Any additional labor costs incurred due to this negligence will be charged to the exhibitor in default.

Strategies to keep your costs down & our event greener!

Don't bring more brochures than you need.

Heavy and Large items

NO heavy pieces (in excess of 250lbs) will be permitted on the trade show floor. Large items will also be prohibited. If you have questions concerning your display, please contact Martin Bell at mbell@cim.org

6. Furnishings

Pete's Rental

orders@petesrentall.ca

Tel : 705- 673-4896

Fax: 705-673-1865

Toll Free: 877-383-6874

This company is in charge of the following services:

Furnishings, booth decorating, plants etc., and will be available pre-event **ONLY!**

7. Show Instructions – Outbound Operations

Show Closure Announcement

Exhibits must remain staffed and intact during the show and may not be dismantled or removed before the show officially ends. **Exhibitors failing to abide by this rule may be disqualified from exhibiting from participating at future CIM Exhibitions.**

Aisle Carpeting

At show closure (5:30 PM on Tuesday), show decorator will be removing the aisle carpeting. Exhibitors must ensure that no materials from their booths impede this activity.

Booth Dismantling

Exhibitors are requested not to leave their booth unattended during move-out operations. Dismantling and packing should start immediately after show closing.

Move-out Waste

Exhibitors are responsible for removal of all their own waste and recycling.

8. Accommodations

Hotel Information - MEMO 2010

Hotel reservations are done directly with the hotels. To get the conference rates, please identify yourselves as booking with "MEMO 2010"

HOTEL NAME	Price for one night without taxes	Reservations	Website
Holiday Inn 1696 Regent St., Sudbury, ON	\$137.00 single or double	1-800-461-4822 (705) 522-3000	Click here
Best Western 151 Larch Street, Sudbury, ON	\$109.00 single \$119.00 double	1-866-sudbury (705) 673-7801	Click here
Radisson 85 Ste. Anne Road, Sudbury, ON	\$135.00 single \$145.00 business \$155.00 executive	1-800-333-3333 (705) 675-1123	Click here
Quality Inn 390 Elgin St., Sudbury, ON	\$118.00 single or double	1-800-461-1120 (705) 675-1273	Click here
Hampton Inn 2280 Regent Street, Sudbury, ON	\$139.00 queen size bed \$159.00 king size bed	(705) 523-5200	Click here
Homewood Suites 2270 Regent St., Sudbury, ON	\$149.00 studio suite \$159.00 one bedroom suite	(705) 523-8100	Click here

9. Registration / Exhibitor Badges

Badges will be available on-site through the exhibitor registration counter. The hours of registration are:

Sunday, October 24, 2010 12:00pm – 6:00pm

10. Show Regulations

Fire Protection

The following elements form an integral part of the show regulations. The Fire Safety Officer from the City of Sudbury has full discretionary power to apply additional rulings to ensure conformity with local fire codes and to maintain an acceptable level of fire safety within the University.

In brief, the regulations of the Fire Department, Prevention Bureau state the following:

Equipment

Access to portable extinguishers and fire cabinets shall be maintained free of obstruction at all times, including during set-up and dismantling of the exhibit. Under no circumstances can fire suppression equipment be removed, moved or made inaccessible. Emergency exit doors must remain accessible at all times.

Decoration

All curtains, drapes, carpeting and other similar furnishings and decorative materials shall be noncombustible or flame-retardant treated to the satisfaction of the Fire Department. No flammable fluids or substances may be used or shown in exhibits. Decorations made of natural trees (i.e., coniferous or broad-leaved) are permitted provided they are potted with their roots and watered regularly. Any dry vegetation or dried-up tree shall be prohibited. Open flame or pyrotechnic devices are not permitted.

Displays

The Fire and Safety Officer and the Exhibition Director or their appointees, will conduct booth inspections prior to opening the show and ensure that Exhibitors have complied with the show rules and regulations. Exhibitors in default will be requested to promptly comply. **Note:** Serious infractions of the show rules and regulations can result in Exhibitor's expulsion from the show. In these instances, all fees will be forfeited and the Exhibitor may be barred from participating in future CIM/MEMO Exhibitions.

Safety Procedures

- Open flame devices and burning or smoke-emitting materials are prohibited.
- No display or exhibit shall be installed or operated in a way which could interfere with the visibility of an exit sign or access to any exit, nor shall any display block access to fire-fighting equipment.
- If necessary, the Fire and Safety Officer may request fire-extinguishing apparatus. All such equipment must remain visible and accessible at all times.
- The use of welding and cutting equipment for demonstration purposes may be allowed only with a permit from the Fire and Safety Office. Compressed flammable gases, flammable or combustible liquids, hazardous chemicals or materials, Class II or greater lasers, blasting agents, and explosives are prohibited in the Exhibit hall.

Note: The Fire and Safety Officer may limit or restrict use of any of the above items.

Obstructions

Nothing shall be hung from or affixed to any sprinkler piping or sprinkler heads. Ceiling decorations must never impede the operation of the sprinkler system. All exit doors shall remain operable and unobstructed at all times. Exit signs, manual pull stations; fire department handsets; fire hose cabinets and portable fire extinguisher shall not be obstructed in any manner. If a fire hose standpipe is located in an exhibit space, it shall be the responsibility of the Exhibitor to provide access to such equipment and, if the view to such equipment is obstructed, to provide designating signs for same.

Note: Aisles and exit must be kept free of obstructions, easels, signs, etc. If the setup does not comply, show management and the Fire & Safety Officer can request modification to your arrangements. Failure to abide will result in eviction.

Mandatory Insurance Coverage

Exhibitors must take out an insurance policy that includes a **minimum coverage of \$1,000,000 CAD** for liability to third parties, damage to property and theft of equipment and products. The coverage must be valid for the duration of the show including set-up and dismantling periods. The exhibitor is

responsible for and is held to sending a copy of his insurance policy to the organizer. A copy of proof of insurance should be available at all times during the show. Exhibitors self-insured or not having a copy of insurance at site, will be requested to complete and sign a waiver form.

Security

The Laurentian University provides general security of the perimeter of the exhibition 24 hours a day. Exhibitors must take the necessary measures to protect their goods, materials, equipment, and exhibition components at all times. Never leave a handbag, portable computer or other portable item unattended in your stand

We remind you that CIM/MEMO and Laurentian University cannot be held liable for losses and/or damages to products and goods. The exhibitor is solely responsible for the security and the material of the rented exhibition spaces and stands.

Work delays may be caused by interruption of service due to breakage of machinery, apparatus, equipment, power failure or any other source under its control. It is mutually understood and agreed that CIM will use proper and reasonable care to prevent work delays.

Exhibition Management will not tolerate abusive argumentation over show rules and regulations. Abusers may be expelled. Exhibitors are responsible for their staff and contractors behaviors.

Degradation of the Premises

The exhibitors by their own fault or their contractor's, will be held liable for any harm or damages to the building or its components caused during the transportation, installation or retrieval of materials.

Sales & Promotional Activities

The distribution of samples and promotional materials as well as any solicitation activities are prohibited outside the rented exhibition space. These activities are also prohibited at the entrances of the exhibition hall, in the concourse or any other area on the PCM property.

Exhibitors' Demonstrations

Demonstration areas must be organized within the Exhibitor's space and must not interfere with aisle traffic. Demonstration tables must be placed at a minimum of 2'0" (60 cm) from the aisle line. Interference with normal aisle traffic flow or overflow into neighboring booths is prohibited. Each Exhibitor is responsible for ensuring proper traffic flow, and aisles should not be obstructed at any time.

Safety Precaution: Demonstrations involving potentially hazardous machines, displays or parts must incorporate hazard barriers to prevent accidental injury to spectators. Exhibitors must conform to any directive given by the MEMO Exhibition Production & Management Team.

11. Management Reserves the right to:

- Approve or prohibit any display which is objectionable (i.e., noise, odor) or degrades the good reputation and/or image of the event.
- Prohibit attraction-seeking ploys or stunts, which are aggressively promotional (theatrical-type shows), intended for use in the booth, halls, corridors or approaches thereof.

- Maintain the events professionalism and high caliber by maintaining the “Good Neighbor Policy” at all times. Loud or obtrusive audio-visuals, presentations or other activities distracting to neighboring booths will not be permitted.
- Insist that exhibits must be in good taste. Degrading side show antics and/or other undignified promotional methods (scantily clad models) will not be permitted.
- Prohibit the use of flashing signs or other lighting effects which cause distracting reflections or interfere with other exhibitors.
- Locate, relocate or re-number any exhibit space at any time.
- Close exhibitors’ who serve or distribute alcoholic beverages from their booth.