

Congrès 2011 Congress

ORDER FORM SUMMARY

Keep your records up-to-date by checking off forms that have been completed and returned



**Exhibitors booking space after the deadline dates
are asked to treat deadlines as IMMEDIATE.**

DUE DATE	FORM NAME	RETURN FORM TO:	✓ WHEN COMPLETED
Feb 25	Show Guide Listing Form	Baking Association of Canada	<input type="checkbox"/>
April 11	Certificate of Insurance Deadline	Baking Association of Canada	<input type="checkbox"/>
	Cold Storage Order Form	Baking Association of Canada	<input type="checkbox"/>
	Exhibit Design Information	Baking Association of Canada	<input type="checkbox"/>
	Move-In & Drayage Information	Baking Association of Canada	<input type="checkbox"/>
April 15	Hotel Reservation Deadline	Sheraton Laval	<input type="checkbox"/>
	Booth Furnishings	Stronco Show Services	<input type="checkbox"/>
	Exhibit Rental Order Form – Show Special	Stronco Show Services	<input type="checkbox"/>
	Exhibit Rental Order Form	Stronco Show Services	<input type="checkbox"/>
	Exhibit Installation / Dismantling	Stronco Show Services	<input type="checkbox"/>
	Plant Rental Order Form	Stronco Show Services	<input type="checkbox"/>
	Signs & Banners Production	Stronco Show Services	<input type="checkbox"/>
	Tables & Carpets	Stronco Show Services	<input type="checkbox"/>
	Attendee Registration Mail In Date	Baking Association of Canada	<input type="checkbox"/>
	VIP Pass – Additional Orders Deadline	Baking Association of Canada	<input type="checkbox"/>
	Exhibit Insurance	Canfinse	<input type="checkbox"/>
	Customer Lead Retrieval Service	Inter-Reg Registration	<input type="checkbox"/>
April 18	Exhibitor Badge Order Form	Baking Association of Canada	<input type="checkbox"/>
April 19	Advanced Show Receiving Order Form	Stronco Logistic Services	<input type="checkbox"/>
April 21	Customs Broker Service	Commerce Trade Show Logistics	<input type="checkbox"/>
April 22	Electrical Order Form	Elitech	<input type="checkbox"/>
	Telecommunication	Elitech	<input type="checkbox"/>
	Booth Cleaning	Place Forzani	<input type="checkbox"/>
	In-Booth Security	Place Forzani	<input type="checkbox"/>
	Sign Hanging Services	Place Forzani	<input type="checkbox"/>
	Water & Drain	Place Forzani	<input type="checkbox"/>
April 27	Shipping & Transportation	Stronco Logistic Services	<input type="checkbox"/>

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Congrès 2011 Congress

GENERAL INFORMATION

Congress 2011 is produced by the Baking Association of Canada and the Conseil de la Boulangerie du Quebec.

BUSINESS OFFICE 7895 Tranmere Drive, Suite 202
Mississauga, Ontario L5S 1V9
Tel: 905-405-0288, 888-674-2253
Fax: 905-405-0993
E-Mail: info@baking.ca
www.baking.ca

PERSONNEL Paul Hetherington, President & CEO
Rosemary Dexter, Director of Expositions & Communications
Gillian Blakey, Coordinator, Member Services
Michelle Cave, Exhibit Sales Consultant



Any questions arising prior to the event move-in should be directed to Gillian Blakey (x21) or Rosemary Dexter (x24).

During the period from Friday, April 29 to Tuesday, May 3 Exhibit personnel can be reached by telephone at the Show Office in Place Forzani.

EXHIBIT LOCATION Place Forzani
4855, rue Louis-B-Mayer
Laval, Quebec H7P 6C8

MOVE-IN DATES	Friday, April 29	9:00 am – 12:00 noon (<i>Priority Move-In</i>) 12:00 noon – 5:00 pm
	Saturday, April 30	8:00 am – 4:00 pm

SET-UP	Friday, April 29	9:00 am - 8:00 pm
	Saturday, April 30	8:00 am – 6:00 pm

EXHIBIT DATES	Sunday, May 1	12:00 noon – 5:00 pm
	Monday, May 2	12:00 noon – 5:00 pm

AISLE CARPET REMOVAL	Monday, May 2	5:00 pm – 6:00 pm
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EMPTY CRATE RETURN	Monday, May 2	6:00 pm – 9:00 pm
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MOVE-OUT DATES	Monday, May 2	6:00 pm – 9:00 pm
	Tuesday, May 3	8:00 am – 12:00 noon

COLD STORAGE REMOVAL DEADLINE	Tuesday, May 3 by 10:00 am
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PLACE FORZANI & VICINITY LOCATION

HOTEL ACCOMMODATION

Sheraton Laval Hotel (Headquarter Hotel)

2440 Autoroute des Laurentides
Laval, QC H7T 1X5
Tel: 450-687-2440 or Toll Free 1-800-667-2440
Fax: 450-687-0655

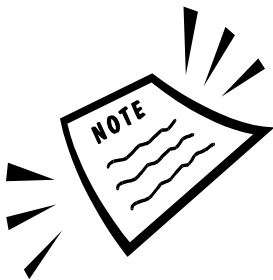
Room Rate: Plus taxes and fees - Quoted in Canadian Dollars:

Traditional Room: \$129.00 single/double
Club Room: \$159.00 single/double
Executive Suite: \$229.00 single/double

Room rates are subject to 3% Rooming Tax, 5% GST Tax, 8.5% QST.

(Group Name/Code – BAKING ASSOCIATION CONGRESS 2011 EVENT/BAD28A)

Cutoff date for the special room rate is April 15, 2011.



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- **Hotel Reservations should be made directly with the hotel.**
 - **When contacting the hotel, please ensure that you indicate you are attending Congress 2011 so that the proper rate will be quoted.**
 - **The hotel cannot guarantee the special BAC/Congress room rate after the April 15, 2011 date.**
 - **Book your rooms early! The hotel has advised that popular nights such as Saturday and Sunday fill up quickly.**
-

SHUTTLE BUS:

A shuttle bus will operate between Sheraton Laval Hotel and Place Forzani on Sunday & Monday from 8:00am to 6:00pm (show dates only). The Sheraton Laval Hotel is approximately a 10 minute car ride from Place Forzani.

TOURISM INFORMATION:

If you are planning on enjoying the sights and sounds of Montreal or Quebec either before or after the event, you may find the following tourism contacts useful:

Tourism Laval

Web-Site: www.tourismelaval.com

Tourism Montreal

Web-Site: www.tourisme-montreal.org

Tourism Quebec

Web-Site: www.bonjourquebec.com

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PLACE FORZANI & VICINITY LOCATION



HOW TO GET TO PLACE FORZANI

4855 Louis-B.-Mayer Street, Laval, Québec H7P 6C8
Tel. 450 680-2043

TOURISME
LAVAL



VIA HIGHWAY 15
COMING FROM MONTRÉAL OR THE LAURENTIANS

- Exit 10, direction "Autoroute Laval 440"
- Exit "Autoroute Laval 440 Ouest" and keep your right on the 440 Service Road (do not go back on the highway)
- Make a right on Lucien-L'Allier

---> Place Forzani is at the end of Lucien-L'Allier

COMING FROM QUÉBEC CITY

- Highway "40 Ouest"
- Highway "640 Ouest"
- Highway "Autoroute Laval 440 Ouest"
- Exit 19 to access the 440 Ouest Service Road and stay on the Service Road
- Make a right on Lucien-L'Allier

---> Place Forzani is at the end of Lucien-L'Allier

VIA HIGHWAY 13
COMING FROM MONTRÉAL OR THE LAURENTIANS

- Exit 15, direction "Autoroute Laval 440"
- Exit "Autoroute Laval 440" and keep your right to stay on the Service Road
- Exit "Boul. Curé-Labelle" (117)
- Make a left on Curé-Labelle going North
- Exit "Autoroute Laval 440 Ouest" and keep your right on the 440 Service Road (do not go back on the highway)
- Make a right on Lucien-L'Allier

---> Place Forzani is at the end of Lucien-L'Allier

COMING FROM ONTARIO

- Highway "40 Est"
- Highway "13 Nord"
- Exit 15, direction "Autoroute Laval 440"
- Exit "Autoroute Laval 440" and keep your right on the Service Road
- Exit "Boul. Curé-Labelle" (117)
- Make a left on Curé-Labelle going North
- Exit "Autoroute Laval 440 Ouest" and stay on the 440 Service Road (do not go back on the highway)
- Make a right on Lucien-L'Allier

---> Place Forzani is at the end of Lucien-L'Allier

HOTEL LEGEND

- | | |
|----------------|-------------------|
| 1. Sheraton | 5. Quality Suites |
| 2. Radisson | 6. Le St-Martin |
| 3. Hilton | 7. Best Western |
| 4. Comfort Inn | 8. Hampton Inn |
| | 9. Econo Lodge |

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SHOW SERVICE CONTRACTORS

Show Management has contracted with the following suppliers to act as Official Service Contractors.



Exhibitors using Service Contractors other than those named by Show Management are responsible for ensuring that those suppliers meet Place Forzani's insurance requirements (see Insurance Requirements section for more details).

ORDER FORM
ENCLOSED

BOOTH DECOR

Stronco Show Services

1510 Caterpillar Rd, Unit B

Mississauga, ON L4X 2W9

TEL: 905-270-6767, 800-665-2621 FAX: 905-270-6771

CONTACT: Exhibitor Services Department

SERVICES: Decor including carpet, tables, chairs, exhibit booth packages, booth set-up, floral packages

YES

CUSTOMS BROKER

Commerce Trade Show Logistics Group

3405 American Dr, Unit 7

Mississauga, ON L4V 1T6

TEL: 905-673-5445, 800-827-7469

EMAIL: robp@commercetradeshows.com

CONTACT: Rob Parr

SERVICES: Customs Services for US & International Exhibitors

YES

ELECTRICAL & TELECOMMUNICATIONS – Exclusive Supplier

ELITECH

7821 Notre-Dame Street East

Montreal, Quebec H1L 3K6

TEL: 514-899-0660 FAX: 514-899-0847

EMAIL: jbastarache@elitech.ca

CONTACT: Jacques Bastarache

SERVICES: Exclusive supplier of electrical & telecommunications

YES

INSURANCE

Canfinse Insurance Brokers

5000 Dufferin St., Ste 215

Toronto, ON M3H 5T5

TEL: 416-667-9177, 866-591-5613 FAX: 416-619-1295

CONTACT: Kim Libenstein (x222)

EMAIL: kim.libenstein@nacora.com

SERVICES: Exhibitor Insurance coverage program

YES

MECHANICAL – Exclusive Supplier

Place Forzani

4855, rue Louis-B-Mayer

Laval, Quebec H7P 6C8

YES

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SHOW SERVICE CONTRACTORS

TEL450-680-2043

FAX: 450-687-1079

EMAIL: dboivin@forzani.com

SERVICES: Exclusive supplier for mechanical (water, drains, air) services

REGISTRATION LEAD RETRIEVAL SERVICE

Inter-Reg Registration

YES

380 du Colibri

Rosemere, Quebec J7A 4J7

TEL: 450-621-0408

FAX: 450-621-0821

EMAIL: mark@interreg.com

CONTACT: Mark Warren

SERVICES: Customer Lead Retrieval Program

SECURITY – Exclusive Supplier

Place Forzani

YES

4855, rue Louis-B-Mayer

Laval, Quebec H7P 6C8

TEL450-680-2043

FAX: 450-687-1079

CONTACT: Service Agent

EMAIL: dboivin@forzani.com

SERVICES: In-Booth Security

SHIPPING ,TRANSPORTATION & ADVANCED WAREHOUSING

Stronco Logistics Services

YES

1510 Caterpillar Rd, Unit B

Mississauga, ON L4X 2W9

TEL: 905-270-6767, 800-665-2621

EMAIL: exhibitorservices@stronco.com

CONTACT: Exhibitor Services Department

SERVICES: Transportation, advance receiving

SIGNS & BANNERS

Stronco Show Services

YES

1510 Caterpillar Rd, Unit B

Mississauga, ON L4X 2W9

TEL: 905-270-6767, 800-665-2621

FAX: 905-270-6771

CONTACT: Exhibitor Services Department

SERVICES: Sign & banner production

Place Forzani

YES

4855, rue Louis-B-Mayer

Laval, Quebec H7P 6C8

TEL450-680-2043

FAX: 450-687-1079

CONTACT: Service Agent

EMAIL: dboivin@forzani.com

SERVICES: Exclusive supplier of sign & banner hanging (service is only available to island booths 400 sq.ft. or larger, or perimeter booths).

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EXHIBIT INFORMATION

EXHIBITORS PACKAGE

The rental of exhibit booth space includes:

- 2 day exhibition, 10 hours total exhibit time
- Draped booth – 8 ft high back wall, 10 ft wide back wall, 3 ft high railing drape to aisle in Congress 2011 colours
- Materials handling assistance from loading docks to booth (uncrating, assembly & spotting available at additional charge)
- Removal, storage and return of shipping crates
- Building perimeter (entrance/exit) security coverage
- On-site refrigerated and freezer storage (usage fee required)
- Attendee lead retrieval system (user fee required)
- 5 exhibitor badges per 100 sqft (up to max of 25 badges)
- 5 complimentary Baker/Retailer/Foodservice Passes per 100 sq.ft. (additional passes available at discounted rates). *Note: Passes are valid for admission to the trade show exhibition for two days. Tickets for social activities available at additional cost.*
- Company name pre-promotion in Attendee materials (if contracted by printing deadlines) and on BAC's web-site (hot link to company web-site available at additional cost)
- Pre-promotion of In-Booth activities including new products, show specials, prize draws, demonstrations and guest/celebrity appearances on BAC's web-site
- Opportunity to provide a Product Presentation to a group of attendees (Time slots are limited each day). *Note: New Product Presentations will be highlighted as such in promotions.*
- New exhibitor program (to participate in this program, company not have participated in the 2007 edition of Congress)
- On-site show service contractors
- Exhibit customer service including exhibitor updates and reminders
- Comprehensive exhibitor manual which includes operating rules, official contractor information, order forms and general information
- Company listing in Official Program Guide published by Bakers Journal (if contracted by printing deadline of February 25, 2011) or in On-Site Addendum (if contracted after Official program Guide printing deadline and before April 22, 2011)

BAC/CBQ Members Also Enjoy The Following:

- \$2.89 per sq.ft. discount on single in-line booth cost (15% discount)
- Up to 30 cu.ft. of refrigerated or freezer storage (a \$150.00 value)
- An additional 5 complimentary Baker/Retailer/Foodservice Passes per 100 sq.ft.
- Discount on hot link to company web-site (a \$50 value)

AISLE CLEANING

Show Management will be vacuuming the aisles on a daily basis.

- All bulk waste should be placed in containers and set in the aisles by Saturday at 6:00 pm.
- Aisles will be vacuumed before 8:00 am on Sunday.
- Aisle garbage removal will be done on a continuous basis during move-in, show hours and move-out.

EXHIBIT BOOTH CLEANING

Show Management does not vacuum exhibit booth spaces. Exhibitors may bring their own hand held vacuums or order this service through Place Forzani. An order form is enclosed for this service. *Note: if you are bringing a vacuum ensure that you have ordered an electrical outlet.*

EXHIBIT INFORMATION

EXHIBIT DECOR REGULATIONS

Character of Exhibits:

The general rule of the exhibit floor is to “**be a good neighbour**”. No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hostesses and models are required to confine their activities within the Exhibitor’s booth space.

- a) **Exhibitor’s Representatives:** Each Exhibitor must ensure at all times during the period of the Exhibition that someone is present at their booth. All representatives should be either employees of the Exhibitor or representatives earning commissions, brokerage fees or on salary. Models and demonstrators may be hired and admitted to the exhibit hall with a badge that clearly identifies them as representing the Exhibitor.
- b) **Attire:** Exhibitor representatives should be conservatively attired to maintain the professional and business-like climate of the exposition.
- c) **Sound:** Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighbouring Exhibitors. Motion pictures relating to the Exhibitor’s equipment will be permitted, provided projection equipment and screen are located in the rear one-third of the booth, and all viewers stand or sit within the booth. Sound movies will be permitted only if the sound is not audible in the aisle or neighbouring booths.
- d) **Lighting:** In the best interest of the Exhibition, BAC reserves the right to restrict the use of glaring lights or objectionable light effects including flashing electric signs or lights.
- e) **Booth Exteriors:** The exterior of any display cabinet or structure facing an aisle or adjacent Exhibitor’s booth must be suitably finished and decorated at the Exhibitor’s expense.
- f) **Noise and Odours:** In fairness to all Exhibitors, BAC reserves the right to restrict the use of noisy or obstructive activities, noisily operating displays, or exhibits producing objectionable odours. Loud machinery should only be run for reasonable periodic demonstrations.



Show Management reserve the right to restrict those displays that unduly hamper the visibility to neighbouring booths. At all times Show Management has the final decision in this regard.

Aisle and display area exits shall be free of obstructions. Easels, signs, etc. shall not be placed outside your booth area.

French Language

The Exhibitor shall comply with any provisions of the *Charte de la Langue française* and of the *Règlements sur la langue du commerce et des affaires* regarding the use of the French language. However trade shows fall under the exceptions section of the Charter of the French Language. For more information on respecting the language of commerce and business, visit the website <http://www.iiqcan.org/en/qc/laws/regu/rrq-c-c-11-r-9/latest/rrq-c-c-11-r-9.html>

Photography and Sketching

Cameras may be carried in the exhibit area but under no circumstances may photographs be taken without expressed authority of the Exhibitor concerned in each case. In the event of a dispute, the film will be confiscated, developed and the pictures and negatives in question will be returned to the Exhibitor concerned, all at the expense of the offending individual. Sketching or drawing machinery on display is prohibited.

Equipment Positioning Within Exhibits

To ensure the safety of all show participants, machinery and equipment shall be positioned so that no portion is closer than 12 inches from the aisle, subject to Show Management approval. Equipment displayed in “in-line exhibits” should be positioned so as to minimize interference with the sightline into neighbouring exhibits.

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EXHIBIT INFORMATION

Place Forzani Regulations:

The following regulations must be adhered to:

- 1) Please be advised that under no circumstances nail, glue, staple, tape or otherwise affix anything to the walls anywhere in the Exhibit Hall or the Building. It is prohibited to paint the floor of the Exhibit Hall. Exhibitors shall not affix or let anything to be affixed on the walls or on the halls or exterior walls of the building.
- 2) Only cloth-backed, single or double-face tape may be used on any Exhibition Halls floors. No plastic tape, packing tape, foam core tape or other types of tape may be used.
- 3) Hard tiles must not be glued or taped directly to the floors.
- 4) Any person not following the foregoing restrictions will be charged for any damage to the floor, walls or ceiling and for any additional labour involved in repairing and removing these prohibited materials.
- 5) Any spotlight of 1,000 watts or more must be equipped with a solid glass lens or, failing that, with a wire-mesh screen, the holes which may not exceed 6 mm x 6 mm (1/4 in x 1/4 in).
- 6) Transformers and ballasts must have an insulating plate underneath to avoid damaging the carpets.
- 7) Helium-filled balloons are not permitted in the Exhibition Halls under any circumstances.
- 8) Any equipment which produces strong vibrations must be fitted with anti-vibration cushions.
- 9) Please be advised that Place Forzani has the right to refuse admission to objectionable persons and items, remove from or prohibit in the Premises and/or the Building, exhibitors, exhibition personnel, members of the public, exhibits, printed matter, souvenirs or novelties which may, in Place Forzani's sole opinion, be objectionable.
- 10) With the exception of seeing eye dogs, no animals are permitted within the Exhibition Halls.
- 11) Municipal by-laws prohibit smoking in the premises.
- 12) Place Forzani shall have the right to prohibit any advertising or promotional material of any kind whatsoever by exhibitors which tends to impair the reputation of the Building or any other lessees of the Building and upon written notice from Place Forzani, the exhibitor shall refrain from or discontinue such advertising, and shall have no recourse against Place Forzani for any loss or damage incurred.
- 13) Place Forzani reserves the right to apply any other building regulation as deemed necessary.
- 14) Utility Access Corridors – these areas are located in the aisles behind exhibitor booths and access is required for cleaners and electricians throughout the show. Under no circumstances are exhibitors to store any materials behind their booths. Storing materials in these locations are contrary to fire regulations – see section on Fire Regulations. A designated storage area will be provided for booth storage materials.

DEMONSTRATIONS/SAMPLING

Booth personnel, including demonstrators, hostesses and models are required to confine their activities within the Exhibitor's booth space. Costumed characters are free to walk the Exhibit Floor but cannot hand out any promotional items.

All advertising and promotional items, including the distribution of literature, gifts and samples must be made from within the confines of your booth area.

Demonstrations/Sampling

Definition: The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling

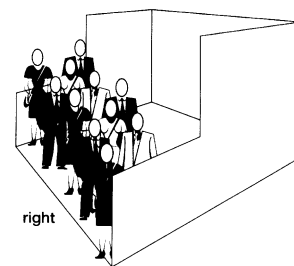
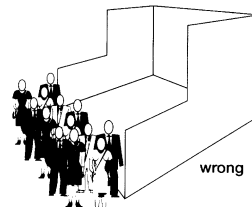


EXHIBIT CONSTRUCTION GUIDELINES

Space dimensions shown on the floor plan are from centre line of booth equipment such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at the rear of the booth.

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REGISTRATION INFORMATION

EXHIBITOR REGISTRATION

Congress 2011 provides up to 5 (five) complimentary Exhibitor Badges for each 100 sqft of space booked, to a maximum of 25 badges, if ordered before April 18. Please complete the enclosed **EXHIBITOR BADGE ORDER FORM**.

The cost for additional badges over the complimentary allotment, badge orders received after April 18 or badges ordered on-site are \$10.00 each (includes GST & QST).

Name changes to badges including misspelled names or replacement staff transfers will be provided at no charge. Lost badges will be subject to a \$10.00 charge.



Exhibitor badges will ONLY be issued to companies that have received a contract for booth space from Show Management. The company name on the badge will be the same as that found on the contract.

NO EXCEPTIONS WILL BE MADE.

In order for exhibitors who fall into the "supplier" category to avoid paying the higher Supplier registration fees, Show Management recommends you add all employees (booth personnel and your company attendees) to your Exhibitor Badge Order form.

If an exhibitor has hired demonstrator staff or costumed characters to work in the exhibit booth and they do not know their names prior to the April 18 deadline date, a *Demonstrator* badge may be ordered.



Exhibitor Badges provide access to the trade show floor only. Exhibit booth personnel who want to attend social evening activities MUST register for those. Please visit our website for more details on registration: <http://www.baking.ca/congress/congress-attendingdetails.html>

Exhibitor badges will not be mailed. All badges will be held for pick up on-site. They will be filed alphabetically by company name.



Exhibitors who pick up more badges than their own will be asked to sign for the badges and are responsible for distributing them to the appropriate person. Anyone arriving at the Exhibitor desk, whose badge had been previously picked up by another person, will be subject to the \$10.00 replacement charge.

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REGISTRATION INFORMATION

The Exhibitor Registration counter at Place Forzani will be open during the following hours for the pick-up of Exhibitor Badges. Show Management reserves the right to modify this schedule once on-site.

Friday, April 29	12:00 noon – 6:00 pm
Saturday, April 30	9:00 am – 5:00 pm
Sunday, May 1	8:00 am – 5:00 pm
Monday, May 2	8:00 am – 5:00 pm

VIP PASS

These passes allow you to provide qualifying customers with free admission to **Congress 2011**. The passes fit into a #10 envelope. There will be both an English and French version.

VIP passes are only valid for employees of retail bakeries, in-store bakeries, commercial bakeries, retailer grocers, grocery distributors, restaurants, hotels and foodservice operators.

VIP Passes are not eligible for use by employees of exhibiting companies. Badges for these employees may be obtained through the Exhibitor Badge Order Form.

Five (5) Passes for each 100 sq.ft. booked are provided at no charge (BAC Members receive an additional 5 passes for each 100 sq.ft. book as a BAC member benefit) by completing the VIP PASSES & PROMOTIONAL OPPORTUNITIES order form. Extra VIP Passes may be purchased from the BAC office in sets of 10 (\$50 per ten) by completing the PROMOTIONAL OPPORTUNITIES order form (verbal orders will not be accepted).

The instructions for participating in the General Admission VIP Pass program are listed below

- 1. Exhibitors complete the VIP PASSES & PROMOTIONAL OPPORTUNITIES order form and return it to the BAC office. Additional orders can be filled upon receipt of a written request and payment. Verbal requests will not be processed. The deadline for orders is April 15. Orders received after this date will not be processed.**



*VIP Passes will not be available for sale on-site during **Congress 2011**. It is the responsibility of the Exhibitor to order sufficient quantities before the April 15 deadline date.*



We cannot hold/distribute passes at the On-Site Registration Desk. Please ensure that your VIP Pass order is submitted in a timely fashion so that we have time to process your request, mail the passes to you and then allow you time to distribute them to your customers.

- 2. Once the form has been processed and payment received, the additional Passes will be sent by mail to the contact listed on the VIP PASSES & PROMOTIONAL OPPORTUNITIES order form unless alternative written instructions are provided. Remember to verify the quantity ordered and the number sequence assigned to your company.**



If someone other than the main Logistic person requests additional VIP Passes, BAC will notify the main Logistic person that the order has been placed and will ask them to authorize the request.

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REGISTRATION INFORMATION

3. Exhibitors distribute the Passes to eligible customers. Please instruct your customers to either mail the pass to the BAC office before April 15 or to bring the completed pass to the Place Forzani Registration area on May 1 – May 2 for their Show badge.



Only original passes will be accepted. Photocopies and faxes will not be processed!



Note: Passes will be null and void if the identification number is missing or has been tampered with.

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MOVE-IN/SET-UP/STORAGE/MOVE-OUT INFORMATION

GENERAL INFORMATION

Place Forzani is equipped with 3 loading docks located on the east side of the Building. The operation of the loading bay's overhead doors is restricted to the Dock Manager. The Dock Manager carries complete authority regarding the operation of the docking facilities and dock area. The Dock Manager's decision is final. Any damage caused as a result of a person other than the Dock Manager operating the overhead doors will be liable for those damages.

All vehicles must be removed immediately, once unloaded. **Drivers of vehicles must stand by vehicles at all times.** No wheeled vehicles, whether powered or not, are to be driven in the Place Forzani without authorization.



No children under the age of 16 years are allowed on-site during move-in or move-out.

US & INTERNATIONAL FREIGHT

Commerce Trade Show Logistics is the official Customs Broker for Congress 2011. Information on their services is enclosed.

Exhibitors who choose to use another customs broker or hand-carry goods into Canada should contact the BAC office and request a copy of Border to Show confirmation letter from Canada Border Services Agency. This letter will assist in your entry into Canada.

MOVE-IN INFORMATION

Advance Deliveries

Place Forzani will not accept deliveries prior to the beginning of move-in on Friday, April 29. Deliveries arriving before then will be returned to the exhibitors at their expense. Stronco Logistics Services offers Exhibitors who wish to pre-deliver their exhibit materials an Advance Receiving service. An order form for this service is enclosed.

Parcel Identification

All deliveries should be address as follows:

Name of Exhibiting Company Booth No: c/o Congress 2011 Place Forzani Loading Docks 4855, rue Louis B Mayer Montreal, QC H7P 6C8

MOVE-IN/SET-UP/STORAGE/MOVE-OUT INFORMATION

Move-In Schedule

All deliveries, regardless of load size or unloading time (this includes cars and minivans) must be brought into Place Forzani via the loading docks.

To facilitate a smooth move-in, a move-in schedule with specific times for each individual vehicle requiring access to Place Bonaventure will be issued. Loads not arriving during their schedule time will be asked to wait in the Marshall Yard until all scheduled loads are completed.

All Exhibitors are required to complete the **MOVE-IN & DRAYAGE order form**. This form must be returned by April 11. The move-in schedule will be established taking into consideration Exhibitor requirements, size, booth location and time preferences. The move-in schedule and pertinent information will be sent to the logistic contact on April 20.

The Move-In Schedule will be established as follows:

- 1) **Priority Move-In** **Friday, April 29 from 9:00 am – 12:00 noon**
 - a. Stronco Logistics Services is the official Transportation contractor. They will consolidate the shipments of Exhibitors booked with them and will be given first priority for delivery.
 - b. Exhibit Display Companies usually have more than one client in the event. Please indicate on your **Move-In and Drayage** form if you intend to have a display company other than Stronco set up your booth.
 - c. Exhibits 400 sqft or more usually require as much time as possible to set-up their display and therefore will be considered part of the Priority Move-In.

- 2) **General Move-In** **Friday, April 29 from 12:00 noon – 5:00 pm**
Saturday, April 30 from 8:00 am – 4:00 pm
 - a. All other Exhibitors will be assigned a delivery time either on Friday or Saturday. We will try to accommodate your preferred time, but cannot guarantee it.



Companies who do not complete the MOVE-IN & DRAYAGE form will be allocated a time at the discretion of Show Management and will only be moved to another time if it will not cause delays to Exhibitors already scheduled during the requested time.

SET-UP INFORMATION

Once exhibit materials have been delivered to the booth location, Exhibitors may set up their displays at their own pace but within the schedule listed below. If you need more time to set-up your booth, please see the Show Office to make these arrangements.

Friday, April 29	9:00 am – 8:00 pm
Saturday, April 30	8:00 am – 6:00 pm

Show Management reserves the right to adjust set-up hours.



Exhibitors are responsible for having their booth set up by 6:00 pm on Saturday, April 30.

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MOVE-IN/SET-UP/STORAGE/MOVE-OUT INFORMATION

DRAYAGE

Show Management provides complimentary drayage (materials handling) for exhibitors. This includes all the equipment and labour necessary to transport your exhibit materials from the loading docks to your booth location.

The materials handling crew will only load/unload exhibit materials. They will not assist with other special services unless contracted to do so by the Exhibitor.

A representative of each company must be on-site during move-in for spotting of the freight when it is delivered to the booth otherwise the freight will be placed in the aisle. Exhibitors that require a forklift to come back to their booth to reposition freight will be charged directly for this time.

Any drayage that is required outside of the scheduled move-in or move-out times will be the financial responsibility of the Exhibitor.

Materials requiring a forklift with strength greater than 4,000 lbs may be subject to a surcharge.

A limited number of hand carts will be available during move-in and move-out on a first-come, first-served basis.

ON-SITE STORAGE

Show Management provides complimentary moving of crates and packing materials to and from the storage area. This service is complimentary only if materials are stored prior to 6:00 pm on Saturday, April 30. After this time, a charge will be levied for this service.

All materials must be clearly marked with labels indicating the booth number so that they may be properly identified for return to the booth at the end of the event. Labels will be available in the Show Office and on the loading dock.

Storage crates will be returned to booths once the aisle carpet is up, approximately at 6:00 pm on Monday, May 2.

MOVE-OUT INFORMATION

Aisle Carpet Removal	Monday, May 2	5:00 pm – 6:00 pm
Empty Crate Return	Monday, May 2	6:00 pm – 9:00 pm
Move-Out Dates	Monday, May 2 Tuesday, May 3	6:00 pm – 9:00 pm 8:00 am – 12:00 noon



Exhibits must not be disturbed, dismantled or removed before 5:00 pm on Monday, May 2.

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MOVE-IN/SET-UP/STORAGE/MOVE-OUT INFORMATION

Exhibitors are reminded not to put items into the aisles until the aisle carpet has been removed. Exhibitor's crates will be brought to your booth as soon as possible. Every effort will be made to expedite the return of empty crates.

A Move-Out Schedule will not be issued. Vehicles will only be permitted access to the loading docks for loading when their display is fully dismantled and ready for loading. This will ensure that as many Exhibitors as possible have an opportunity to move-out and that no vehicles are left unattended in the loading docks.



Exhibitors using transportation companies or a courier service other than Stronco Logistics Services must bring their own waybill for the outbound trip. Show Management does not keep these items in stock.



In order to avoid the possibility of product thefts during the activity of move-out, please remove smaller and more valuable items. Also, shrink wrap any product as soon as possible.



All products left in cold storage after 10:00 am on Tuesday, May 3 will be donated to the food bank.



Stronco Logistics Services has been authorized to remove, store and ship any material remaining within the premises of Place Forzani after 12:00 noon on Tuesday, May 3. Any costs associated with this service will be at the Exhibitor's expense.

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ELECTRICAL & MECHANICAL

ELECTRICAL REQUIREMENTS

Elitech is the exclusive supplier of electrical services at Place Forzani. All *hook ups* to the building electrical system must be made by Elitech. Pricing for these services will be supplied by Elitech and an order form for electrical services has been included.



BORROWING POWER from an adjoining booth **SHALL NOT** be permitted. Using your neighbours outlet may cause an overload which will not be tolerated.



PERMANENT building receptacles **ARE NOT** part of booth space and exhibitors will be charged for their use.



24-HOUR POWER: PLEASE ADVISE ELITECH IF YOU REQUIRE POWER ON A 24 HOUR BASIS.

MECHANICAL REQUIREMENTS

Place Forzani is the exclusive supplier for water & drains. Pricing for these services will be supplied by Place Forzani and an order form for these services has been included.



Water and drains are only available in limited areas of the exhibit floor. As such, your booth may need to be relocated if you require this service.

Compressed air is not a service that Place Forzani or their suppliers normally provide. If this is a service that you require, an outside contractor must be obtained. Please contact the BAC office if you need compressed air.

HEATING & AIR CONDITIONING

Reduced levels of heating and air conditioning will be in effect during move-in and move-out periods. Full service will be provided 1 hour prior to the event opening to 1/2 hour after the closure of the event on show days.

LIGHTING LEVELS

There are two levels of lighting for the trade show floor.

- Move-In/Move-Out Level
- Show level

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ELECTRICAL & MECHANICAL

Reduced levels of lighting will be used at all times for a show move-in and move-out. Full show lighting will be used on show days from show opening to closing.

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INSURANCE

EXHIBITOR INSURANCE

Exhibitor's participating in **Congress 2011 MUST** carry adequate Liability Insurance with a **minimum \$2,000,000** limit to protect everyone participating in the event including themselves, fellow Exhibitors, Attendees, Show Management, Show Service Suppliers and Place Forzani.

The Baking Association of Canada's insurance policy does not extend coverage to any exhibits and we are required by our Insurance Company and the Facility, that all Exhibitors must provide us with a Certificate of Insurance.



Exhibitors who have not provided the required Certificate of Insurance will not be allowed to move-in and/or set-up their booth until this form is received by BAC.

There are two ways to arrange for the required insurance:

Option 1: Should you chose not to use your own insurance company for coverage, Show Management has appointed Canfinse Insurance Brokers as the recommended insurance contractor for exhibitors. Enclosed in this package is the application form and details of coverage.

Option 2: Contact your insurance representative to confirm your coverage meets the following minimum requirements. Once you confirm coverage with your insurance representative, have them prepare a Certificate of Insurance which must have the following: A copy of your policy should be forwarded to the BAC office by April 11.

- Baking Association of Canada listed as an additional insured
- Dates of the event: April 29-May 3 (includes Move-In and Move-Out dates)
- Event Name: Congress 2011
- Comprehensive General Liability of \$2,000,000
- Bodily Injury and Property Damage Liability – subject to \$1,000 (maximum deductible)
- Products and completed operations liability
- Contingent Employers Liability
- Broad form Property Damage
- Cross Liability clause
- Severability of Interest Clause



A copy of your Certificate of Insurance should be forwarded to the BAC office by April 11.

SERVICE CONTRACTORS

Show Management has ensured that all Official Service Contractors meet with Place Forzani's insurance requirements. Exhibitors using suppliers other than the official named are responsible for ensuring Place Forzani's insurance requirements (see below) are met by such suppliers. A copy of the insurance policy must be submitted to the BAC office by April 11.

- \$5,000,000 bodily injury or death
- \$5,000,000 third party property damage and damage to building
- Place Forzani is to be shown as additional named insured in any and all such policies
- All insurance polices shall contain a waiver of subrogation clause in favour of Place Forzani.

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INSURANCE

RESPONSIBILITY FOR LOSSES

Neither the Baking Association of Canada, nor Place Forzani, nor the official contractors charged with providing the services can be held responsible for any injury, loss or damage that may occur to the Exhibitors employees, agents or property from any cause whatsoever, or which may be sustained by any person who may be on the premises contracted to the Exhibitor, or watching, observing or participating in any demonstration or exhibit of the Exhibitor. Exhibitor and exhibitor's contractors and its insurers will not subrogate against BAC for theft of, loss of or damage to Exhibitors or Exhibitor's property while in transit to, within and in transit from the confines of Place Forzani.

It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths and various other factors make it reasonable that each Exhibitor shall assume the risk of any injury, loss or damage, and the Exhibitor assumes such risk and expressly releases the organization and individuals referred to above from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth occupied by the Exhibitor shall be the Exhibitors responsibility and that it is the sole responsibility of the Exhibitor to obtain such insurance protection.

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SECURITY

Congress 2011 has contracted security services from Place Forzani. They will be responsible for the 24 hour coverage of entrances, exits and the general floor area.

Exhibitors are asked to take whatever precautions are necessary to protect valuable materials and equipment. Show Management and Place Forzani are not responsible for the loss of property of any kind, from either the booth location or storage area.



Exhibitors are responsible for their own booth security and should have their booth attended to at all times during move-in, move-out and show hours.

If you are concerned about possible theft of products during the show, several options are available.

1. **Security Personnel** to watch your booth can be hired from Place Forzani. Please contact them directly for a quote.
2. **Security Cages** can be rented through Stronco Show Services. An order form for this service has been included in this package.



Please review the Insurance section to ensure that you have adequate insurance coverage.

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FOOD SAMPLING & HYGIENE

FOOD SAMPLING

Place Forzani is the exclusive supplier of all food and beverage requirements and as such will not permit any food or beverages purchased outside of the building to be consumed inside the building on show dates.

However, due to the nature of Congress 2011, Place Forzani recognizes the need to allow exhibitors the freedom to sample their product to attendees. Exhibitors will be allowed to **offer portions of their product in sizes that could be reasonably interpreted as sample sizes to the greater audience. These sample sizes for food must not weigh more than 1 oz and in the case of beverages must not weigh more than 2 oz.**

The following regulations should be used when sampling product:

1. All food should be obtained from approved sources. No food prepared or stored in a private home shall be used, stored, served, sold or given away.
2. Food Handlers must wash hands before handling food and at frequent intervals. Food Handlers working with unpackaged foods shall suitably confine their hair.
3. All equipment used in the preparation, storage or display of unpackaged foods shall be smooth, non-absorbent, easily cleanable, made of non-toxic materials and maintained in a clean and sanitary condition.
4. All open food should be protected from contamination. Keep foods covered as much as possible.
5. Use only single-use, throw-away spoons, forks, plates, cups, etc.
6. Pre-portion samples and limit the number of samples available at any one time.
7. Perishable product should be kept at their optimum temperature at all times ie: refrigerated product should not be kept out at room temperature and foods being served hot should not be allowed to cool to room temperature. Food samples which have moved beyond their optimum temperature range should be disposed of promptly.

WASH-UP AREA

A sink with hot and cold water supply will be available in the exhibit hall for exhibitors who need to wash utensils and dishes. The location of the sink will be determined on-site.



Public washrooms are not to be used for clean-up purposes.

FOOD BANK CONTRIBUTIONS

Arrangements have been made for the Food Bank to pick up food donations at the close of the trade show. Non-perishable, refrigerated and frozen food items will be gratefully accepted. Non-perishable food products may be left on the show floor in designated areas. Refrigerated and freezer product can be left in the cold storage area.



All products left in the cold storage area after 10:00 am on Tuesday, May 3 will be donated to the food bank.

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COLD STORAGE

A limited amount of refrigerated and freezer space will be available on-site. Exhibitors who require cold storage should complete the enclosed **COLD STORAGE order form**. Freezer and refrigerated storage space is available beginning at 4:00 pm on Friday, April 29 and ending at 10:00 am on Tuesday, May 3.

Exhibitors receive up to 30 cubic feet of either refrigerated or freezer storage complimentary. Any extra cold storage ordered above the 30 cubic feet limit will be charged at a rate of \$4.00 per cubic foot with a minimum charge of \$75.00.



Exhibitors are urged to order their cold storage in advance of the show as on-site orders may not be accommodated due to lack of space.

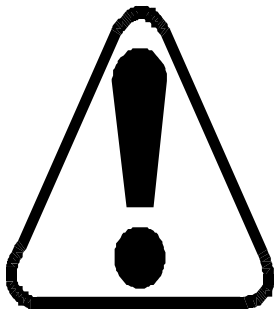
Please ensure that every box, bag, carton, etc. of product is clearly marked either "**Freezer Storage**" or "**Refrigerated Storage**". The exhibitor's name and booth number must also be identified on every piece of product accepted into storage.



It is the exhibitor's responsibility to remove product from storage, including any product movement to and from the exhibitors booth.



All product in storage must be removed by 10:00 am on Tuesday, May 3. Product remaining in storage after 10:00 am on Tuesday, May 3 will be donated to the food bank.



Show Management cannot guarantee a constant temperature in either the Refrigerated or Freezer storage areas due to the traffic in and out of the units and cannot be responsible for product loss due to temperature fluctuations. Exhibitors should consider the Freezer area as "colder" storage than the Refrigerated area and make arrangements for this as required.

If a constant temperature is required for your products either make arrangements to have the product delivered on a daily basis or consider locating personal refrigerator/freezer units in your booth so that the temperature can be closely monitored by your booth staff.

Arrangements can be made to have product delivered to Place Forzani every morning. Please go to the Show Office once on-site for more details.

CALCULATING CUBIC FEET

Cubic footage can be determined by measuring your product (please include skids and packing materials) in inches and multiplying the height X the length X the width and dividing the result by 1728.

As an example, if your storage shipment is 36 inches high X 48 inches long X 30 inches wide, the result is 51,840 cubic inches divided by 1728 to yield 30 cubic feet.

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FIRE REGULATIONS

The purpose of these requirements is to maintain an acceptable level of fire safety within Place Forzani. To help make a successful event, the Department of Fire Prevention of Laval wants to inform all exhibitors of security measures to be taken by everyone.

1. All materials such as veils, fabrics, curtains, jute, draperies, etc. should be non-combustible or flame-resistant. To this end, you must provide recent proof of their fireproofing.
2. The wallpaper can be used provided that it adheres firmly to the walls or partitions.
3. The decorations such as fir, pine, spruce, birch as well as the branches thereof are prohibited. The natural trees will be accepted only if they have roots and are kept in pots of soil watered every day.
4. The hay, straw, wood chips and other natural materials for decoration are prohibited unless you obtain permission from our department.
5. The flames in any form are prohibited. (candles, lamps, matches, decorative fireplaces, etc.).
6. The flammable and combustible liquids and flammable gases are prohibited.
7. The caps of vehicle fuel tanks or exposed gasoline devices must be locked or protected as to be beyond the reach of the public and batteries should be disconnected.
8. Shells and propane bottles are prohibited.
9. The booths and exhibits must not interfere in the corridors or be installed.
10. The boxes, crates and other empty containers must be stacked in a designated storage place by the managers of the exhibition. None of these containers will be tolerated on the sides, rear or inside kiosks.
11. In the closed rooms where there will be dark at times, the exits must be indicated by illuminated signs approved by our department.
12. The used electrical devices must be approved ULC and/or CSA. It is necessary to use distribution bars (power bars) to connect multiple devices and wires in a poor state will not be tolerated.
13. The bare light bulbs are not accepted unless they are protected by lampshades or combustible protectors.
14. The kiosks with ceiling or more than one floor must be approved by our department.
15. It is forbidden to use the protective equipment against fire (network of sprinklers, fire piping system, portable fire extinguishers, etc.). to suspend, expose or hang all decorations or equipment of any kind.
16. For each row of 5 or more seats, the seats must be linked to each other by an acceptable means. The rows should have a maximum of 16 seats. Sections of rows must be separated from each other by walkways side of a width of 1100mm or 44 inches.

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FIRE REGULATIONS

We remind you also that;

- In case of emergency, we must leave the building quickly, direct visitors to the nearest exits, never go back, once outside move away from the building.
- Know the location of fire extinguishers, fire hoses and issues.

In closing, the Department of Fire Prevention, reserves the right to refuse all situations, exhibits and planning kiosks that could endanger the safety of the occupants.