



# Exhibitor Manual

(updated April 16/19)

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### 1. 10x10 BOOTHS INCLUDE

- 10' x 10' booth space (pipe & drape) - 8' black backdrop, 3' black side rails
- Standard folding Table (6'L x 24"W x 30"H) with cover and skirt
- Two basic stacking Chairs and Wastebasket.
- 24-hour professional security
- Porter service to assist with move-in
- (1) Business Conference Pass (April 25) - includes Expo access April 26/27
- (2) two-day Exhibitor Passes - April 26/27
- Company listing in official show guide and on O'Cannabiz website
- One Lead Retrieval License (up to 3 devices)

### 2. SERVICE CONTRACTORS

**(Stronco, Showtech, Freeman AV, The International Centre)**

**Additional Furniture & Signage, Labour, Customs Broker, Labour, Advance Warehousing, Storage, Transportation**

#### Stronco

Exhibitor Services

1510 Caterpillar Road, Mississauga, ON L4X 2Y1

Tel: 905-270-6767 Fax: 905-270-6771

Toll Free: 1-800-665-2621

exhibitorservices@stronco.com

## Lighting & Electrical Showtech Power & Lighting

(On-Site Office)

Contact: Kimberley Dudley

Phone: 905-677-9546

Fax: 905-677-8713

Email: kdudley@showtech.ca

On-line Order Form: <https://e.showtechordering.com/ST-00055900>

## Internet, Telephone & AV Services

### Freeman AV Canada

Contact: Ashley Caesar

Phone: 905-678-5120

Email: Ashley.Caesar@freemanco.com

## Convention Centre

### The International Centre

Contact: Amita Singer, Event Manager

6900 Airport Road, Suite 120, Mississauga, Ontario L4V 1E8

Tel: 905-678-5624

Fax: 905-678-4681

Toll Free: 1-800-567-1199

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

**N.B. Exhibitor Forms & Info** available on web page: <https://ocannabiz.com/toronto/exhibitor-info>

## 3. CHECK LIST

- Submit Certificate of Insurance (COI) to O'Cannabiz (see section 12)
- Submit Exhibitor Profile Form to O'Cannabiz (see section 7 and Appendix)
- Order Electrical, A/V, Phone & Internet needs from service contractors above (see section 2).
- Order special furniture and booth decorations from Stronco (see section 2)
- Note Load-in Time spans according to Booth Size (see section 11)
- Book Accommodations at Hotel (see section 9) <http://ocannabiz.com/conference/hotel/>  
Group Code: 61995
- Assign badges to your attending staff using Eventdex account (see section 18 & 19)
- Upload your company info to Interactive Floor Plan on website. (See Map-Dynamics – section 19)

## 4. O'CANNABIZ CONTACT INFO

O'Cannabiz Conference and Expo

30 Village Centre Place, Suite 300, Ontario L4Z 1V9

Tel: 905-858-3298

Fax: 905-858-4848

[info@ocannabiz.com](mailto:info@ocannabiz.com)

<https://www.ocannabiz.com>

President

VP Programming

Business Development

**Exhibition Manager & Sales**

Registration Manager

Logistics Coordinator / Social Media

Neill Dixon

Danya Dixon

Randy Rowe

**Earle Taylor**

Kristen Campbell

Melanie Osmond

[neill@ocannabiz.com](mailto:neill@ocannabiz.com)

[danya@ocannabiz.com](mailto:danya@ocannabiz.com)

[rrowe@ocannabiz.com](mailto:rrowe@ocannabiz.com)

**[exhibition@ocannabiz.com](mailto:exhibition@ocannabiz.com)**

[registration@ocannabiz.com](mailto:registration@ocannabiz.com)

[logistics@ocannabiz.com](mailto:logistics@ocannabiz.com)

## 5. CUSTOMS BROKER / SHIPPING / ADVANCE WAREHOUSING

The customs broker for O'Cannabiz is Stronco who will be pleased to help you with your customs clearance of goods being imported into Canada.

Please note that if shipping directly to the International Centre, it is wise to have staff on-site to receive the shipment. Alternatively, consider the Advance Show Receiving service (aka advance warehousing) offered by Stronco where you ship to Stronco in advance and they deliver your items right to your booth location on load-in day.

Stronco will provide you with an exhibitor kit, containing all appropriate customs and shipping documents. To receive this kit, please contact Stronco directly or check the O'Cannabiz website for postings under Exhibitor Info:

### Stronco

1510 Caterpillar Road, Mississauga, ON L4X 2Y1

Tel: 905-270-6767

Fax: 905-270-6771

Toll Free: 1-800-665-2621

exhibitorservices@stronco.com

www.stronco.com

## 6. O'CANNABIZ EXPO LOCATION

Hall 5, The International Centre (near Toronto Pearson International Airport)

6900 Airport Road, Suite 120, Mississauga, Ontario L4V 1E8

Tel: 905-678-5624

Fax: 905-678-4681

Toll Free: 1-800-567-1199

## 7. EXHIBITOR PROFILE FORM

Please give us the following information by completing the Exhibitor Profile Form (see Appendix 1). Kindly use the Fillable PDF version of this form and then email it to the Exhibition Manager (exhibition@ocannabiz.com) no later than Monday, April 1, 2019.

- Name of your Exhibit Booth Main Contact who will be on-site April 25-27, 2019.
- Confirming company info and message on our website is how it should appear in the Program.
- Whether or not you require the standard pipe and drape setup for your booth as well as the standard table and chairs.
- The Name of any third party company that will be setting up your booth.

## 8. EXHIBITOR STAFFING

- Each Exhibitor is asked to ensure that there is at least one (1) of their Exhibit Staff on duty at the booth at all times during exhibition hours.
- Exhibit Staff must wear badges at all times, including during exhibit setup.
- Exhibit Staff will be required to produce identification or a letter of authorization from the company they are representing in order to pick up their names badges.
- No exhibit load-in may commence until proper name badges are picked up from O'Cannabiz Registration by your authorized Exhibit Staff or by one of your conference Delegates.
- Staff of any third party company contracted to setup your booth, must pick up temporary badges from Exhibition Manager Earle Taylor or from O'Cannabiz Registration.
- If you would like to have additional staff at your booth, please purchase additional passes online and use promo code EXTRAEXHIBITOR-15 for a 15% discount.

## 9. HOTEL – GUEST ROOMS / RESERVATIONS

O'Cannabiz has arranged special rates at the Sandman Signature Toronto Airport Hotel.  
Group Code: 681995. Standard Room: \$179

Sandman Signature Toronto Airport Hotel  
55 Reading Ct, Toronto, ON M9W 7K7  
Tel: 416-798-8840

Reservations can be made online at: <https://ocannabiz.com/toronto/hotel-travel>  
or by calling 416-798-8840. When calling be sure to mention Group Code: 681995 to receive the O'Cannabiz rate.

## 10. EXHIBITOR PARKING

Truck parking passes available upon request. Please contact The International Centre (see section 2).

## 11. LOAD-IN / LOAD-OUT

Please ask your staff loading in to pick up their name badges at the O'Cannabiz Registration desk BEFORE starting to load-in booth materials. If the people doing your load-in are NOT delegates or they work for a third party supplier, they must pick up temporary badges from Exhibition Manager Earle Taylor or from our Floor Manager or from our Registration desk.

**Booths Larger than 10 x 10 - Load-In and Setup:** Thursday, April 25, 2019 – 9 am to 12 noon  
Loading Dock access on first-come first-served basis. Loading Dock Doors: north side - nos. 65-72 / south side – nos. 79 & 80. If you do NOT require use of a loading dock, please carry-in your booth materials through the main entrance to Exhibit Hall 5.

**10 x 10 Booths - Load-In and Setup:** Thursday, April 25, 2019 – 12 noon to 6 pm  
Loading Dock access on first-come first-served basis. Loading Dock Doors: north side - nos. 65-72 / south side – nos. 79 & 80. If you do NOT require use of a loading dock, please carry-in your booth materials through the main entrance to Exhibit Hall 5.

**Booths located in Front of Loading Dock Doors:** Thursday, April 25, 2019 – 6 pm to 8 pm  
The design of Exhibit Hall 5 requires that some booths be placed immediately in front of loading dock doors #65 to #72, and doors #79 and #80. The following booths will not be set up until 6 pm on April 25 and those exhibitors are asked to schedule their load in times at 6 pm:

Booths along north wall: #134, 136, 138, 140, 142, 144, 146, 148, 150, and 154

Booths on south wall: #703 and #747

Any questions, please contact:  
Earle Taylor, Exhibition Manager, O'Cannabiz  
Office: 519-681-3284 Fax: 519-681-4328  
exhibition@ocannabiz.com

**Note:** Loading docks are available on a first come, first served basis – please be patient if your vehicle has to wait in line. We will do everything possible to off-load vehicles quickly.

**Load-out will begin immediately after the close of the Expo:** 5:00 pm, Saturday, April 27, 2019.

All exhibits must be struck at that time and removed from Hall 5 as soon as possible. No exhibits may be left on site after the show. No exhibits may be struck earlier than 5:00 pm without the authorization of the Exhibition Manager. Only when your booth materials are packed and ready for transport will your vehicle be permitted access to the loading dock.

## **12. INSURANCE**

O'Cannabiz will not accept any claim for loss due to fire, theft or damage to exhibits, nor will it be held liable for personal injury caused by an exhibit or an exhibitor.

Each exhibitor is required to submit a Certificate of Insurance (COI) to the O'Cannabiz Exhibition Manager within one month after receiving confirmation of booth registration. Send by email to: [exhibition@ocannabiz.com](mailto:exhibition@ocannabiz.com)

COI's must show general liability insurance of at least \$1 Million covering a period which includes April 25-27, 2019 and with O'Cannabiz Conference & Expo named as the certificate holder. O'Cannabiz Conference & Expo and The International Centre should be named as additional insured.

Please contact the Exhibition Manager if more details are needed for your insurance company.

If you do not currently have insurance, please note this online resource to obtain short-term coverage (minimum \$1M for 1-month) at reasonable rates: [www.palcanada.com/en/exhibitor-liability](http://www.palcanada.com/en/exhibitor-liability)

**N.B. Exhibitor Forms & Info** available on webpage: <https://ocannabiz.com/toronto/exhibitor-info>

## **13. NOISE**

O'Cannabiz reminds everyone that the goal of the show is commerce and that if you cannot properly promote your products or services at the show due to excessive noise, then this is not going to work. Please cooperate with the Exhibition Manager and respect the fact that we must all contribute to making this show work for everyone involved.

### **IMPORTANT**

The Exhibition Manager's rulings on sound levels will be final and we appreciate your cooperation on this issue.

### **RULES**

Exhibitors will be permitted to demonstrate products for a period of not longer than 5 minutes at a time to a maximum of 85db or 20db above the average ambient room level at the time, whichever is less.

### **FAILURE TO COMPLY**

A first violation will result in suspension from exhibit sound demonstration privileges for one (1) hour. A second violation will result in suspension of sound demonstration privileges for the remainder of the exhibit day. A third and final violation will result in suspension of and subsequent disconnection of all electrical power to the exhibit space. This could affect all exhibit lighting and computers. This termination of exhibit power will be without reduction or refund of the cost to the exhibitor for such service termination. Reminder: "borrowing" power from another exhibitor or electrical outlet in these cases will result in ejection from the trade show.

The Exhibition Manager will have the FINAL say on rulings. We want to make this show work for All Exhibitors. Please help us to ensure that is the case. Thank you.

#### **14. REGISTRATION**

Conference Registration will be located in the entrance of the exhibit hall – Hall 5 of The International Centre.

All Exhibitors are required to pick up Name Badges BEFORE load-in of their exhibits. This is extremely important for security reasons. No one will be admitted to the Exhibit Area without a pass. Temporary Badges will be available to load-in and setup staff who are NOT registered delegates.

#### **REGISTRATION HOURS**

Thursday, April 25, 2019	7:30 am - 8:00 pm
Friday, April 26, 2019	7:30 am - 6:00 pm
Saturday, April 27, 2019	7:30 am - 5:00 pm

#### **15. EXPO HOURS**

Booths must be staffed during all O'Cannabiz Expo operating hours:

- Morning Glory Breakfast      Friday, April 26, 9:00 am - 10:00 am
- Expo Open                              Friday, April 26, 10:00 am – 6:00 pm
- Wake N Bake Breakfast      Saturday, April 27, 9:00 am - 10:00 am
- Expo Open                              Saturday, April 27, 10:00 am – 5:00 pm

**Note:** Breakfasts are complimentary for all exhibitors.

#### **16. SECURITY**

Professional security will be on-duty 24 hours on conference and exhibition dates. Please be sure to have your conference badge with you at all times to ensure you are not denied access to the Exhibit area.

#### **17. STORAGE**

There will be limited storage available to exhibitors on the exhibition floor. If you require storage space for boxes, cases, or other booth-related items, please contact the Exhibition Manager by phone or email with your request.

All items stored in the exhibit floor storage area are done so at your own risk. Please make sure to label and secure belongings. Valuable items are not recommended in the storage area. Secure storage racks are available for purchase through Stronco.

#### **18. LEAD RETRIEVAL**

Eventdex will provide a state-of-the-art, EASY TO USE Lead Retrieval App which will help you capture attendee information and convert that to leads.

Download the Eventdex app to your phone either by visiting [www.eventdex.com](http://www.eventdex.com) or the Google Play Store/Apple App store. After you download the App, please sign-up from the app using the same email address that you have used to register for the O'Cannabiz. If you need any assistance, contact: [support@eventdex.com](mailto:support@eventdex.com)

If you require an additional license you can purchase it at registration for \$125 (1) one license for up to 3 devices.

## 19. ACCESSING YOUR ACCOUNTS – MAP-DYNAMICS & EVENTDEX

### Map-Dynamics

Map-Dynamics is the system we use for our interactive exhibition floor plan that ties the listing of exhibitors to the actual booth on the plan. This system also allows each exhibitor to login and add or modify their own basic info that one sees when viewing the page.

If you have not done so already, please refer to the email confirmation you should have received from "Map-Dynamics" (account-invitation@mg.map-dynamics.com) which includes an invitation to update your Exhibitor Profile. This involves creating an account with your own username and password so you can return to your profile later if need be. The email from Map-Dynamics should have been received shortly after the email you received from "Kristen Campbell" (registration@ocannabiz.com) that confirmed your booth number.

### Eventdex

Eventdex is the registration platform we use that allows exhibitors to register on-line, create an Eventdex account and then return to modify any info submitted when you initially registered including the name of your delegate pass-holders.

Ensure that you provide your Company's Eventdex login details to the staff who will be at your booth scanning people's badges on Expo days, as the Lead Retrieval license is tied to the Buyer login details from the initial online booth registration. Your staff will need to download the Eventdex app to their device being used (e.g. phones/tablets), then log in with these user details (we do not provide scanning devices). Up to three (3) people can be logged in at the same time. If you require an additional license, these may be purchased for \$125. Please send your request for an additional license directly to Kristen Campbell: registration@ocannabiz.com.

If you require additional Exhibitor Passes for people to work in your booth, these may be purchased online under our Register page by selecting the "Industry & Consumer" (2-Day Expo) Ticket. Apply the promo code: **EXTRAEXHIBITOR-15** for a 15% discount before selecting 'Order Now'. Please ensure there are no spaces before/after for this code to work.

If you need to edit the names and info for your staff attending, simply login to your Eventdex account (this is the account you created when registering your booth) using this link:

[EVENTDEX](#)

If you have forgotten your password, please click on the link "Forgot Password?" to request a new password. Instructions will be sent to you by email.

Once logged in, to edit your assigned tickets, select our April 2019 event, then "My Tickets" (upper left corner), and then "Order Details". Here you will see a green pencil icon to the right of each ticket line item. This is your editing tool.

When assigning ticket types, keep in mind the following:

A - Two-Day Main Conference Delegate (being renamed: Cannabis Business Conference),

Valid: **April 25-27, 2019**

**Includes:** ALL *Expo Hall* seminars, workshops & keynotes.

**1) Cannabis Business Conference** (Thursday, April 25, 2019, 9AM-5PM) **Meals Included:** Breakfast, Lunch & Cocktail Mixer

**2) Expo Hall: DAY 1**, Friday, April 26th - **INDUSTRY Professionals**, with our complimentary MORNING GLORY NETWORKING BREAKFAST, **9:00AM-10:00AM**

AND **DAY 2**, Saturday, April 27th - **Industry/Public**), with our complimentary WAKE'N'BAKE NETWORKING BREAKFAST, **9:00AM-10:00AM**

B - Two-Day Exhibit Pass, Valid: April 26-27, 2019

**Includes:** ALL *Expo Hall* seminars, workshops, keynotes & networking events both days.

1. Friday April 26th (**Industry Day**) Access to the Exhibition Hall & *MORNING GLORY NETWORKING BREAKFAST, 9:00AM-10:00AM*: (Open to Speakers, Exhibitors, and Delegate Pass Holders)
2. Saturday April 27th (**General Public Day**) & *WAKE'N'BAKE NETWORKING BREAKFAST, 9:00AM-10:00AM*: (Open to Speakers, Exhibitors, and Delegate Pass Holders)

All of your passes include access into our **VIP After Party** at [Twenty7](#) on Friday, April 26, 2019 from **8:00PM-12:00AM**. You must have your Name Badge in order to attend the VIP After Party so please note the days and times that the O'Cannabiz Registration Desk is open – see Section 14 above.

All details for our programming may be found online under the [Toronto Conference Schedule](#)

If you have any problems accessing Eventdex or Map-Dynamics, please contact Kristen Campbell at: [registration@ocannabiz.com](mailto:registration@ocannabiz.com)

## 20. AGE & PRODUCT RESTRICTIONS

O'Cannabiz Conference and Expo is a cannabis industry show. Cannabis in any form is not available at this show. You must be 19+ years of age to attend and to serve as booth staff in the Expo Hall.

**N.B. Exhibitor Forms & Info** available on web page: <https://ocannabiz.com/toronto/exhibitor-info>



## Appendix 1 - O'Cannabiz 2019 Exhibitor Profile

(Please do **NOT** use this page. Find the fillable PDF version on our website. Download blank copy to your hard drive. Complete the form electronically and save with new file name. Return completed form by email to: [exhibition@ocannabiz.com](mailto:exhibition@ocannabiz.com))

Company Name: \_\_\_\_\_ Booth No: \_\_\_\_\_

Booth Name (if different than company): \_\_\_\_\_

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

City: \_\_\_\_\_ Prov/State: \_\_\_\_\_

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

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Fax: \_\_\_\_\_ Website: \_\_\_\_\_

**1. Type of Company:** \_\_\_\_\_

### 2. Exhibit Booth Main Contact

Please provide the name of the main contact for your booth who will be on-site April 25-27, 2019.

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

Cell (mandatory): \_\_\_\_\_ Email (mandatory): \_\_\_\_\_

### 3. Booth Items

Certain exhibit designs work better without the usual booth backdrop and side-rails (i.e. pipe & drape). If you prefer an OPEN booth area with NO pipe and drape, or if you do NOT require the basic table and 2 chairs, please indicate here:

No Pipe & Drape

No Table

No Chairs

Details? (optional): \_\_\_\_\_

### 4. Exhibitor Information for O'Cannabiz Program & Website

If you wish to make changes to your company info, please do so using map-dynamics. If you are having any problems logging in to map-dynamics, please contact Kristen Campbell at: [registration@ocannabiz.com](mailto:registration@ocannabiz.com)

Check here if your company info posted online is exactly how it should appear in the Program.

### 5. Requirement to Submit a Certificate of Insurance

Each exhibitor is required to submit a Certificate of Insurance (COI) to the O'Cannabiz Exhibition Manager – see Exhibitor Manual section 12. Send your COI by email to Earle Taylor: [exhibition@ocannabiz.com](mailto:exhibition@ocannabiz.com).

Will send COI.

Have sent COI already.

### 6. Booth Setup by a Third Party

If you have contracted a third party company to setup your booth, please indicate the name of that company here:

Booth Setup by: \_\_\_\_\_

### 7. Additional Services

Please contact the appropriate service contractor for additional services – see Exhibitor Manual section 2.

### 8. Using the Fillable PDF Version of this Form

Please complete the fillable PDF version of this form electronically and return by email to Earle Taylor, Exhibition Manager as soon as possible but no later than April 1, 2019: [exhibition@ocannabiz.com](mailto:exhibition@ocannabiz.com)