

# GREEN LIVING SHOW

APR 13-15 2012

Direct Energy Centre | [GreenLivingShow.ca](http://GreenLivingShow.ca)

## **Exhibitor Manual**

A quick reference tool that provides you  
with all of the answers

# The Green Living Show 2012

## CHECKLIST

### FORMS TO BE RETURNED TO GREEN LIVING OFFICES

#### **MANDATORY**

Certificate/proof of insurance - see page 9 March 28

Health and safety form – see page 8 March 28

#### **OTHER**

Contest/give-away proof – see page 6 March 28

Exhibitor guest tickets - see page 8 March 28

### FORMS TO BE RETURNED DIRECTLY TO VARIOUS SUPPLIERS

#### **OPTIONAL SERVICE RENTAL FORMS**

Booth cleaning service (Direct Energy Centre) March 28

Electrical service (Direct Energy Centre) March 28

Furniture/carpeting rental (GES) March 26

Internet service (Direct Energy Centre) March 28

Parking passes(Direct Energy Centre) March 28

Sign hanging (Direct Energy Centre) March 28

Telephone line (Direct Energy Centre) March 28

# The Green Living Show 2012 - SHOW FACTS

## **Show Dates and Hours**

Friday, April 13                      10:00am – 9:00pm  
Saturday, April 14                    10:00am – 9:00pm  
Sunday, April 15                      10:00am – 6:00pm

## **Location**

Direct Energy Centre, Halls B & C  
Exhibition Place  
100 Princes' Blvd  
Toronto, Ontario  
M6K 3C3

SHOW OFFICE IS IN HALL B, ROOM 108

## **Show Producer**

Green Living Enterprises  
66 The Esplanade  
Toronto, Ontario  
416-360-0044 ext. 327

## **Admission**

Recycle your electronic waste at the show and get in free courtesy of Samsung.

Adults	\$15.00
Seniors (65+)	\$11.00
Students (with valid photo ID)	\$11.00
Children 12 and under	Free; must be accompanied by an adult
Group Rate (15+ persons)	\$10.00/person
School Group Rate (10+ students/teachers)	\$6.00/person
Exhibitor bulk tickets (sold in increments of 20)	\$160.00/20 tickets

Tickets can be purchased onsite. A portion of proceeds goes to an environmental charity. There is no pre-event ticketing or online sales.

## **Show Management**

Operations Director	Christopher Seguin
Director of Events	Robert Orlovski
Executive VP	Brenda Halkiw
Operations Manager	Christina McKenzie
Account Director, Sales & Sponsorship	Leslie Haber
Account Executive	Gareth Davies
Show Coordinator	Kasia Hulicki

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## **Age Limits**

- Provincial regulations under the Ontario Health and Safety Act require that no one under the age of 14 be on the show floor during set up and tear down hours. Do not bring under aged children into the building during those hours as there are no facilities for them.

## **Badges**

- Exhibitor badges will be provided based on square footage of booth space. Six badges are allotted for every 100 sq ft, up to 200 sq. ft. For booths 400 sq. ft. and above, 12 badges will be allotted to your company. It is a requirement that your volunteers/staff turn in their badges to the Show Office (Salon 108) at the end of their shifts for re-use by the next individuals working your booth (unless the volunteer is working your booth the entire weekend – or two consecutive days). This recycling system will cut down on paper waste from printing excess badges. Please note that any on site reprints required by the exhibitor will cost \$5.00 per badge.
- Badges will list your company name only.
- Your volunteers and staff must check in at show office, located in Salon 108, for badge pick up and drop off. They will be asked to print their names and sign for the badges upon pick-up and drop-off.
- We encourage you to avoid the Friday line-ups and pick-up your badges at the show office during move-in (Wednesday/Thursday).

## **Booth Etiquette**

- Exhibits must be staffed during all hours of the event.
- Staff must not solicit attendees or distribute literature or samples from outside of their booth. Failure to comply could result in ejection from the show. Sponsorship opportunities exist where contact is possible outside of your contracted booth. If interest, please contact your account director for more information.

## **Booth Guidelines**

- Full drape booth walls are the standard for all booths. This provides exhibitors with maximum space and a more professional look to individual booths.
- Booth designs must adhere to the [booth guidelines document \(http://www.greenlivingonline.com/torontoshow/2012\\_PDFs/GLS\\_BoothDesignGuidelines.pdf\)](http://www.greenlivingonline.com/torontoshow/2012_PDFs/GLS_BoothDesignGuidelines.pdf) to ensure all exhibitors and their products have a fair advantage to be seen.
- Any variance to these guidelines must be approved by Show Management prior to move-in. Any variances that have not been approved may be required to be altered on site at the exhibitor's expense.
- Standard booth draping (black) will be provided. Each booth must have adequate flooring coverage for 100% of the area.
- Tables must be professionally skirted.

- Use of canopies, platforms, specialty lighting or truss work could result in restrictions or obligations on the part of the exhibitor. Please speak with Show Management for approval.
- Exhibitors wishing to lay tile or any other floor covering cannot adhere it directly to the building floor – building paper, plastic covering or some other protective layer must be used.
- Displays cannot encroach on doorways or any fire extinguishing equipment.

### **Booths Requiring Special Permission from Show Management**

- Platform exceeding 100 sq ft in projected floor area
- Displays with a canopy or tent structure
- Booths with a height that exceeds eight feet
- Two story or mezzanine booths
- Enclosed office or showroom space with an occupancy of 60 or more people
- Any type of vehicle or trailer
- Booths that contain stairs or risers
- Booths that contain propane or natural gas equipment

### **Contests**

- All contests **must** be approved by Show Management so that we can ensure compliance with Canadian law rules and regulations. A copy of the ballot and contest rules must accompany your contest request and sent to Green Living no later than March 28, 2012.
- Some contests may be denied due to sponsorship conflicts.
- Both the Competition Act and the Criminal Code have regulations overseeing contest protocol. See [contest guidelines document \(http://www.greenlivingonline.com/torontoshow/2012\\_PDFs/2012\\_GLS\\_ContestsRequirements.pdf\)](http://www.greenlivingonline.com/torontoshow/2012_PDFs/2012_GLS_ContestsRequirements.pdf).

### **Copyrighted Materials**

- Exhibitors are responsible for obtaining all required licenses and permits to use music, photographs or other copyrighted materials in their booths. Show Management reserves the right to remove any materials which are not accompanied by the proper documentation.
- The exhibitor will indemnify and hold harmless Show Management, the facility, their agents and employees from all loss, costs, claims, causes of action, suits, damages and liabilities.

### **Customs**

- Official customs clearance services are provided by Livingston Event Logistics. Please contact Maria Bava at 416-863-9339 ext. 234, if any materials are coming from or going to a non-Canadian location.

### **Damages/Cleaning Costs (stickers, tape, etc.)**

- It is expected that your booth space will be left the way it was found.

- Use of non official tape could result in additional cleaning charges. Duct tape is not permitted to affix your floor covering to the floor. Double sided cloth tape is the preferred type of tape to use. It can be purchased onsite from our Show decorator – GES – if needed.
- The distribution of stickers is not recommended as any removal of these stickers will be the responsibility of the exhibitor.
- It is prohibited to affix anything to building pillars, pipes, flooring or supports.

### **Display Vehicles**

- Exhibitors who are planning on having a vehicle in their booth must contact Show Management with the intent and purpose. Safety precautions are needed and sponsorship restrictions may come into effect.
- All vehicles must be equipped with a locking gas cap and batteries must be disconnected.
- Special move-in and move-out timings may be required.

### **Electrical Safety**

- Exhibitors are not permitted to install any electrical wiring device on site other than regular extension cords. All on site wiring and connections must be done by facility electricians to ensure safety.
- All electrical equipment on the show floor must be CSA approved with the appropriate visible stickers.
- Any unapproved electrical equipment must have an ESA Permit to Show or Energize properly displayed.

### **Fire Safety**

- Decorative materials used in displays must meet the requirements of the Toronto Fire Department.
- The following materials should be flame proof if used for displays: artificial flowers, paper, cardboard or compressed paper less than 1/8", plastic materials, split wood, textiles.
- The use of the following materials are prohibited: acetate fabrics, Styrofoam/foamcore, corrugated paper box board.
- The use of open flame is limited to directly helping promote the sale of an approved appliance or device. Authorization must be approved by Show Management prior to move-in. Equipment must comply with approved safety standards. A suitable fire extinguisher must be provided by the exhibitor upon recommendation by Show Management. The privilege of incorporating flame in your booth may be revoked at any time if the operation of such equipment is deemed to be dangerous or hazardous.
- Flame shall not be used strictly for attracting attention.
- Flammable liquids or gases shall not be stored inside the building.
- Construction or ceiling decorations of exhibitor booths must not impede the operation of the sprinkler system. Any enclosed area in excess of 2000 sq ft or an occupancy of 60 persons must have two means of egress as remote as possible.

- Due to the green nature of the show, burning of paraffin candles in any form is prohibited. Soy and beeswax candles are permitted. Candle holders/containers must keep the flame contained.

### **Food & Beverage Leftovers**

For those food & beverage exhibitors who have leftover product and would like to leave it behind at the end of the show, you are encouraged to donate your leftovers to Second Harvest. During move-out, please leave this product in your booth and mark it “For Second Harvest Pick-up”. A representative from Second Harvest will visit your booth after 6pm on Sunday to pick up this product.

### **Greening the Show**

The Green Living Show is making every effort to minimize waste and reduce the size of our carbon footprint. We ask that you carefully consider your booth design, giveaways, packaging, packing materials and waste management to make it as sustainable as possible. Exhibitors must use FSC-certified paper and consider an environmentally sound printing process when planning for brochures, pamphlets and business cards to be handed out at the Show. We want to stay true to the purpose of the show to help guide show attendees to living a greener lifestyle. The attendees are observant and will expect the show and its exhibitors to be leading the way in environmental sustainability. Please act responsibly and wherever possible – go green! For your interest, the show website features The Green Living Show’s green initiatives.

### **Guest Tickets**

You can help promote the event as well as thank customers by providing guest tickets for them to attend. You can order tickets in multiples of 20 and you will be billed for the amount you order at the preferred rate of \$8 each (including taxes). A credit card is required when ordering and orders must be received before March 28<sup>th</sup>. Visit [http://www.greenlivingonline.com/torontoshow/2012\\_PDFs/2012\\_GLS\\_AdditionalTickets.pdf](http://www.greenlivingonline.com/torontoshow/2012_PDFs/2012_GLS_AdditionalTickets.pdf) or contact Kasia Hulicki for details – [khulicki@green-living.ca](mailto:khulicki@green-living.ca).

### **Handout Guidelines**

Aside from food and beverage as well as products that have been previously been passed by our Green Screening Committee, all free handout items must be approved by Show Management. Please contact Christina McKenzie at ext. 327 or [cmckenzie@green-living.ca](mailto:cmckenzie@green-living.ca). Show Management reserves the right to prohibit product handouts that do not meet the standards of the Green Screening Committee. With paper pamphlets and brochures, we ask that you keep these handouts to a minimum. Exhibitors must use FSC-certified paper and consider an environmentally sound printing process when planning for these handouts. Our recommended printer is Warren’s Waterless Printing: <http://www.warrenwaterless.com>.

### **Health and Safety**

The Ontario Health and Safety Act, as outlined in the “green book” and enforced by the Ontario Ministry of Labour, applies to the set up and dismantle of consumer shows. Employers are responsible for ensuring all workers are provided the training, equipment

and direction needed to operate and work safely. Unsafe acts on the show floor will be interrupted until a safe solution is implemented. Unsafe practices will not be permitted on site. Come to site prepared with the proper equipment and amount of staff in order to avoid unnecessary delays. No motorized carts, scooters or the like will be allowed in the show aisles during show hours. The only exceptions will be to assist persons visiting the show. Please review the [health & safety procedures](http://www.greenlivingonline.com/torontoshow/2012_PDFs/GLS_Health_Safety_Procedures_Exhibitors.pdf) document for further details ([http://www.greenlivingonline.com/torontoshow/2012\\_PDFs/GLS\\_Health\\_Safety\\_Procedures\\_Exhibitors.pdf](http://www.greenlivingonline.com/torontoshow/2012_PDFs/GLS_Health_Safety_Procedures_Exhibitors.pdf)). Sign and return this document to Green Living no later than March 28<sup>th</sup>.

## **Helium**

The use of Helium is prohibited in the facility.

## **Hotels**

We have secured discounted rates for accommodation at the Delta Chelsea Hotel. Rooms are available on a first-come, first-serve basis and are based on availability. Please book before March 28, 2011 to guarantee your room. A complimentary shuttle bus service is available for exhibitors and will depart before show start and return after show end.

***Delta Chelsea Hotel - \$136/night + tax*** based on single/double occupancy.

33 Gerrard Street West | Toronto, ON M5G 1Z4

Please call the Reservations Department at 1-888-890-3222 and identify yourself with The Green Living Show **ID code GMFGREN** or book online at

<http://www.deltachelsea.com/gmfgren>.

## **Insurance**

- As a condition of exhibiting, you are required to have insurance coverage for your booth space. Please submit a copy of your insurance certificate by fax (416-642-1711) or email ([khulicki@green-living.ca](mailto:khulicki@green-living.ca)) no later than March 28, 2012.
- The show maintains coverage for the neutral areas, such as aisles and feature areas. However, booth space is the responsibility of the exhibitor to be insured against theft, damage and personal injury.
- All goods brought to the show need to be covered for any misfortunes. The exhibitor is also responsible for any personal injury that occurs as a result of their display and as such must have insurance coverage. This can be done by either adding on a rider policy to your normal policy or temporary insurance can be secured from our official supplier.
- If you would like to take out temporary insurance, please visit <http://www.hkmb.com/industry/sportsent/Exhibitors.asp> or call Kyle Bell at HKMB Insurance at 416-597-0555 ext. 439.

## **Move-In**

Wednesday, April 11 12:00pm – 6:00pm

Thursday, April 12 8:00am – 9:00pm

- All exhibits must be show ready by 9:00pm Thursday, April 12. A detailed move-in schedule, including time and date, will be sent out to all exhibitors by the end of March.
- A [marshalling yard](http://www.greenlivingonline.com/torontoshow/2012_PDFs/GLS_MarshallingYardEntrance.pdf) ([http://www.greenlivingonline.com/torontoshow/2012\\_PDFs/GLS\\_MarshallingYardEntrance.pdf](http://www.greenlivingonline.com/torontoshow/2012_PDFs/GLS_MarshallingYardEntrance.pdf)) will be set up across the road from the east side of the Direct Energy Centre to check vehicles in before going to the facility. This is done to control the flow of vehicles to the limited unloading areas and prevent traffic congestion. More details about this process will be shared with you closer to the Show.
- **Vehicles will not be permitted on the show floor.** All unloading must be done from designated unloading areas. Vehicles need to be quickly unloaded and removed from the loading area.
- The use of standard forklifts (up to 5000lbs) to unload and load trucks is provided by the show during official move-in hours. Should any booths require forklift service within their booth or loads heavier than 5000lbs, you must make arrangements this with GES. A fee will apply.
- A limited supply of standard dollies will be available for exhibitor use.
- Labour required to unload materials or set up your booth display is the responsibility of the exhibitor.

## **Move-Out**

Sunday, April 15 6:30pm – 10:00pm

Monday, April 16 7:00am – 2:00pm

- On Sunday, the show closes at 6:00pm. For public safety it is required that you maintain your booth setup until 6:00pm.
- Dollies will be released once all the aisle carpeting has been removed. Forklifts will be released then as well. Aisle carpet pick up takes about 30 minutes.
- Each exhibitor is responsible for his own product and display. Unattended product left at the loading docks is at risk for theft. Show Management recommends hiring a volunteer or a security guard if you are unable to tend to your product.
- All materials used in displays must be removed from the building by 2:00pm Monday. Materials left behind will be removed by the Show's official carrier at the exhibitor's risk and expense.

## **Official Suppliers**

ABF – shipping of materials to and from the show

Contact: Mark Romanowicz at 905-458-5888

Direct Energy Centre – electricity, sign hanging, cleaning, parking, internet service

Contact Exhibitor Services at 416-263-3064

GES – rentals for carpet, tables, chairs, signage, in-booth forklift etc. as well as questions regarding move-in/move-out. Contact Exhibitor Services at 905-283-0500

HKMB – temporary insurance coverage  
Contact Kyle Bell at 416-597-0555 ext. 439.

### **Parking**

- Exhibition Place parking operates supervised parking lots.
- Three-day passes are available at the exhibitor rate of \$8.00 per day for surface lots, and \$13.00 per day for underground lots. All orders must be received prior to March 28<sup>th</sup>. To order a parking pass, please see the [parking pass order form \(http://www.greenlivingonline.com/torontoshow/2012\\_PDFs/DEC/GLS\\_12\\_Parking.pdf\)](http://www.greenlivingonline.com/torontoshow/2012_PDFs/DEC/GLS_12_Parking.pdf). Passes can be picked up on site at the exhibitor service centre.
- There is public parking available at the rate of \$13.00 per vehicle per day at both underground and surface lots. A \$10.00 rate is charged after 6:00pm.
- There is an active process in enforcing parking restrictions. Do not park in restricted areas as you will be ticketed.
- Free parking is available during move-in and move-out.

### **Payment of Account**

- All booths must be paid in full prior to move-in. Exhibitors will not be permitted to set up their booth space until their account has been settled.

### **Sales and Receipts**

- Any consumer complaints regarding the sale of exhibitor goods or services will be immediately brought to the exhibitor's attention.
- All sales including credit card sales must be in Canadian funds. Currency must be clearly marked on the sales receipt.
- It is necessary that exhibitors provide a proof of purchase receipt to their customers.

### **Sampling (for food & beverage exhibitors)**

- The Direct Energy Centre has very strict regulations concerning food and beverage sampling and sales.
- Sampling must be approved by both the facility and Show Management and adhere to the safe food handling requirements of Toronto Public Health.
- Exhibitors have two options where onsite consumption is concerned: the first is to stay within the sample guidelines outlined on the [sampling & food operation requirements document \(http://www.greenlivingonline.com/torontoshow/2012\\_PDFs/GLS\\_12\\_Food\\_Sales\\_Sampling\\_Requirements\\_form.pdf\)](http://www.greenlivingonline.com/torontoshow/2012_PDFs/GLS_12_Food_Sales_Sampling_Requirements_form.pdf). The second option is for those exhibitors who wish to sell food and beverage in quantities that exceed sample size (28g or 1 oz. in weight; 30ml in volume) and that are intended for onsite consumption; these exhibitors will incur an additional cost to offset facility catering fees. Please contact your Account Director for more information.

- Please fill out the [food sales & sampling application form](http://www.greenlivingonline.com/torontoshow/2012_PDFs/GLS_12_Food_Sales_Sampling_application_form.pdf) if either option applies to you.  
([http://www.greenlivingonline.com/torontoshow/2012\\_PDFs/GLS\\_12\\_Food\\_Sales\\_Sampling\\_application\\_form.pdf](http://www.greenlivingonline.com/torontoshow/2012_PDFs/GLS_12_Food_Sales_Sampling_application_form.pdf)). The Catering Department can be reached at 416-263-3525.
- In an effort to reduce waste, all sampling materials must be biodegradable. If you would like information on suppliers of biodegradable cutlery, cups etc., please contact Robert Orlovski at [rorlovski@green-living.ca](mailto:rorlovski@green-living.ca).

### **Security**

- Exhibitors are ultimately responsible for their own booth security.
- Uniformed guards are on duty 24 hours a day. Please show them your courtesy as they perform their duties.
- You can contract your own overnight booth security, should you wish. Please confirm this with Show Management should you choose to do so.
- Do not leave valuables unattended and ensure the Show floor is clear of attendees before exiting your booth.

### **Shipping**

- Materials can be shipped in advance and stored at the official carrier's warehouse for delivery to site. Call ABF to arrange details.
- Show Management strongly recommends the use of the official carrier to reduce any delays on site due to waiting for access to the unloading areas.

Materials shipped directly to show site must be clearly marked. Labels should be marked:

#### **Company name/contact name/ booth number**

**The Green Living Show  
Direct Energy Centre, Halls B & C  
100 Princes' Blvd  
Toronto, Ontario M6K 3C3**

NOTE: For security reasons, improperly marked packages will be refused. Only prepaid shipments will be accepted on site.

### **Signage**

- All signage must be professionally made. No hand written signs will be permitted. The use of blackboards are welcome given their reusable nature.
- In line booths must have one sided signs with a finished back. Only island and peninsula booths can have double sided signs if they are hung in the center of the display.
- Review the [booth design guidelines](http://www.greenlivingonline.com/torontoshow/2012_PDFs/GLS_BoothDesignGuidelines.pdf) ([http://www.greenlivingonline.com/torontoshow/2012\\_PDFs/GLS\\_BoothDesignGuidelines.pdf](http://www.greenlivingonline.com/torontoshow/2012_PDFs/GLS_BoothDesignGuidelines.pdf)) document to understand the regulations for sign hanging.

## **Smoking**

- The Direct Energy Centre is a smoke free facility. By-Law officers could be on site and any offender will be fined upon inspection.

## **Solicitation**

- Solicitation of exhibitors or attendees by non-exhibitors is strictly prohibited.

## **Sound Levels**

- Microphone systems are not permitted at the event.
- Music and other sounds will be monitored by Show Management.
- Show Management reserves the right to make necessary adjustments to control the sound levels in the event that they are becoming a nuisance to surrounding exhibitors.

## **Storage**

### **Empty Container Storage**

- Due to City of Toronto Fire Regulations, empty containers and packing materials may not remain on the show floor while the show is open.
- During move-in, once you have unpacked your boxes and containers, obtain “EMPTY” labels from the Exhibitor Services Desk at the loading docks or at the Show Office. Use the labels to mark your crates, boxes and containers with your company name and booth number.
- Once the containers are labeled empty, they will be picked up from your booth by Green Living Show staff and returned to you at the end of the Show.
- Please remember that you will not have access to these containers during the Show.

## **Unions**

- The Direct Energy Centre has agreements in place with various unions.
- Carpentry and booth assembly work could fall under these arrangements.
- **Contact your sales representative if you have any questions on how these could affect your set up.**
- All booth construction and painting needs to be done off site prior to move-in.
- It is generally permitted to use your full time staff to assemble prefab displays. If you hire an outside company to install your booth, it must be a recognized company that has an agreement with the proper union.
- Any questions about these regulations should be directed to GES CANADA Exhibitor Services at 905-283-0500

## **Waste**

At the end of the Show, exhibitors can neatly leave glass, paper, wood and plastic in their booths for recycling by the Direct Energy Centre.

To learn more about the facility's green initiatives, go to

[http://www.directenergycentre.com/greensmart/green\\_initiatives\\_at\\_exhibition\\_place.php](http://www.directenergycentre.com/greensmart/green_initiatives_at_exhibition_place.php).

## **Who to Contact**

Contact Calvin Hinton with GES by phone at 905-283-0511 or by email at [chinton@ges.com](mailto:chinton@ges.com) for questions regarding the following:

- Move-in
- Move-out
- Storage
- Material handling

Contact GES Exhibitor Services at 905-283-0500 for questions regarding:

- Furnishings; Specialty Furnishings
- Carpet
- GEM Exhibits & Accessories
- Signs & Graphics
- Plants
- Installation & Dismantling Labour

Contact Direct Energy Centre Exhibitor Services at 416-263-3064 for questions regarding:

- Labour requirements
- Union regulations
- Health and safety

Contact Mark Romanowicz at 905-458-5888 for questions regarding shipping.