

Exhibitor Manual

(updated April 6/20)

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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 of handheld items
- (1) Three-Day *Business Conference and Expo* Pass (October 27); includes Expo access October 28/29
- (2) Two-day *Industry* Passes; valid October 28/29
- Company listing in official show guide and on O'Cannabiz website
- One Lead Retrieval License (used via Eventdex app on 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-00058443>

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

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, carpet, under pad 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): <https://ocannabiz.com/toronto/hotel-travel>
Group Rate: \$152 CAD/night. MUST BOOK BY: EARLY OCTOBER 2020 (Exact Date TBC)!
- 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

<https://www.ocannabiz.com>

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neill@ocannabiz.com

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danya@ocannabiz.com

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logistics@ocannabiz.com

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communications@ocannabiz.com

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marketing@ocannabiz.com

4. O'CANNABIZ CONTACT INFO CONT'D

Sales Manager
Accounting

Rick Fenton
Dinesh Thiagar

rick@ocannabiz.com
accounting@cmw.net

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 required 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, 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). Online our website no later than Tuesday, October 13, 2020. For any issues, please email: exhibition@ocannabiz.com.

- Name of your Exhibit Booth Main Contact who will be on-site October 27-29, 2020.
- Confirming company Logo 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 name badges.
- No exhibit load-in may commence until proper badges are picked up from O'Cannabiz Exhibition Manager by your authorized Exhibit Staff.
- Staff of any third-party company contracted to setup your booth must pick up temporary badges from the Exhibition Manager desk near the loading dock entrance.

8. EXHIBITOR STAFFING CONT'D

- If you would like to have additional staff at your booth, please purchase additional (discounted two-day) passes on the O'Cannabiz website and use this [link](#).

9. HOTEL – GUEST ROOMS / RESERVATIONS

O'Cannabiz has arranged special rates at the Marriott Toronto Airport Hotel.
Standard Room: \$152 – **valid until early October 2020 (Exact Date TBC)**

Marriott Toronto Airport Hotel
901 Dixon Road
Toronto, Ontario
M9W 1J5

Reservations can be made by following the reserve link on our website: <https://ocannabiz.com/toronto/hotel-travel>

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 or temporary badges from the Exhibition Manager desk at the loading docks 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 the Exhibition Manager desk at the loading docks.

Booths Larger than 10 x 10 - Load-In and Setup: Tuesday, October 27, 2020 – 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: Tuesday, October 27, 2020 – 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. Complimentary porter service of handheld items available.

Booths located in Front of Loading Dock Doors: Tuesday, October 27, 2030 – 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 October 27 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

Booths on south wall: #703 and #707

Any questions, please contact:
Exhibition Manager – Caitlin O'Neill
exhibition@ocannabiz.com
Mobile #: 647-822-0715

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, Thursday, October 29, 2020.

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 a **penalty of \$500** to the exhibiting company or 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. This must be submitted by October 13, 2020. No Exhibiting company will be allowed to load-in or commence set up without providing our Exhibition Manager this documentation.

COI's must show general liability insurance of at least \$1 Million covering a period which includes October 27-29, 2020 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

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

Tuesday, October 27, 2020	7:00 am - 6:00 pm
Wednesday, October 28, 2020	8:30 am - 6:00 pm
Thursday, October 29, 2020	10:00 am - 5:00 pm

15. EXPO HOURS

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

- Expo Open Wednesday, October 28: 9:30am – 6:00pm
- Expo Open Thursday, October 29: 11:00am – 5:00pm

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. While security personnel are present, O'Cannabiz is not responsible for loss or theft. Please be aware of your surroundings, and do not leave items unattended. Secured storage at most venues is available. During move in, do not leave products of value exposed; rather, place items in the secured storage facility or, bring items in each morning with you. At the end of each day, place valuables in locked storage, or bring home with you. Do not leave items in your car during the event.

Smaller items are easy targets, so be sure to only place those items in your booth while you have personnel on duty in your booth. DO NOT leave computers, cell phones or personal bags/purses unattended at any time. O'Cannabiz will not be responsible for any theft at show site.

If a theft occurs, contact O'Cannabiz staff immediately who will refer the matter to the security company. They will assist in creating a venue report and calling police to file an official police report. These reports may be used to notify and make claims with your insurance company in accordance with your property insurance policy.

Exhibitors Property – Responsibility

All property of the exhibitor remains under his or her custody and control in transit to and from the exhibit hall, and while it is in the confines of the exhibit hall.

Neither O'Cannabiz (or Grow Up), its service contractors, the management of the exhibit hall, nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of

exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor.

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

Our registration platform, called 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, or the Google Play Store/Apple App store. After you download the App, please sign-in from the app using the ‘Buyer’ details indicated under your booth package. Typically, this is same email address and password used when registering your booth online, unless a specific request has been made to change these details. The fields of the First Name, Last Name and Email must be entered exactly the same in the ‘Buyer’ area and the ‘Lead Retrieval’ ticket type under the company booth package for the license to function. If you need any assistance, contact: registration@ocannabiz.com or support@eventdex.com. Onsite support will also be available by our Eventdex support team member at the Registration counter.

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 used for the interactive floor plan on the O’Cannabiz website that shows the listing of exhibitors and their location on the floor to show attendees. Each exhibitor has a company information page that they must fill out using the account login provided in the invitation e-mail from Map Dynamics. This e-mail will come from account-invitation@mg.map-dynamics.com. If you have not received this e-mail please contact registration@ocannabiz.com or exhibition@ocannabiz.com.

Eventdex

Eventdex is the system used for delegate registration and lead retrieval. Each exhibitor signs up for a new account – or signs in with an existing account with the registration purchase of booth space. Typically, this account will be registered under the name of the employee who purchased the booth package. Exhibitors are able to assign passes to staff and guests in Eventdex at any time. 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.

****Note** that once a badge is printed off, there is an additional \$100 fee to re-print a new badge that indicates the status of ‘printed’ within our system. It is vital that your on-site staff have the account login

to access the lead retrieval license via the Eventdex app for the expo, as up to 3 people may be logged into the same account at the same time.

To assign/edit your passes, use this link to login [EVENTDEX](#)
Once logged in select O’Cannabiz 2020, then click “My Tickets” in the upper left corner. Select Order Details and to the right of each ticket line item will be a green pencil – click the pencil to edit the name for that ticket.

If you require additional Exhibitor Passes for people to work in your booth, these may be purchased online for a discounted rate of \$50 each (**Industry two-day**) passes via this private [link](#).

When assigning ticket types, keep in mind the following:

DO NOT change the details from the ticket type ‘Lead Retrieval’ as the fields of First Name, Last Name and Email MUST be entered exactly the same for this license to function and scan attendee badges. If you are unsure who the ‘Buyer’ details are please contact Kristen Campbell at: registration@ocannabiz.com.

Three-Day *Business Conference and Expo* TICKET TYPE

Valid: **October 27-29, 2020**

Includes: Business Conference October 27 + ALL *Expo Hall* seminars, workshops & keynotes.

1) Cannabis Business Conference (Tuesday, October 27, 2020, 8AM-6PM) **Meals Included:** Breakfast, Lunch & Cocktail Mixer

2) Expo Hall: DAY 1, Thursday, October 28th - **INDUSTRY Professionals**

AND **DAY 2**, Friday, October 29th - **Industry/Public**

Two-Day *INDUSTRY Exhibit* TICKET TYPE, Valid: **October 27-29, 2020**

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

1. Thursday October 28th (**Industry Day**) Access to the Exhibition Hall
2. Friday October 29th (**Industry & General Public Day**)

All of your exhibitor passes include access into our **VIP After Party** at the **International Centre, Aviation Ballroom A**, on **Thursday, October 28, 2020** from **6:00PM-8:00PM**. 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 [Detailed Schedule of Conference Sessions](#)

If you have any problems accessing Eventdex or Map-Dynamics, please contact Kristen Campbell at:
Tel: 905-858-3298 ext 112 or **Email:** 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.

Appendix 1 - O'Cannabiz 2020 Exhibitor Profile

Please do NOT use this page. Find the fillable PDF version on our website.

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 October 27-29, 2020.

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

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 Caitlin O'Neill: 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 Caitlin O'Neill, Exhibition Manager as soon as possible but no later than October 13, 2020: exhibition@ocannabiz.com