

## EXHIBITOR SERVICES MANUAL

Dear Exhibitor:

We are pleased that you are joining us at the Palais des congrès de Montréal for this year's Canadian Waste & Recycling Expo. We are looking forward to seeing you November 9-10, 2011 in Montréal, 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 early by [clicking here](#).
- *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. Take a look at our sponsorship opportunities by [clicking here](#).

### **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 [Product Innovation Pavilion](#). This area is one of the biggest draws on the show floor for attendees and the press.
- *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 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 2012 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 DATES & SHOW SCHEDULE

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

Monday, November 7	12:00 p.m. – 6:00 p.m.*
Tuesday, November 8	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 9	10:00 a.m. – 4:00 p.m.
Thursday, November 10	10:00 a.m. – 4:00 p.m.

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

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

### **Palais des congrès de Montréal**

1001 Place Jean-Paul-Riopelle  
Montréal (Québec) H2Z 1H2, CANADA  
<http://www.congresmtl.com/en/index.aspx>  
[info@congresmtl.com](mailto:info@congresmtl.com)

Phone: (514) 871-8122  
Toll-free: 1(800) 268-8122  
Fax: (514) 871-9389

***\*The Palais des Congrès de Montréal is the exclusive provider of Food & Beverage, Cleaning, Electrical, Telecommunications, Rigging, and Plumbing. All Palais des Congrès des Montréal order forms can be found under the “Additional & Building Services” section in this manual.***

## 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  
Consultant  
Tel: 403-589-4832  
E-mail: [arnie.gess@cwre.ca](mailto:arnie.gess@cwre.ca)

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

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

## QUICK FACTS

### Airports

#### **Montréal-Pierre Elliott Trudeau International Airport**

75, Roméo-Vachon Blvd. North  
Dorval, Quebec  
H4Y 1H1

#### **Montréal-Mirabel International Airport**

12300, Services A-4 Street  
Mirabel, Quebec  
J7N 1E8

Airport Information:

Toll Free: 1(800)465-1213 (from anywhere in Canada, from Vermont and from Albany, New York)

<http://www.admtl.com/Passengers/Home.aspx>

### Booth Package

Your booth fee includes black pipe and drape, complimentary sign, show directory listing, admission badges for personnel, 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

Palais des congrès de Montréal, Hall C & D

<http://www.congresmtl.com/en/index.aspx>

Go to <http://www.congresmtl.com/en/informations/access.aspx> for directions and map to the show.

### Hotel Information

[Hyatt Regency Montréal](#)

1255, rue Jeanne-Mance,  
Montréal, Québec, Canada H5B 1E5

We have negotiated a discounted rate of \$149 for Single & Double occupancy and \$199 for Regency Club Rooms. All rooms include free WIFI access and does not include applicable taxes and fees.

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

## QUICK FACTS

### **Parking**

#### Palais des congrès de Montréal Parking

The Viger indoor car park houses 400 spots. It is located at 1025 Chéneville, between Jeanne-Mance and Saint-Urbain. Please see below for parking rates:

Every 20 minutes:	\$3.25
Maximum for 12 hours	\$18.00
Maximum for 24 hours	\$20.00

#### Neighboring Parking

The Quartier International de Montréal indoor car park can accommodate 1,200 vehicles. It is located at 249 Saint-Antoine West. Please see below for parking rates:

Every 20 minutes:	\$4.00
Maximum for 12 hours	\$18.00
Maximum for 24 hours	\$22.00

### **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 Palais des congrès de Montréal.

### **Shipping**

If you need to ship your items to the show, please refer to the Freeman forms and the advance warehouse address. Our official freight forwarder is Freeman Co. Please see their enclosed documents for international shipping information.

### **Taxi Cab Service**

Please click here to see [taxi cab](#) rates.

**OFFICIAL SERVICE CONTRACTORS**

**Official Show Decorator & Material Handling—  
Furnishings, Signs, Labour, Transportation & Customs**

Freeman Decorating  
205 West Viger Ouest # 207  
Montreal, QC H2Z 1G2  
Tel: 514-868-6666  
Customs Contact: 1-877-478-1113  
Fax: 514-394-2667  
Email: [FreemanMontrealES@freemanco.com](mailto:FreemanMontrealES@freemanco.com)  
Website: [www.freemanco.com](http://www.freemanco.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)

**Catering Service**

Palais des Congrès de Montréal  
159, rue Saint-Antoine Ouest, 9e étage  
Montréal, QC H2Z 1H2  
Tel: 514-871-3111  
Fax: 514-875-1300  
Email: [nick.bavellas@congresmtl.com](mailto:nick.bavellas@congresmtl.com)  
Website: [www.internationalcentre.com](http://www.internationalcentre.com)

**Telecommunications & Electrical**

Palais des Congrès de Montréal  
159, rue Saint-Antoine Ouest, 9e étage  
Montréal, QC H2Z 1H2  
Tel: 905-678-5615  
Fax: 905-678-5614  
Email: [infotechno@congresmtl.com](mailto:infotechno@congresmtl.com)  
Website: [www.internationalcentre.com](http://www.internationalcentre.com)

**Audio & Visual**

AVW-Telav  
159, rue Saint-Antoine Ouest, 9e étage  
Montréal, QC H2Z 1H2  
Tel: 514-868-6655  
Fax: 514-868-6658  
Email: [alevert@avwtelav.com](mailto:alevert@avwtelav.com)

**Truck Washing**

Dr. Detail  
3-1750 The Queensway, Suite 207  
Toronto, ON M9C 5H5  
Tel: 416-620-4145  
Fax: 905-790-7212  
Email: [drsoffice@drdetail.com](mailto:drsoffice@drdetail.com)  
Website: [www.drdetailinc.com](http://www.drdetailinc.com)

**EXHIBITOR BADGE ORDER FORM**

Complete this form and fax back to 905-405-9870 by October 1, 2011  
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, 2011**

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, 2011.
- 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, 2011.
- 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, 2011**. 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, 2011**

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**

11/09                       11/10

**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, 2011**

Fax to 770.984.8023

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

## IMPORTANT DEADLINES

<b>Form / Deadline</b>	<b>Date</b>	<b>✓</b>
Sponsorship Opportunities	ASAP	
Booth Space Balance Due	August 12, 2011	
Booth Variance Request Form	September 2, 2011	
Exhibitor Appointed Contractor Form	October 1, 2011	
Exhibitor Badge Order Form	October 1, 2011	
Freeman Order Forms (Advanced Pricing)	October 18, 2011	
Product Innovation Pavilion	October 21, 2011	
Telecommunications Order Form (Advanced Pricing)	October 28, 2011	
Lead Retrieval Order Form (Advanced Pricing)	October 28, 2010	
Advance Warehouse Deadline	November 3, 2011	