

## 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.  
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Suite 615  
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