



# Exhibitor Manual

SEPTEMBER 10 – 13, 2011  
PALAIS DES CONGRÈS DE MONTRÉAL  
MONTREAL, QUEBEC

Produced by:





Dear Exhibitor:

Welcome and thank you for joining us at *ExpoCycle 2011!*

To help with your preparations, we are pleased to provide you with your copy of the exhibitor manual. This information is part of our commitment to help make your participation in the show more profitable and enjoyable. As a valued client, your success at the show is extremely important to us.

Inside the Exhibitor Manual you will find all the necessary information and forms for the preparation and installation of your exhibit. Processing these forms at your earliest possible convenience will allow us and our service contractors time to provide you with the best possible service. If you have any questions regarding a service, please contact the specific supplier of that service.

The Show Management Show Office will be located at the front of the exhibitor hall and will be open on September 10th. Show Management personnel will be on-site for the duration of the show.

See you at the show!

Warmest regards,

*Sumar*

Sumar Clarke  
Show Director

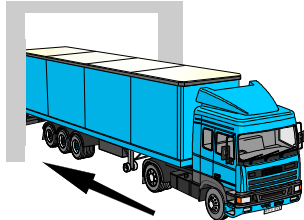
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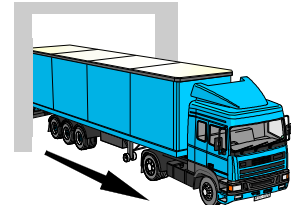
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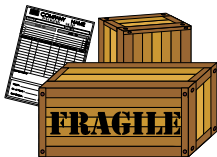
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All Services - Furniture / Electrical etc.

**WEBSITE:** [www.expocycle.ca](http://www.expocycle.ca)

# Quick Reference for Show Facts

## Important Deadline Dates & Forms



- Exhibitor Appointed Contractor Form **August 19, 2011**
  - Drape Requirement Form **August 19, 2011**
- All order forms for furniture, etc. should be booked A.S.A.P.

## Free Services

- Extensive promotion to all bicycle retailers across Canada through direct-mail program
- FREE ExpoCycle admission passes to participating exhibiting companies
- FREE Exhibitor and Guest passes
- Website listing on BTAC.ORG (Listing on our Supplier Search)
- Official Show Guide Listing
- Hotel Discounts
- Material Handling for all exhibit materials
- 24 Hour Show Security
- Storage labels for crates



## Facility Address



Palais des congrès de Montréal–Exhibition Hall  
1001 place Jean-Paul-Riopelle  
Montreal, QC  
Administration  
**Telephone :** (514) 871-8122 **Fax :** (514) 871-9389  
Exhibition Halls  
**Telephone :** (514) **Fax :** (514)

## Hotel Information and Show Services








- Save on **ACCOMODATIONS!** Making your hotel arrangements have never been easier. To take advantage of special low rates, simply call the number for the hotel of your choice. For a listing of the **HOST HOTELS** see page 14 in this manual.
- For a full listing of all **SHOW SERVICE CONTRACTORS** see pages 4-5.






# SHOW CHECKLIST

This checklist will help you organize your participation in the show.  
We hope you will find it useful.

## 2 MONTHS BEFORE THE SHOW

-  Make hotel and flight reservations, *if necessary*.
-  Plan your booth layout. Make sure your booth conforms to the show rules and regulations. Check height limits as set out in our rules & regulation section.
-  Pay balance of booth space rental.
-  Order transportation for booth to and from the show site.
-  Make sure customs forms are in order, *if necessary*.
-  Order all services for on-site: electrical, furniture, signs, etc.
-  Send invitations to clients and prospects.

## 1 MONTH BEFORE THE SHOW

-  Check to see if all services have been ordered and confirmed. Remember that services ordered on-site will cost more and availability is not guaranteed.
-  Finalize booth personnel and send Exhibitor Badge Request Form to Show Management.
-  Make sure you have all parts of your booth before shipping. Arrange tools: hammers, tape, markers, etc.



## **SHOW MANAGEMENT:**

Throughout the entire show period, Show Management will maintain one show office on site to assist all exhibitors and attendees.

## **ENTRY TO THE SHOW:**

Show Management reserves the right to refuse admission to the show building to any visitor, exhibitor, or contractor who, in the opinion of Show Management, is unfit, intoxicated, or in any way creating a disruption of the show.

**For security reasons, you will be required to wear your exhibitor badge in a prominent location when entering the building.**

## **INSURANCE:**

Neither Show Management nor the building owners will accept responsibility for injury to persons, loss of or damage to products, exhibits, equipment, or decorations, by fire, accident, theft or any other cause while in the building or on the grounds.

**Exhibitors MUST provide adequate insurance for their own personnel, exhibits, and materials against all such hazards and must name the Bicycle Trade Association of Canada (BTAC) as an additional insured. (See requirements outlined below)**

Exhibitors should review their company insurance coverage prior to the show. Most insurance companies will provide additional riders if extra coverage is desired. If you cannot obtain this rider or would require additional insurance, we have included an order form from HKMB International Insurance Brokers, specialists in trade show insurance.

### **Insurance Requirements as per the Terms and Conditions of the Contract**

Insurance: Exhibitor shall, at its own expense, secure and maintain through the terms of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any valid and collectable insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor obligation under this paragraph.

(a) Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable);

(b) Automobile Liability insurance with limits not less than \$500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, and unloading operators.

(c) Comprehensive General Liability and Automobile Liability insurance policies shall name as additional the Bicycle Trade Association of Canada (BTAC) and each of its subsidiaries. If requested, copies of additional insured endorsements, primary coverage endorsements and comply shall be furnished to BTAC 60 days before the first day of ExpoCycle. Certified copies of the Certificates of Insurance or policies shall provide that they may not be cancelled without 30 days advance written notice to the Bicycle Trade Association of Canada.

# **MOVE-IN PROCEDURE**

Thursday September 8, 2011 10:00am – 8:00pm

Friday September 9, 2011 8:00am – 8:00pm

**All exhibits must be complete by 8:00 pm on Friday September 9, 2011.** Aisle carpets will be laid after 9:00pm on Friday September 9, 2011. ***Absolutely no dollies will be permitted in the exhibit area after that time.***

**\*All exhibitors will be given a recommended move-in time closer to the show. Exhibitors who do not abide by their scheduled move-in time, will be served on a first-come, first-serve basis.**

## **PAYMENT OF EXHIBIT SPACE:**

Full payment of exhibit space, as contracted, must be paid in full by, **June 2<sup>nd</sup>, 2011**. Show Management will refuse the use of space to any exhibitor who has not made full and final payment.

## **MATERIAL HANDLING:**

**PLEASE BE ADVISED THAT MATERIAL HANDLING FOR ALL EXHIBIT MATERIALS ARE INCLUDED IN YOUR EXHIBIT SPACE RENTAL.**

All transactions on work of this type are between the Materials Handling Contractor and the exhibitor. In case an exhibitor's representative is not present, Show Management reserves the right to order his equipment and/or material to be moved from the receiving door to the exhibitor's area.

Free services provided:

- material handling for all exhibitor material
- removal, storage and return of empty crates
- storage labels to identify each crate or box

**N.B. Capacity of show forklift trucks is 5000 lbs. Exhibitors with heavier material should contact Show Management.**

## **FREIGHT REQUIRING A FORKLIFT:**

Please follow these instructions:

- A loading door official will be checking vehicles and will direct you to the proper loading door.
- Heavy equipment and awkward displays should be delivered on the first day of move-in.
- As soon as your material is uncrated and labelled, your crates will be picked up and placed in storage.

## **HAND-CARRIED MATERIAL:**

If you do not require a forklift to remove your materials to/from the show, the following has been set up for your convenience:

- Push dollies will be available at the loading doors.
- Unload your vehicle as quickly as possible and return your dolly to the loading dock area. A crew is available if you require help. (Check with the Official Show Contractor for applicable rates.)
- **For security reasons, you will be required to wear your exhibitor badge in a prominent location when entering/leaving from the building.**

## **STORAGE OF CRATES:**

Please carefully identify every empty case, skid, crate, or carton you wish returned to your booth by completing and affixing the storage labels. Storage labels are available from Show Management and at the Show Office.

Containers will be picked up, stored, and returned to you for repacking as rapidly as possible, beginning after the close of the show on the last day.

Exhibitors are advised that storage areas are not, and cannot be, secured. Therefore, no valuable materials of any kind, products or exhibits, should be consigned to storage.

Do not store crates behind your booth.

## **LABOUR AND TIPPING:**

Exhibitors are required to abide by the prevailing labour conditions and rates effective in the exhibit hall. All employees of Show Service Contractors are adequately paid and there is no need to tip. Please report immediately to Show Management any discourtesies or attempts to imply that service will be speeded up or improved by tipping or gifts.

## **U.S. & INTERNATIONAL FREIGHT:**

Exhibitors who are shipping goods to the show from outside of Canada are strongly recommended to use the Official Customs Broker for the show. Representatives will be on-site throughout the show to ensure all your customs needs have been looked after.

# **MOVE-OUT PROCEDURE**

**Tuesday, September 13, 2011**

**3:30pm – 11:00pm**

**Wednesday, September 14, 2011**

**8:00am – 11:00am**

*Beginning at 3:30pm on Tuesday, September 13, 2011, once the aisle carpets have been rolled up and removed, all materials will be returned to the booths.*

***All exhibits must be removed by 11:00 am on Wednesday, September 14, 2011.***

## **DISMANTLING:**

***No dismantling or removal of exhibits or exhibit material is permitted before the close of the show.***

All packing materials will be returned to the booths *after* the aisle carpets have been rolled up and removed. Exhibitors are urged to remove small cartons and open cases of products from the building immediately after the close of show. While Show Management will take all reasonable security measures to safeguard small items, immediate removal of such items will minimize the possibility of loss from pilferage.

## **REMOVAL OF EXHIBIT MATERIALS:**

**The hall must be cleared by 11:00am on Wednesday, September 14, 2011.** At the close of the show, where exhibitors fail to pick up or couriers refuse to accept shipments, Show Management reserves the right to reroute such shipments where no disposition is provided.

**Note: This material may be hauled to a warehouse at the exhibitors expense for routing or handling. To simplify your move-out, we recommend the use of our Official Carriers.**

## **LOADING DOORS:**

During move-out, freight will be shipped from the show through the same doors as were used for move-in. The floor will have a materials handling crew, as well as a representative from Show Management who will be checking with exhibitors to ensure a smooth and trouble-free move-out.

# SERVICES AT A GLANCE

| S E R V I C E  | C O N T A C T  |
|--|--|
| <b>AUDIO VISUAL</b>  | <b><u>AV-Canada</u></b><br>1655 Queensway Ave. East<br>Unit #2<br>Mississauga, ON L4X 2Z5<br>Tel: (905) 566-5500<br>Toll-free: (866) 667-2345<br>Fax: (905) 566-5511<br>www.av-canada.com<br>E-mail: <a href="mailto:robert.t@av-canada.com">robert.t@av-canada.com</a>                              |
| <b>BOOTH CLEANING</b>  | <b><u>Palais des congrès de Montréal</u></b><br>159, rue Saint-Antoine Ouest, 9 étage<br>Montreal, QC H2Z 1H2<br>Tel: (514) 871-5871<br>Fax: (514) 868-6622<br>Toll Free: (888) 871-5871<br>Email: <a href="mailto:infotechno@congresmtl.com">infotechno@congresmtl.com</a>                          |
| <b>CATERING</b>  | <b><u>Capital Traiteur Montréal inc.</u></b><br>159, rue Saint-Antoine Ouest, 4 étage<br>Montreal, QC H2Z 1H2<br>Tel: (514) 871-3111<br>Fax: (514) 875-1300<br>Email: <a href="mailto:capital@congresmtl.com">capital@congresmtl.com</a>   |
| <b>CUSTOMS BROKER</b>  | <b><u>The Commerce Trade Show Logistics Group Ltd.</u></b><br>3405 American Dr. Unit 7<br>Mississauga, ON L4V 1T6<br>Tel: (905)673-5445<br>Tel: 888-827-7469<br>Fax: (905)673-2574<br>Contact: Gary Sebastian<br>Email: <a href="mailto:info@commercetradeshows.com">info@commercetradeshows.com</a> |
| <b>TRANSPORTATION (Regular Trucking Service &amp; Van Line Service, sensitive equipment / product, uncrated material, special strapping)</b> | <b><u>The Commerce Trade Show Logistics Group Ltd.</u></b><br>3405 American Dr. Unit 7<br>Mississauga, ON L4V 1T6<br>Tel: (905)673-5445<br>Tel: 888-827-7469<br>Fax: (905)673-2574<br>Contact: Gary Sebastian<br>Email: <a href="mailto:info@commercetradeshows.com">info@commercetradeshows.com</a> |
| <b>DISPLAY FURNITURE, CARPET, PLANTS, LABOUR, &amp; SIGNS</b>  | <b><u>Stronco Show Services</u></b><br>1510 Caterpillar Road, Unit B<br>Mississauga, ON L4X 2W9<br>Phone (905) 270-6767<br>Fax (905) 270-6771<br>Toll Free (800) 665-2621<br>Contact: Customer Service   |
| <b>ELECTRICAL/COMPRESSED AIR/WATER/DRAINAGE</b>  | <b><u>Palais des congrès de Montréal</u></b><br>159, rue Saint-Antoine Ouest, 9 étage<br>Montreal, QC H2Z 1H2<br>Tel: (514) 871-5871<br>Fax: (514) 868-6622<br>Toll Free: (888) 871-5871<br>Email: <a href="mailto:infotechno@congresmtl.com">infotechno@congresmtl.com</a>                          |

|  |  |
|--|--|
| <b>INSURANCE</b>   | <b><u>HKMB International Insurance Brokers</u></b><br>595 Bay St.<br>Suite # 900<br>Toronto, Ontario M56 2E3<br>Tel: (416) 597-0555 ext 439<br>Toll Free (800) 232-2024<br>Fax: (416) 597-2313<br>Contact: Kyle Bell   |
| <b>INTERNET SERVICES (High Speed)</b>                    | <b><u>Palais des congrès de Montréal</u></b><br>159, rue Saint-Antoine Ouest, 9 étage<br>Montreal, QC H2Z 1H2<br>Tel: (514) 871-5871<br>Fax: (514) 868-6622<br>Toll Free: (888) 871-5871<br>Email: <a href="mailto:infotechno@congresmtl.com">infotechno@congresmtl.com</a>        |
| <b>TELEPHONES</b>  | <b><u>Palais des congrès de Montréal</u></b><br>159, rue Saint-Antoine Ouest, 9 étage<br>Montreal, QC H2Z 1H2<br>Tel: (514) 871-5871<br>Fax: (514) 868-6622<br>Toll Free: (888) 871-5871<br>Email: <a href="mailto:infotechno@congresmtl.com">infotechno@congresmtl.com</a>        |
| <b>LEAD MANAGEMENT (Bar Code Lead Retrieval Systems)</b> | <b><u>CONEXSYS</u></b><br>34-7050B Bramalea Road<br>Mississauga, ON L5S 1S9<br>Tel: (905) 405-8415<br>Fax: (905) 405-9870<br>Contact: Colin Vanmierlobensteyn<br>Email: <a href="mailto:colin@conexsysregistration.com">colin@conexsysregistration.com</a>                         |
| <b>SIGN HANGING</b>                                      | <b><u>Palais des congrès de Montréal</u></b><br>159, rue Saint-Antoine Ouest, 9 étage<br>Montreal, QC H2Z 1H2<br>Tel: (514) 871-5871<br>Fax: (514) 868-6622<br>Toll Free: (888) 871-5871<br>Email: <a href="mailto:infotechno@congresmtl.com">infotechno@congresmtl.com</a>        |
| <b>FLORAL</b>  | <b><u>Canadiana Flowers</u></b><br>3087 Kingston Road,<br>Toronto, ON M1M 1P1<br>Tel: 416-265-6867<br>Fax: 416-265-5438<br>Toll Free: (888) 265-7673<br>Contact Person: Stephen C. Mangos<br>Email: <a href="mailto:stephen@canadianaflowers.com">stephen@canadianaflowers.com</a> |

# SHIPPING

ADVANCE SHIPMENTS: No shipments will be accepted at the facility (Palais des congrès de Montréal) until Thursday September 8<sup>th</sup>, 2011. Advanced shipments sent to Lamcar Logistics **must** arrive no later than 4:00 pm September 1<sup>st</sup> 2011.

Exhibitors who find it necessary to ship their equipment in advance should contact the **Official Show Transportation Company – The Commerce Trade Show Logistics Group Ltd.** Their service is particularly advantageous for exhibitors who are shipping their exhibits from another show, or who could schedule shipping more economically in advance using surface transportation rather than relying on air freight in order to guarantee arrival at the show on time.

## **MONTREAL ADVANCE WAREHOUSE ADDRESS**

**Shipments from outside Canada should be consigned as follows:**

Name of Exhibitor, Booth #  
ExpoCycle 2011  
The Commerce Trade Show Logistics Group Ltd.  
c/o Commerce Logistics, c/o Lamcar Logistics  
4405 Bois Franc, # 6 - 7 - 8 - 9,  
Saint-Laurent, Quebec H4S 1A8

**Notify: Commerce Trade Show Logistics for Customs Clearance**

Box \_\_\_\_\_ of \_\_\_\_\_

**Please note: Exhibitors MUST contact The Commerce Trade Show Logistics Group Ltd. prior to shipping goods to warehouse. (888)827-7469**

These shipments should arrive one week prior to the move-in dates. **All freight must be prepaid.**

Canada Customs requires the payment of full duty and 5% tax on all giveaway/handout items and 5% tax only on all printed matter to be used as handouts. Any such material not used or consumed may be exported under customs supervision and a 99% refund of duties and taxes may be applied for with Canada Customs.

As there are specific customs regulations for exhibitors using their own trucks or methods of transportation other than common carrier, exhibitors should advise the broker well in advance of their expected arrival.

**All other shipments should be consigned as follows:**

Name of Exhibitor, Booth #  
Date of Event  
**ExpoCycle 2011**  
c/o Palais des congrès de Montréal  
Receiving dock  
163 Saint-Antoine Street West  
Montréal, QC, H2Z 1H2

**C.O.D. SHIPMENTS WILL NOT BE ACCEPTED BY SHOW  
MANAGEMENT**

# **CUSTOMS REGULATIONS AND** **CUSTOMS BOND**

## **CUSTOMS**

Equipment and exhibits for the show may be brought in free of duties and taxes on a temporary basis, but subject to a deposit equal to the duties and taxes normally levied on them. The Official Customs Broker has made arrangements with Canada Customs for a bond to cover all importations on this show. **Exhibitors using their own customs broker will have to arrange their own bond or cash deposit with Canada Customs.**

**Special Note: Please be advised that giveaways and brochures entering into Canada are subject to duty and taxes. It is important that Textile products entering into Canada for giveaway or display have appropriate declaration forms completed for both US & Canada Customs. (Forms 44/55 entries)**

It is imperative that Canada Customs invoices be mailed at least two weeks prior to shipment of goods since Canada Customs will not permit entry of goods to the building without an invoice.

### **The Official Show Customs Broker will provide the following services:**

- Post the required bonds and securities with Canada Customs
- Clear your materials through Canada Customs
- Co-ordinate delivery to the facility on the appropriate move-in days
- Provide on-site staff to advise and assist you from opening to closing of the show
- Prepare export documentation and bills of lading
- Co-ordinate outgoing transportation of exhibition materials
- Arrange customs clearance return for surface freight

\*\* For the duration of the event, the exhibit premises are a bonded area. Therefore, no display items may be removed from the show area without the knowledge and consent of the Official Show Customs Broker, Canada Customs, and Show Management.

\*\* At the close of the show: Normal procedures at the close will require exhibitors to repack and label their own shipments. Goods to be displayed at another show may be transferred in bond or held in bonded storage for a maximum of two years.

**IMPORTANT: ALL SHIPMENTS MUST BE SENT PREPAID**

# EXPOCYCLE CONTRACT BASIC TERMS & CONDITIONS

**1. Defined Terms:** "Event" means ExpoCycle, currently scheduled to be held on **September 10 – 13, 2011** at the Palais des congrès de Montréal. Event is owned, produced and managed by the Bicycle Trade Association of Canada (BTAC). "Organizer" means, BTAC. "Exhibitor" means the company or the person that applied for exhibit space rental and agreed to enter into this contract upon acceptance by BTAC. "Official Contractor" means, the selected contractors who will provide certain services and equipment to exhibitors at the show site during installation, exposition and dismantling.

**2. Eligibility and Allotment of Space:** The Organizer has sole right to determine the eligibility of any company or product for inclusion in the event. Companies wishing to exhibit must be members of BTAC. Space allotments will be made by BTAC in keeping, if possible, with preferences and priorities of the Exhibitor concerning location and based on date contract is received. Full payment of exhibit space is due by June 2, 2011. Post-dated cheques are not accepted. BTAC reserves the right not to accept contracts if the Exhibitor has an outstanding balance. BTAC reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event for any or no reason.

**3. Default in Occupancy:** It is understood and agreed to by the Exhibitor that in the event it fails to install its product in its exhibit space within the time limit set for opening exhibits or fails to pay the space rental at the times specified, or fails to comply with any other provisions concerning use of exhibit space, BTAC shall have the right to take possession of said space for such purposes as it sees fit and the Exhibitor will be held liable for the full Exhibit Fee of said space. Displays and exhibit space must be completed and open for attendees during all published show hours.

**4. Cancellation by Exhibitor:** If an Exhibitor desires to cancel this contract, the Exhibitor may only do so by giving notice thereof in writing sent to BTAC with evidence of receipt. In such case, the Exhibitor will continue to be liable for 100% of the total exhibit fee unless the written notice of cancellation is received by BTAC no later than July 7th, 2011. If written notice of cancellation is received between May 3, 2011 and July 7th, 2011, Exhibitor will be liable for 50% of the total exhibit fee. All cancellations prior to May 3, 2011 will be liable for 15% of the total exhibit fee. This amount is considered to be liquidated and agreed upon damages, for the damages BTAC will suffer as a result of Exhibitor's cancellation. This provision for liquidated and agreed upon damages is a bona fide provision and not a penalty. The parties understand that the withdrawal of the space reserved from availability at a time when other parties would be interested in applying for it, will cause the Organizer to sustain damages. In this situation, the Organizer's damages will be substantial, but they will not be capable of determination with mathematical precision. Therefore, the provisions for liquidated and agreed upon damages have been incorporated into this as a valid pre-estimate of these damages. The date of cancellation shall be the date BTAC receives the notice. BTAC reserves the right to treat Exhibitor's downsizing of exhibit space as cancellation of original contract and an offer to purchase new exhibit space. Exhibitor may be required to move to a new location if it requests a downsizing of exhibit space.

**5. Cancellation by BTAC:** If Exhibitor fails to make payment required by this contract in a timely manner, BTAC may terminate this contract (and Exhibitor's participation in the Event) without further notice and without obligation to refund any monies previously paid. BTAC reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to Organizer. BTAC is expressly authorized (but has no obligation) to occupy or dispose of any space vacated or made available because of action taken under this paragraph in any manner it desires, and without releasing Exhibitor from any liability hereunder. BTAC may also terminate this contract effective upon written notice of termination if Exhibitor breaches any of its obligations under this contract or any other contract or arrangement with Organizer, without any obligation on BTAC's part to refund any payments previously made and without releasing Exhibitor from any liability arising as a result of or in connection with such breach. If BTAC removes or restricts an exhibit that BTAC considers to be objectionable or inappropriate, no refund will be due to Exhibitor.

**6. Cancellation of the Event:** If BTAC cancels the Event due to circumstances beyond the reasonable control of BTAC (such as acts of God, acts of war, governmental emergency, infectious diseases, labour strike or unavailability of the Event Facility), BTAC shall refund to Exhibitor its exhibit space rental payment previously paid, minus a share of the costs and expenses incurred by Organizer, in full satisfaction of all liabilities of Organizer to Exhibitor. BTAC reserves the right to cancel, rename or relocate the Event or change the Event Dates to dates that are not more than 30 days earlier or 30 days later. No refund will be due to Exhibitor, but BTAC shall assign to Exhibitor, in lieu of the original space, other space as BTAC deems appropriate and Exhibitor agrees to use that space under the terms of this contract. If BTAC elects to cancel the Event other than for a reason previously described in this paragraph, BTAC shall refund to Exhibitor its entire exhibit space fee payment previously paid, in full satisfaction of all liabilities of Organizer to Exhibitor.

**7. Indemnification:** Exhibitor shall indemnify, defend (with legal counsel satisfactory to BTAC), and hold BTAC, its officers, directors, shareholders, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise and the Exhibit Facility harmless from and against any and all claims, demands, suits, liabilities, damages, losses, costs, fees (including legal fees) and expenses which result from or arise out of or in connection with: (a) Exhibitors' participation or presence at the Event, (b) and breach by Exhibitor of any agreements, covenants, promises or other obligations under this contract or any other contract, arrangement or agreement, (c) any matter for which Exhibitor is otherwise responsible under the terms of this contract or any other contract, arrangement or agreement, (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right, (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor, (f) harm or injury (including death) to

Exhibitor; and (g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

**8. Limitation of Liability:** All property of the Exhibitor is understood to remain under the Exhibitor's custody and control, in transit to or from or within the confines of the Event, subject to the rules and regulations of the event. Proof of insurance, as outlined in paragraph 19, must be provided in writing to the Organizer before the Exhibitor will be permitted to move into the Event Facility. This insurance is required to cover exhibit material against damage and loss and full liability insurance for any and all persons whether they are its agent, employee, guest, or the public in general that is caused by the Exhibitor, its agents or employees.

Organizer and the Exhibit Facility will not be responsible for any injury to the Exhibitor for the loss or damage to any goods while in transit to and from the premises or while in the Centre. Exhibitor agrees to make no claim for any reason whatsoever against the Organizer or its Official Contractors for loss, theft, damage or destruction of goods; nor for any damage of any nature, including damage to its business by reason of failure to provide space for its exhibit; nor for any action of any nature of the Organizer; nor its failure to hold the Event as scheduled.

**9. Installation, Exhibiting, and Dismantling:** Hours and dates for installation, exhibiting and dismantling shall be those specified by BTAC. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the show floor at the time specified by the Organizer. **Dismantling of exhibit space is not permitted before the official closing of the event. Exhibitors not observing this contract regulation will lose their priority of space for future Events.**

**10. Display Heights:** Exhibit heights must conform to published rules and regulations, which appear in the Exhibitors Manual. Exhibitors will receive Exhibitors Manual approximately 3 months prior to the Event or within 2 weeks of acceptance of contract by BTAC, or whichever is the latter.

**11. Arrangement of Exhibits:** BTAC shall have full discretion and authority in the placing, arrangement and appearance of all items displayed by exhibitor and may require the replacing, rearrangement or redecoration of any item or booth without liability for costs that may accrue to the exhibitor as a result of the action. Plans for specially built displays in variance with regulations contained in the contract must be approved by the Organizer. Special pricing may apply. Exposed parts of displays and/or equipment must be finished or covered in such a manner as not to be unsightly to exhibitors in adjoining booths. At all times, the aisle adjacent to the Exhibitor allocated space must be kept freely open and it is the responsibility of the Exhibitor not to engage in activity that would impede free access to any other exhibits.

**12. Storage of Packing Crates and Boxes:** Exhibitor will not be permitted to store packing crates and containers in their booths during the period of the show. Properly marked packing materials will be sorted and returned to the booth by service contractors. It is the responsibility of the Exhibitor to mark and identify their crates.

**13. Restrictions in Operations of Exhibits:** (a) Alcohol: The serving of alcoholic beverages in the exhibition area during show hours requires prior approval of BTAC and the Event Facility, (b) Signs & Illumination - Signs involving the use of neon or similar gases are prohibited. Electric flashing signs must be low intensity and require prior approval of the specifications of their use by BTAC. Should the wording on any sign or area in the Exhibitor booth be deemed by BTAC to be contrary to the best interest of the show, exhibitor agrees to make such changes in wording as may be requested by BTAC, (c) Booth Personnel – Booth representatives must be dressed in a manner deemed by BTAC to be in keeping with generally accepted standards of propriety, (d) Recruiting – Exhibitor shall not have in his booth any display or signs for purpose of recruiting employees, (e) Sound – Amplifiers and other sound generating equipment must be operated at levels, which will not interfere with other exhibitors nor add unduly to the general acoustic discomfort, (f) Noise and Odours – No excessive noise or obstructive work will be permitted during operating hours of the exposition, nor will neither excessively noisy displays, nor exhibits generating objectionable odours be allowed, (g) Lotteries, Contests – The use of games of chance, lottery devices, musical instruments, carnival buskers and other sideshow practices is permitted only with written permission of BTAC, (h) Demonstrations, Souvenirs, Samples and Mascots – All demonstrations and other sales activities must be confined to the limits of the booth. Distribution of samples, souvenirs, publications etc., is likewise limited to the booth confines, and (i) Smoking – Event Facility is a non-smoking facility.

**14. Subletting:** The Exhibitor agrees not to assign, sublet or apportion space, or any part thereof allocated to such Exhibitor without prior written permission of BTAC.

**15. Care of Premises:** Exhibitor is liable for any damage caused to building, floors, walls, columns and to standard booth equipment or other exhibitor's property. Application of labels, tape, paint, lacquer, adhesives or other coatings to building columns, floors and wall or to standard booth equipment is strictly prohibited.

**16. Safety and Public Policy:** (a) Compliance – The Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, provincial and federal governing bodies concerning fire, safety and health and environmental requirements, together with the rules and regulations of the operators and/or owners of the property wherein the show is held, (b) Inflammable Materials – All booth decorations must be flameproof and all hangings must clear the floor, (c) Electrical Code – Electrical wiring must conform to the National Electrical Code. If inspection indicates that exhibitor's display is not in compliance with these regulations, or otherwise constitutes a fire hazard, the right is reserved to cancel all or such part of the display that is irregular, and effect the removal of it at Exhibitor expense.

**17. Official Contractor and Union Labour:** The Organizer will select Official Contractors to provide certain services and equipment to exhibitors at the Event site during installation, exposition and dismantling. Exhibitor will be advised of these contractors, their services and rates in the official Exhibitors Manual issued by the Organizer. Exhibitor agrees to abide by and comply with rules and regulations concerning local

unions having agreements with the Event Facility or with authorized contractors employed by the Organizer. Any dispute or disagreement between Exhibitor and Official Contractor or between Exhibitor and a tradesman or union representatives, will be referred to the Organizer for resolution, which will be binding on all parties to the disagreement.

**18. Solicitation of Business:** Only Exhibitor or bona fide employees of the Exhibitor are permitted to solicit business during show hours. Displays and products are not permitted to be set up in rooms or suites by Exhibitor staying at the hotel(s), without written approval from BTAC. The distribution of literature or promotional material by Exhibitor in the hotel(s) is not permitted.

**19. Insurance:** Exhibitor shall, at its own expense, secure and maintain through the terms of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectable insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor obligation under this paragraph.

(a) Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable);

(b) Automobile Liability insurance with limits not less than \$500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators.

(c) Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insured's the Bicycle Trade Association of Canada (BTAC) and each of its subsidiaries. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies, satisfactory to BTAC shall be furnished to BTAC 60 days before the first day of ExpoCycle. Certified copies of the Certificates of Insurance or policies shall provide that they may not be cancelled without 30 days advance written notice to the Bicycle Trade Association of Canada.

**20. Rights offset; Enforcement:** BTAC reserves the right, in its sole discretion, to apply any or all payments made for the Event to any or all outstanding amounts with Organizer. This applies to sponsorships, booth space, or any other product or services offered by Organizer.

**21. Listings and Promotional Materials:** By exhibiting at the Event, Exhibitor grants to Organizer a fully paid, non-exclusive license to use, display and reproduce the name, trade names, product names of Exhibitor in any directory (print, electronic or other media) listing the companies exhibiting at the Event and to use such names in Organizer promotional materials. Organizer shall not be liable for any errors in any listing or descriptions or for omitting Exhibitor or any other exhibitor from any directory or other lists or materials. Organizer may also take photographs of Exhibitor's booth space, exhibit, guests and personnel during, before or after the open hours of the Event and use those photographs for any promotional purpose.

**22. Outside Exhibits/Hospitality Suites:** Exhibitor is prohibited, without express advance written approval from BTAC, from displaying products/services and/or other advertising material in areas outside its booth space such as, but not limited to, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as conducting unauthorized facility tours. Exhibitor shall not operate hospitality suites during hours in which the Event is open or when any Organizer-sponsored activities are being held. Exhibitor is prohibited from hosting hospitality functions during official Event hours. All requests for a hospitality suite or public function space must be made through BTAC. If Exhibitor cancels or fails to occupy the exhibit space during official Event hours, BTAC reserves the right to notify the applicable venue to cancel any hospitality space and/or hotel guest rooms under Exhibitor's name. Exhibitor shall remain liable for the payments made to the hotel or applicable venue.

# **RULES AND REGULATIONS**

**IN THE INTEREST OF PRODUCING THE BEST SHOW POSSIBLE FOR EXHIBITORS AND VISITORS ALIKE, THE FOLLOWING RULES ARE NECESSARY.**

## **1) RULES GOVERNING SECURITY OF EXHIBIT HALL**

- a) All persons entering the hall during show days must wear a badge.
- b) On move-in and move-out days, the halls must be cleared no later than the times indicated in this manual.
- c) Exhibitors are urged to clear the halls within 15 minutes of the daily scheduled closing time. While Show Management will take reasonable overall security precautions, exhibitors are responsible to protect their own goods. During move-out, all booth material should be packed and properly labeled immediately after show closing -- with bills of lading -- before leaving the hall.
- d) Exhibitors are responsible for providing all workers with proper badges. These will allow the exhibitor admission to the show and must be worn during the show hours.
- e) Thefts must be reported to security immediately and police will be contacted directly.
- f) Any and all disputes of these rules must be taken up with Show Management.

## **2) NON-COMPLIANCE WITH RULES AND REGULATIONS**

Show Management reserves the right to make changes, amendments, and additions to the rules and regulations without notice, as considered necessary to the efficient and proper conduct of the show. Interpretation of these rules and regulations shall rest with Show Management and non-compliance can result in the ejection of the offending exhibitor or in the closing of his exhibit.

## **3) LOSS OR DAMAGE**

Exhibitors will be liable for, and will indemnify and hold harmless Show Management from, any loss or damage whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, exhibitor, other exhibitors, management, the owners of the building and their respective agents, servants and employees, and members of the public attending the show, either (a) on the said space or (b) elsewhere. Neither the facility nor Show Management will be responsible for loss or damage to persons, exhibits, or decorations by fire, accident, theft, or any cause while in the exhibition buildings.

## **4) DEMONSTRATIONS, DISTRIBUTIONS AND COMPETITIONS**

Display, demonstration and distribution of advertising material are not permitted outside the confines of the booth space. If audio/visual equipment is used, the sound must be subdued to such an extent as to ensure its having no nuisance effect on neighbouring exhibitors. Voice amplification may be used only with **permission from Show Management prior to show opening.**

## **5) OBJECTIONABLE CONDUCT**

Management reserves the right at any time to reject, prohibit, or remove exhibits or any part thereof, and to expel exhibitors generally from exhibits or the operation of exhibits, which may be objectionable to the participants and management. Without limiting the generality of the foregoing, this paragraph applies to a person's conduct or any printed matter which may affect the show generally.

## **6) STAFFING OF EXHIBITS**

Exhibitors agree that their display must be completed and open to buyers during all posted show hours. Exhibitors are urged to insure their merchandise and cautioned to have an attendance constantly in their booth(s) during show hours. Exhibitors and their personnel are permitted to enter the hall and occupy their booth(s) starting at 8:00 am.

Exhibitors must maintain staff in their booths at all times during the hours of the show.

## **7) MECHANICAL CONVEYANCES**

Mechanical conveyances such as electric carts, scooters, or bicycles will not be allowed in the aisles during the show hours. The only exceptions to this rule will be in the case of handicapped persons visiting the show, or authorized Show Duty Personnel.

## **8) SAFETY MEASURES**

Exhibitors showing equipment in operating condition must provide every precaution for the safety of their operators, show visitors, and exhibit personnel.

## **9) FLOOR, WALL AND CARPET DAMAGE**

Painting, nailing, drilling, or screwing to the floors, walls, or any other part of the building is not permitted. Exhibitors are also responsible for oil, grease or any general damage to the carpeted area. Exhibitors wishing to lay any floor coverings may not adhere them to the building floor. In such cases, it is suggested that either building paper or other suitable protection be first laid down, or RNO-C700 double-faced tape be employed as an adhesive.

## **10) LIQUOR**

The serving of liquor (spirits, wine and beer) by Exhibitors during show hours requires prior approval by the Association and the Palais des congrès de Montréal. Exhibitors who serve liquor without consent of the Palais des congrès de Montréal will be asked to cease activity immediately. The association takes no responsibility for policing this activity.

## **11) CONCESSIONS**

Exhibitors may not sell any food or beverages in the exhibit space. Exhibitors wishing to hand out food during show hours can do so; however arrangements must be made through the Palais des congrès de Montréal.

## **12) CEILING HANGINGS**

No items can be hung or suspended from the ceiling without the express written permission of show management. If such permission is granted, items must be suspended by the exclusive supplier, Palais des congrès de Montréal.

## **13) MOTORIZED VEHICLES**

Vehicles powered by an internal combustion engine must not contain more than one quarter (1/4) tank fuel and once in position must not be operable (e.g. Battery must be disconnected). Fuel caps must be locked or taped shut. Motorized vehicles may be used only with **permission from Show Management prior to show opening.**

#### **14) INSURANCE**

Proof of liability insurance, \$2 million or more, must be provided, in writing, to the BTAC office before the exhibitor will be permitted to move into the facility.

#### **15) WHO CAN ATTEND**

All bona fide members of the industry, members of the press, radio/television and special Exhibitor guests.

**No children under the age of 16 years are allowed on-site during move-in or move-out. Children under the age of 16 must be accompanied by an adult at all times while on the show floor and are not permitted in the seminar area.**

#### **16) FIRE REGULATIONS**

All exhibitors planning to use any type of fuel, such as gas, oil, helium gas, or propane, in their exhibits are requested to contact Show Management to discuss all matters pertaining to the installation of such equipment. All displays or exhibited materials must be fireproofed to conform to Federal, Provincial and City Fire Laws.

#### **17) SMOKING**

Smoking is strictly prohibited in the facility during move-in, shows days, and move-out.

#### **18) FLAMEPROOFING**

Flame proofing of cloth, light wood, straw, showcard, etc. is very inexpensive, easy, and quickly done with no harmful after-effects. If your material is safe in water, it is safe in the following approved formula:

9 ounces Borax  
4 ounces Boracic acid  
1 gallon water

Mix the ingredients in a bucket. Soak cloth materials, wring out and hang up to dry. For wood products, showcard, or other similar products, use a plastic spray bottle.

**NOTE: Table skirting and all cloth material must be flame proofed.**

#### **19) STORAGE**

Storages of boxes and crates (full or empty) as well as any transport equipment is forbidden in the Exhibition Halls.

#### **20) ANIMALS**

With the exception of seeing eye dogs, no animals are permitted within the Exhibition Halls.

#### **21) BALLOONS**

Helium-filled balloons are not permitted in the Exhibition Halls under any circumstances.

### **THIS AFFECTS THE PUBLIC DAY ONLY SATURDAY SEPTEMBER 10, 2011**

For those exhibiting in any public shows in the Province of Quebec, you should be aware that there are language laws found in the Charter of the French Language, which are in effect when doing business in the Province of Quebec. These laws were recently amended in May 2011. The changes clarified that all companies showcasing at a public event (**Saturday September 10, 2011 is a Public Event.**) regardless of whether you are based outside of Quebec or outside of Canada you must comply with French language laws.

### **What does this mean for exhibitors?**

#### **HANDOUTS AT THE SHOW**

Catalogues, brochures, folders and commercial directories must be available in French at the show. Handouts can be bilingual or publications may be in 2 separate versions, one exclusively in French, the other exclusively in another language, provided that the material presentation of the French version is available under no less favourable conditions of accessibility and quality than the version in the other language.

#### **DISPLAYS, SIGNS AND POSTERS**

Public signs and posters may be exclusively in French or both in French and in another language, provided that French appears at least as prominently.

#### **BOOTH**

Since French is the official language of Quebec, there should be at least one French speaking staff person available in your booth during all show hours.

#### **STAFF**

There are a few exceptions to these rules, based on trademarked names, showcasing of company name, etc. For the complete document, please visit <http://www.oqlf.gouv.qc.ca/english/charter/index.html>

*\*\*\*Please refer to the Commerce and Business Section, and the Exceptions to Section 51 for situations where English is permitted (Company Name, Trademark, etc.)*

Please review the legislation changes and your booth signage, materials and staffing plan to ensure you are in compliance with the new regulations.

# HOTEL ARRANGEMENTS

PLEASE NOTE: Don't forget to mention BTAC or ExpoCycle to receive your special room rate. Only through delegate volume can BTAC offer competitive future rates and packages.

Book early to avoid disappointment!



## HOST HOTELS:

### Hyatt Regency Montréal

Reservations:

Tel: (514) 982-1234

Fax: (514) 285-1243

<http://montreal.hyatt.com/hyatt/hotels/>

Rate: \$145/night (single/double)

**Deadline: August 22, 2011**

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### Le Westin Montreal

Reservations:

Tel: (866) 540-4483 or (514) 861-3511

Fax: (514) 954-2298

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

Special Rate: \$169/night (single/double)

**Deadline: August 15, 2011**

**CALL NOW!  
RESERVE YOUR ROOM  
WHILE DISCOUNT SPACE LASTS**



ExpoCycle 2011  
September 10 - 13, 2011  
Palais des congrès de Montréal  
Montreal, Quebec

## **DRAPE REQUIREMENTS:**

As a valued Exhibitor of ExpoCycle 2011, Show Management offers you complimentary Show Colour Drapery (*Drape is not provided to cover pillars in exhibit booths*) this year's colour is Black.

Please complete the form below and return by fax to BTAC at 866-898-3320. If you have any questions, please feel to contact us.

### **PLEASE PRINT CLEARLY**

EXHIBITING COMPANY NAME \_\_\_\_\_

FORM COMPLETED BY \_\_\_\_\_ BOOTH NUMBER \_\_\_\_\_

**Please check one:**

- We require **BOTH** 8ft. Back wall pipe with drape and 3ft. Divider pipe with drape.
- We require **ONLY** 8ft. Back wall pipe with drape.
- We require **ONLY** 3ft. Divider pipe with drape.
- We **DO NOT** require any pipe and drape.

**Note:** Remember that Drapery Back/Side wall is shared with your neighboring exhibitor. If you do not require drape, and arrive at your booth to find the drape installed please **DO NOT** take it down. Your neighbor may have ordered it. To inquire please check with the Stronco Service Desk.

**FAX BACK TO: 866-898-3320**  
**By August 19, 2011**

**ExpoCycle 2011  
September 10 - 13, 2011  
Palais des congrès de Montréal  
Montreal, Quebec**

**EXHIBITOR APPOINTED  
CONTRACTOR**

**Please be advised that the following company will be used for the set up and tear down of our booth for the upcoming EXPOCYCLE, September 10 - 13, 2011.**

Attached with this form is their proof of liability insurance (\$2 million). We have forwarded them a copy of the Rules and Regulations for their review.

**Please Print Clearly!**

Exhibitor Appointed Contractor \_\_\_\_\_

Number of Badges Required \_\_\_\_\_

Address \_\_\_\_\_

City, Province, Postal Code \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Person \_\_\_\_\_

Liability insurance form attached  YES  NO  TO FOLLOW

**THANK YOU IN ADVANCE FOR YOUR ASSISTANCE.**

Exhibiting Company Name \_\_\_\_\_

Form Completed by \_\_\_\_\_

Booth Number \_\_\_\_\_ Telephone Number \_\_\_\_\_

**FAX BACK TO: 866-898-3320  
By August 19, 2011**