

## EXHIBITOR SERVICES MANUAL

Dear Exhibitor:

We are pleased that you are joining us at the International Centre for this year's Canadian Waste & Recycling Expo. We are looking forward to seeing you November 3-4, 2010 in Toronto, Canada.

Enclosed is your Exhibitor Services Manual, your official Canadian Waste & Recycling Expo (CWRE) planning tool. This manual is designed for your convenience and to give you the necessary information for your participation in the show. Please read this manual carefully in order to familiarize yourself with all of its contents.

It is important that the Exhibitor Services Manual be given to the person directly responsible for organizing your company's participation in the show. Your assistance in meeting deadlines is greatly appreciated.

We look forward to working together for a successful event. If you have any questions or concerns, please do not hesitate to contact us at anytime.

Sincerely,

The Canadian Waste & Recycling Expo Team *and*  
Messe Frankfurt, Inc.

## TIPS FOR A SUCCESSFUL SHOW

### **Before the Show...**

- *Read your Exhibitor Service Manual* – It contains all the details, regulations and forms you will need to be prepared on-site.
- *Deadline Checklist* – Use this form to keep yourself on schedule while planning the details of your participation. Don't miss a single deadline or forget to order a service! It will save you both time and money.
- *Material Handling / Freight* – Be aware of shipping deadlines to avoid late or unnecessary charges. Use pre-printed labels to ensure proper delivery of your items.
- *Registration* – Register your exhibit staff online at [www.cwre.ca](http://www.cwre.ca). It's quick and easy and will save you time on-site (Click on exhibitor online registration).
- *Housing* – Book ahead to take advantage of the Canadian Waste & Recycling Expo preferred hotel rates. Rooms will fill up quickly, so make your reservations at [www.cwre.ca](http://www.cwre.ca) (Click on travel information).
- *Advertise and Promote* – Use online marketing, newsletters, direct mail, e-cards, press releases, telemarketing, industry publications and more to get the word out about your participation in the Canadian Waste & Recycling Expo. Also see our sponsorship opportunities in the Marketing / Press tab of the exhibitor service manual.

### **During the Show...**

- *Interact with Attendees* – Make an effort to greet all attendees with a polite and outgoing attitude. Be proactive! Don't sit, read, eat or talk on the telephone in your booth - you might miss out on potential prospects.
- *New Product Promotion* – Showcase your latest products in the popular New Product Showcase. This area is one of the biggest draws on the show floor for attendees and the press (see sign up form in the marketing/press tab).
- *Lead Retrieval* – Keep track of the attendees who visit your booth so you can contact them later. Lead management is one of the most important components of a successful show.
- *Press Kits* – Bring your press kits to the Canadian Waste & Recycling Expo Press Office for ultimate exposure to the media.
- *Provide Incentives* – Give attendees a reason to visit your booth! Promote a new product, hand out giveaways, host a special party, or offer drinks and snacks. Be creative in your promotions and draw quality visitors to your booth.

### **After the Show...**

- *Follow Up with your Leads* – Contact the attendees who visited your booth. Send them more information about your products and maintain the relationship you developed at the Canadian Waste & Recycling Expo. Often times the key to your success at a trade show depends on how you follow up with your leads.
- *Start Planning* – Look for the Canadian Waste & Recycling Expo 2011 information and begin to plan your next show participation.
- *Evaluate your Participation* – Determine what types of promotion worked for increasing booth traffic, etc. Analyze the overall success of the show – learn from your mistakes as well as your success!
- *Post-Show Meeting* – Arrange a meeting after the show with your sales, marketing and operations team. Discuss your follow up plan, what worked, and what you can improve on to increase your recognition and sales.

## IMPORTANT DEADLINES

<b>Form / Deadline</b>	<b>Date</b>	<b>✓</b>
Sponsorship Opportunities	ASAP	
Booth Space Balance Due	September 1, 2010	
Booth Variance Request Form	September 3, 2010	
Lange Move-In Requirements Questionnaire	September 18, 2010	
Show Directory Advertising Form	September 20, 2010	
Show Directory Listing Form	September 20, 2010	
Exhibitor Appointed Contractor Form	October 1, 2010	
Exhibitor Badge Order Form	October 1, 2010	
Prestige Carpet Order Form	October 3, 2010	
Advance Warehouse deadline for shipments greater than 3000 lbs.	October 11, 2010	
Telecommunications Order Form (Advanced Pricing)	October 18, 2010	
Freeman Order Forms (Advanced Pricing)	October 20, 2010	
Advance Warehouse shipping (Advanced Pricing)	October 21, 2010	
New Product Showcase Program	October 22, 2010	
Lead Retrieval Order Form (Advanced Pricing)	October 22, 2010	
Caldas Cleaning Order Forms	October 25, 2010	
First Day to Accept Show Site Deliveries	November 1, 2010 12:00 PM	

## IMPORTANT DATES & SHOW SCHEDULE

### **Exhibitor Move-In:**

Monday, November 1 12:00 p.m. – 6:00 p.m.\*

Tuesday, November 2 8:00 a.m. – 6:00 p.m.

\*Exhibitors with large equipment or vehicles will receive a separate move-in schedule.

### **Show Hours:**

Wednesday, November 3 10:00 a.m. – 4:00 p.m.

Thursday, November 4 10:00 a.m. – 4:00 p.m.

### **Exhibitor Move-Out:**

Thursday, November 4 4:01 p.m. – 10:00 p.m.

## SHOW LOCATION

### **International Centre\***

6900 Airport Road

Entrance 6b, Suite 120

Mississauga, Ontario

Canada L4V 1E8

<http://www.internationalcentre.com/>

Phone: (905) 677-6131

Toll-free: 1-800-567-1199

Fax: (905) 677-3089

***\*The International Centre is the exclusive provider of Food & Beverage, Cleaning, Electrical, Telecommunications, Rigging, and Plumbing. All International Centre order forms can be found under the "Additional & Building Services" tab in this manual.***

## QUICK FACTS

### Airports

#### **Toronto Pearson International Airport**

Airport Information

Terminal 1 & 2 : (416) 247-7678

Terminal 3: (416) 776-5100

Toll Free: 1-866-207-1690

[http://www.gtaa.com/en/contact\\_us/](http://www.gtaa.com/en/contact_us/)

### Booth Package

Your booth fee includes black pipe and drape, complimentary sign, show directory listing, admission badges for personnel, interactive floor plan with direct link to your company's home page, VIP buyer incentive programs. The aisle carpet will be green. Your booth does not come with carpet. Booth carpet and other needed furnishings should be ordered through Freeman. All booths under 1,000 square feet must have floor covering.

### Directions & Travel

International Centre, Hall 3, 6900 Airport Road, Mississauga, Ontario, Canada L4V 1E8

Tel: 416-674-8425, Tel: 905-677-6131. Fax: 905-677-3089,

[www.internationalcentre.com](http://www.internationalcentre.com).

Go to <http://www.internationalcentre.com/main/maps.htm> for directions and maps to the Centre.

### Hotel Information

#### [The Westin Bristol Place Toronto Airport](#)

950 Dixon Road

Toronto, ON M9W 5N4

We have negotiated a discounted rate of CDN \$139 / night plus applicable taxes in addition to extra benefits for our CWRE participants including:

1. Complimentary parking (a CDN \$16 / night value)
2. Complimentary shuttle to and from the International Centre on show days
3. Complimentary shuttle from Toronto's Pearson International Airport
4. 10% discount on meal orders within the hotel with your CWRE badge

[CLICK HERE](#) to reserve your rooms today!

## QUICK FACTS

### **Parking**

The International Centre offers free onsite parking for over 5,000 vehicles.

### **Registration**

All exhibitors can register online via the website at [www.cwre.ca](http://www.cwre.ca). No exhibitor badges will be mailed. All badges will be available for pickup on site at the Toronto International Centre.

### **Shipping**

If you need to ship your items to the show, please refer to the Lange forms for deadlines and the advance warehouse address. Our official freight forwarder is Commerce Trade Show Logistics Group Ltd. Please see their enclosed documents for international shipping information.

### **Taxi Cab Service**

All Star Taxi: 905-602-0000

Blue and White Taxi: 905-274-4444

City Taxi: 905-624-1020 or 905-848-8000

Golden Taxi: 905-271-3333

A1 Airline Services Taxi Van: 905-629-4700

Aerofleet Cab Services Ltd.: 905-678-7077

Aeroport Taxi Services (531584 Ontario Ltd.): 905-908-5000

Airport Silver Cab: 905-212-0000

## SHOW COLORS

**Show Colors:**

**Drape:** Black

**Aisle Carpet:** Green

## SHOW MANAGEMENT CONTACT INFORMATION

Messe Frankfurt, Inc.  
1600 Parkwood Circle  
Suite 615  
Atlanta, GA 30339  
Tel: 770-984-8016  
Fax: 770-984-8023  
Website: [www.cwre.ca](http://www.cwre.ca)  
E-mail: [cwre@usa.messefrankfurt.com](mailto:cwre@usa.messefrankfurt.com)

Arnie Gess  
Show Manager  
Tel: 877-534-7285  
E-mail: [arnie.gess@cwre.ca](mailto:arnie.gess@cwre.ca)

Mary Guo  
Show Coordinator  
Tel: 770-984-8016 x429  
E-mail: [mary.guo@usa.messefrankfurt.com](mailto:mary.guo@usa.messefrankfurt.com)

Kim Porter  
Marketing Manager  
Tel: 770-984-8016 x435  
E-mail: [kim.porter@usa.messefrankfurt.com](mailto:kim.porter@usa.messefrankfurt.com)

Kristen Woodburn  
Group Show Director  
Tel: 770-984-8016 x421  
E-mail: [kristen.woodburn@usa.messefrankfurt.com](mailto:kristen.woodburn@usa.messefrankfurt.com)

## OFFICIAL SERVICE CONTRACTORS

### **Official Show Decorator – Furnishings, Signs, Labour**

Freeman Decorating  
61 Browns Line  
Toronto, ON M8W 3S2  
Tel: 416-252-3361  
Fax: 416-252-7750  
Email: [FreemanTorontoES@Freemanco.com](mailto:FreemanTorontoES@Freemanco.com)  
Website: [www.freemanco.com](http://www.freemanco.com)

### **Catering Service**

International Centre Food and Beverage  
6900 Airport Rd.  
Mississauga, ON L4V 1E8  
Tel: 905-677-6131  
Fax: 905-677-3089  
Email: [tharris@internationalcentre.com](mailto:tharris@internationalcentre.com)  
Website: [www.internationalcentre.com](http://www.internationalcentre.com)

### **Customs Broker**

The Commerce Trade Show Logistics Group  
3405 American Drive, Unit 7  
Mississauga, ON L4V 1T6  
Tel: 905-673-5445  
Fax: 905-673-2574  
Email: [beverlyc@commerctradeshows.com](mailto:beverlyc@commerctradeshows.com)  
Website: [www.commerctradeshows.com](http://www.commerctradeshows.com)

### **Electrical / Lighting**

SHOWTECH Power & Lighting  
3175 Airway Drive  
Mississauga, ON L4V 1C2  
Tel: 905-677-9546  
Fax: 905-677-8713  
Email: [rmele@showtech.ca](mailto:rmele@showtech.ca)  
Website: [www.showtech.ca](http://www.showtech.ca)

### **Booth Cleaning, Material Handling, Truck Wash, Transportation**

Lange  
3965 Nashua Dr.  
Mississauga, ON L4V 1P3  
Tel: 800-668-5687  
Fax: 905-362-1285  
Email: [info@langeshow.com](mailto:info@langeshow.com)  
Website: [www.langeshow.com](http://www.langeshow.com)

### **Lead Retrieval / Registration**

Conexsys Event Registration  
34-705B Bramalea Road  
Mississauga, ON L5S 1S9  
Tel: 905-405-8415  
Toll Free: 800-661-5319  
Fax: 905-405-9870  
Website: [www.conexsysleads.com](http://www.conexsysleads.com)

### **Security**

Tone-Gar Security Services Inc.  
145 Otonabee Drive, Unit A  
Kitchener, ON N2C 1L7  
Tel: 519-746-1970  
Tel: 888-225-2278  
Fax: 519-746-9044  
Email: [gary@tone-gar.on.ca](mailto:gary@tone-gar.on.ca)  
Website: [www.tone-gar.on.ca](http://www.tone-gar.on.ca)

### **Telecommunications**

International Centre  
6900 Airport Rd. P.O. Box 8  
Mississauga, ON L4V 1E8  
Tel: 905-678-5615  
Fax: 905-678-5614  
Email: [akroft@internationalcentre.com](mailto:akroft@internationalcentre.com)  
Website: [www.internationalcentre.com](http://www.internationalcentre.com)

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## EXHIBITOR BADGE ORDER FORM

Complete this form and fax back to 905-405-9870 by October 1, 2010  
or **SAVE TIME** and register online at [www.cwre.ca](http://www.cwre.ca)

All personnel working in exhibitor booths must have an exhibitor badge. All exhibitor badges can be picked up onsite.

**Authorized Representative:** \_\_\_\_\_

**Company Name / Booth Number:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Province / State:** \_\_\_\_\_

**Country:** \_\_\_\_\_ **Postal / Zip Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**PLEASE TYPE OR PRINT LEGIBLY HOW YOU WISH YOUR NAME TO READ ON YOUR BADGE**

**Please note:** Only personnel who work regularly in your exhibit are entitled to exhibitor credentials. In order to facilitate Exhibitor Registration, we request that you send this form at your earliest convenience.

**FIRST NAME**

**LAST NAME**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Please return this form by fax by October 1, 2010**

Fax to +1-905-405-9870

or **SAVE TIME** and register online at [www.cwre.ca](http://www.cwre.ca)

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## EXHIBITOR APPOINTED CONTRACTOR FORM

If you intend to use an Exhibitor Appointed Contractor please complete this section.

Authorized Representative: \_\_\_\_\_

Company Name / Booth Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province / State: \_\_\_\_\_

Country: \_\_\_\_\_ Postal / Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

An Exhibitor Appointed Contractor is any company other than the official service contractors listed in the service kit. Exhibitors are responsible for informing specific appointed contractors of the above requirements and for ensuring their compliance. Any and all outside vendors must fulfill the following requirements.

- Current Workers Compensation Insurance certificate.
- A certificate showing adequate general liability and property damage coverage specific to Canadian Waste & Recycling Expo including the Move-in, Move-out dates and naming Canadian Waste & Recycling Expo, its directors, officers, agents and employees as "Additional Insured and as Certificate Holder." Must be received by October 1, 2010.
- An "Exhibitor Appointed Independent Contractor Form" signed by the Exhibitor. Forms from exhibit houses, public relations companies, etc. will not be accepted. The authorization form must be returned from the exhibiting company and received by October 1, 2010.
- A complete list of exhibitors, which the EAC intends to service.

*Failure to fulfill the above requirements will jeopardize the EAC's ability to obtain proper badges and admission to the exhibit floor. All requirements are due by **October 1, 2010**. Please mail, or fax all correspondence to the address listed at the bottom of this form.*

## TO BE FILLED OUT BY THE EXHIBITOR APPOINTED CONTRACTOR

Contractor / Display House: \_\_\_\_\_

Exhibiting Company / Booth #: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province / State: \_\_\_\_\_

Country: \_\_\_\_\_ Postal / Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Please return this form by fax or e-mail by October 1, 2010**

Fax to 770.984.8023

E-mail: [Mary.Guo@USA.MesseFrankfurt.com](mailto:Mary.Guo@USA.MesseFrankfurt.com)

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## MEETING ROOM REQUEST FORM

Contact \_\_\_\_\_  
Company / Booth Number \_\_\_\_\_  
Address \_\_\_\_\_  
City/State \_\_\_\_\_ Postal / Zip Code \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

**Date of Function**

11/03                       11/04

**Requested Times**

Start Time \_\_\_\_\_ End Time \_\_\_\_\_

**Purpose of your Function** \_\_\_\_\_

**Estimated Attendance** \_\_\_\_\_

**Special Needs\***

Food / Beverage  
 Audio Visual  
 Other \_\_\_\_\_

\*All additional room expenses, including food/beverage, audio visual, and room set changes, will be billed to you directly through the appropriate vendor.

- Due to limited amount of space, approval will be based upon availability. All requests will be reviewed in a timely manner after receipt of the completed form.
- Written notification of approval or denial will be sent to you within one week of receipt of your completed form.
- Room request pricing is based on individual requirements
- Invoicing will occur prior to the event. We must receive full payment of room charges two weeks prior to the event.

**Type of Room Set:**     Classroom             Theatre             Reception             Other

**Please return this form by fax or mail by October 1, 2010**

Fax to 770.984.8023

E-mail: [Mary.Guo@USA.MesseFrankfurt.com](mailto:Mary.Guo@USA.MesseFrankfurt.com)

Please fill out the information below for your company listing in the Show Directory, Booth Identification Sign and Exhibitor Locator.

To receive a proper listing, fill out this form completely and return by September 20, 2010. Fax: 770.984.8023. Email: Mary.Guo@USA.MesseFrankfurt.com

**1 TO ENSURE ACCURACY, PLEASE CAREFULLY PRINT OR TYPE THE FOLLOWING:**

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal/Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax\*: \_\_\_\_\_ Email\*: \_\_\_\_\_

Web Site: \_\_\_\_\_

\* By providing your fax number and/or e-mail address you are consenting to receive communications from Messe Frankfurt, Inc. and its affiliates via these media.

**2 PRODUCT CATEGORIES? (Maximum of six (6) selections)**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Balers   | <input type="checkbox"/> Landfill Mgmt. Systems (Caps, Daily Covers, Liners, Gas / Leachate Collection & Disposal) | <input type="checkbox"/> Waste To Energy Technology   |
| <input type="checkbox"/> Battery Collection & Recycling                       | <input type="checkbox"/> Landfill Operators  | <input type="checkbox"/> Lifters/ Tipplers  |
| <input type="checkbox"/> Building Maintenance Facility Mgmt.                  | <input type="checkbox"/> Load Cells  | <input type="checkbox"/> Occupational Health & Safety Products/Svcs.  |
| <input type="checkbox"/> Collection, Hauling & Disposal Services              | <input type="checkbox"/> Material Handling Equip   | <input type="checkbox"/> Wood Recycling Equipment / Parts (Grinders, Delimbers, Debarkers, Trommel Screens, Chippers) |
| <input type="checkbox"/> Compactors / Crushers                                | <input type="checkbox"/> Moving Floor Sys.   | <input type="checkbox"/> Backing Safety Systems   |
| <input type="checkbox"/> Composting Systems / Components                      | <input type="checkbox"/> Odor Control  | <input type="checkbox"/> Casters / Wheels   |
| <input type="checkbox"/> Composting Services                                  | <input type="checkbox"/> Tire Recycling  | <input type="checkbox"/> Lifts / Hoists   |
| <input type="checkbox"/> Construction & Demolition Recycling                  | <input type="checkbox"/> Paper Recycling / Collection  | <input type="checkbox"/> Hydraulic Components   |
| <input type="checkbox"/> Consulting / Engineering                             | <input type="checkbox"/> Plastics Recycling / Collection   | <input type="checkbox"/> Industrial Chemical Cleaners   |
| <input type="checkbox"/> Containers (Bins, Bags & Carts)                      | <input type="checkbox"/> Pumps, Valves, Meters   | <input type="checkbox"/> Hazardous Waste Equip. & Svcs.   |
| <input type="checkbox"/> Conveyors / Belts                                    | <input type="checkbox"/> Recycling, Sorting & Separation Equip.  | <input type="checkbox"/> OEMs   |
| <input type="checkbox"/> Electronic Recycling & Destruction                   | <input type="checkbox"/> Scrap Metal Recycling/ Magnets  | <input type="checkbox"/> Road & Ground Maintenance  |
| <input type="checkbox"/> Scales / Weighing Systems                            | <input type="checkbox"/> Shredders   | <input type="checkbox"/> Portable Toilets   |
| <input type="checkbox"/> GPS Tracking Systems                                 | <input type="checkbox"/> Sludge Filtration, Dewatering / Dredging  | <input type="checkbox"/> Street Cleaning Equipment  |
| <input type="checkbox"/> Glass Recycling                                      | <input type="checkbox"/> Software, Internet / Multi-Media Technologies   | <input type="checkbox"/> Tarping Systems  |
| <input type="checkbox"/> Heavy Equipment, Attachments / Parts                 | <input type="checkbox"/> Medical / Infectious / Special Waste  | <input type="checkbox"/> Traffic / Pedestrian Control   |
| <input type="checkbox"/> IC&I Waste Mgmt.                                     | <input type="checkbox"/> Trailers – Manufacturing Svcs.  | <input type="checkbox"/> Truck Chassis Equipment / Parts  |
| <input type="checkbox"/> Incineration / Thermal Systems                       | <input type="checkbox"/> Training/Continuing Education   | <input type="checkbox"/> Truck, Tire / Equip. Washing Systems   |
| <input type="checkbox"/> Industry Associations                                | <input type="checkbox"/> Transportation / Fleet Maintenance  | <input type="checkbox"/> Transfer Equip.  |
| <input type="checkbox"/> Industry Information, Technical Resources Publishing | <input type="checkbox"/> Trucks, Hauling Equipment - Refuse Vehicles, Front Loaders                                | <input type="checkbox"/> Wastewater Collection/ Treatment   |
| <input type="checkbox"/> Information Technology Recovery                      | <input type="checkbox"/> Roll-Offs, Luggers, Hook Lifts, Etc.  | <input type="checkbox"/> Snow / Ice Control Equip.  |
| <input type="checkbox"/> Instrumentation/Control/Sampling/Monitoring Equip.   | <input type="checkbox"/> Waste Auditing / Environmental Mgmt.  | <input type="checkbox"/> Parks & Recreation Products/Svcs.  |
| <input type="checkbox"/> Laboratory Testing Services                          |  | <input type="checkbox"/> Wireless Communications  |

**3 DESCRIPTION? (25 Words or less):**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**4 SUBMITTED BY?**

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_