

Exhibitor Manual



Wednesday & Thursday
October 6 & 7, 2010

International Centre

6900 Airport Road, Hall 5
Mississauga, Ontario,

Canada L4V 1E8

(4 km west of Toronto's Pearson International Airport)

Things to Look For...

* Canadian Greenhouse Conference Advertising Program:
New ads, new flyer, plus a stand alone conference booklet to be mailed with the September issue of Greenhouse Canada magazine and Ontario subscribers of Canadian Garden Centre & Nursery magazine.

* Trade Show Hours: Wednesday 9 am to 7 pm.
Thursday 9 am to 4 pm.

* Registration: This year registration has been revamped. Categories include: Full 2-Day Registration, Wed. 1-Day; Thurs. 1-Day; Thurs. Trade Show only; and Student. Exhibitors receive 2 complimentary passes with each booth. See chart for details on each category.

New

* "The Garden Oasis", will be the centre for entertainment, lucky draws, new varieties, etc.

* Wednesday Evening Reception located in the Trade Show (Hall 5);
Time 5:30 pm - 7 pm. (*Best Booth Award Winners will be announced*)

* 6 Booth Awards presented for the best booths.

* "Exhibitor Lucky Draws" will be promoted by the CGC in our Preview magazine & On-Site Show Guide.

New

Exhibitors who have signed up in advance, will be able to post the names of their Prize Winners at the Garden Oasis on Wednesday at 5:30 pm & Thursday at 3:30 p.m.

* Speaker Program: - Sessions scheduled to encourage more trade show traffic.

* "New Varieties" & "New Products" displays and "New Products Listing" - in on-site guide & on our website.

* Career Corner will be in the Trade Show for those looking for work or workers

* "Sponsorship" & "Advertising" opportunities

		Wed. Speaker Program	Wed. Lunch	Wed. Lucky Draws	Wed. Reception	Wed. Trade Show	Thurs. Speaker Program	Thurs. Lunch	Thurs. Lucky Draws	Thurs. Trade Show
Exh - 2 free/booth:	Complimentary	X			X	X	X			X
Full Pkg:	<u>On-line</u> \$75 + HST	X	X	X	X	X	X	X	X	X
	<u>On-site</u> \$75 + HST	X		X	X	X	X		X	X
Wed. 1-Day:	<u>On-line</u> \$50 + HST	X	X	X	X	X				
	<u>On-site</u> \$50 + HST	X		X	X	X				
Thur. 1-Day:	<u>On-line</u> \$40 + HST						X	X	X	X
	<u>On-site</u> \$40 + HST						X		X	X
Thur. Trade Show:	<u>On-line</u> \$20 + HST									X
	<u>On-site</u> \$25 + HST									X
Student with ID:	<u>On-line</u> \$20 + HST	X			X	X	X			X
	<u>On-site</u> \$25 + HST	X			X	X	X			X

* Lucky Draws are designed to keep your customers in the Trade Show. Exhibitors do not receive Draw Tickets & are not eligible to win.

Up date: as of July 12, 2010

Canadian Greenhouse Conference, P.O. Box 11, Jordan Station ON L0R 1S0
www.CanadianGreenhouseConference.com
info@CanadianGreenhouseConference.com

Carol Pupo, Executive Coordinator - Registration, Financials,
 Overall Coordinator Tel: 905-892-9851 Carol@cgcinfo.com
Pete Hendriksen, Sales Manager - Trade Show, Sponsorship
 Tel: 289-407-6420 Pete@cgcinfo.com
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g^{canadian} greenhouse conference

Index

	<u>Page(s)</u>		<u>Page(s)</u>
Advertising	6	Maps - Exhibit Layout & Int'l Centre.....	15, 16
Airport	7, 16	Material Handling	3
Attendee List	6	Mediator	6
Audio Visual Services	18	Move-In, Move-Out	3
Badges (Name)	7	New Products Display	9
Behaviour	5	New Varieties Display	10
Best Booth Awards	5	No Shows	4
Booth Appearance	5	Overhead Lighting	12, 5, 18
Booth Furnishings	4	Packing Crates (Storage)	5
Cancellation	4	Pallet-jacks	3
Care of Buildings & Equipment	3	Parking	6, 15
Carpet	4	Photocopy & Fax Service	6, 18
Cash Machines (On-site)	18	Pre-Registration (On-Line).....	7
Ceiling Clearance	4	Reception (Wednesday)	6
Coffee (Complimentary)	6	Registration	7, 18
Committee Members - Trade Fair	17	Room Rental (for new product/variety promo)	7
Compressed Air	6, 18	Sales Activities, Promotions	5
Cost (Booth)	3-4	Sales Solicitation	7
Customs Brokerage	11, 18	Security	7
Delegate Breakdown	8	Service Providers & Contacts	18
Directions to Trade Show	15, 16	Shipment & Storage	11, 3, 18
Drapery	4	Show Guide/Program Booklet	7
Electrical.....	12-14, 18	Shuttle Service from Hotels	7, 16
End Cap Draping	4	Signs, Banners, etc.	5, 12
Exhibitor Meetings	6	Smoking Policy	7
Exhibitor List	19	Speaker Sessions	7
Extra Plants & Vegetables (<i>donated</i>).....	6	Sponsorship	8, 20
Fax & Photocopy Service	6, 18	Statement of Cause	5
Flammable Material	5	Storage - On-Site: Pre / Post Conference	3, 11, 15, 18
Food: On-Site & Served in your Booth	6, 18	Sublet	4
Garbage Dumpsters	6	Telephones & Telephone Lines	7, 6, 18
Garden Oasis	6	Tow Motors	3
Good Neighbour Policy (<i>1 for 1 Rule</i>).....	4-5	Toxic Materials	5
Hotel Accommodation	16	Transformer Booths	3-4
Hours of Operation (Trade Show)	3	Transportation	7, 11, 15, 16
International Centre - Layout, address	15, 1	Use of Exhibit Space	3-4
Internet Lines	6, 18	Vacuuming Exhibit	7
Key Note Address	7	Water, Drain	14, 18
Lead Retrieval (Bar Coded).....	6, 18		
Liability & Insurance	14, 7		
Lucky Draws (Attendee)	6		

TERMS OF EXHIBITOR CONTRACT

TRADE SHOW HOURS

- Wednesday, 9:00 am - 7:00 pm
(includes: Reception in Trade Show 5:30 pm - 7:00 pm)
- Thursday, 9:00 am - 4:00 pm
- The Trade Show is open during the Speaker Sessions.

MOVE-IN

- Tuesday, 9 am till 5 pm. **Exhibit space not occupied by 5 p.m. on the Tuesday, set-up day, will be forfeited. Payment will not be refunded.**
- **All individuals** that are working in an exhibit area during set up & tear down, must **wear protective footwear.**
- No Child under the age of 16 is to be admitted to the building during exhibitor move-in and move-out.
- Exhibitors with heavy equipment are encouraged to arrive as close to 9 am Tuesday as possible.
- Exhibitors can continue to set up booth till **9 pm when building must be vacated.** Aisle carpet will be laid as exhibits are completed. All aisles must be clear by 8 pm.

MOVE-OUT

- Begins after the show closes on Thursday, between 4 pm & 6 pm. No exceptions - Conference registration is sold until 3 pm on Thursday.
- All exhibits must be removed in their entirety by Thursday, at 6 pm.
- No part of the booth may be removed, packaged, or prepared, nor any other form of booth dismantling prior to 4 pm Thursday. Exhibitors not adhering to the policy will jeopardize future exhibit possibilities.
- No merchandise sold may be removed from the booth prior to 4 pm Thursday.
- Volunteer staff and equipment are available to assist exhibitors if needed.
- For **exhibitors using the loading docks:** once your exhibit is completely dismantled and packaged, please move it to the loading dock area. Report to the supervisor on the loading docks that you are ready to load. Your truck will be allowed to access the loading dock at that time.
- **All exhibits must be removed from Hall 5 at the International Centre.** Exhibitors requiring post conference **storage**, must make arrangements in advance with Mendelssohn or UPS (*Contact info: page 18*)
- **Exhibitors shipping or storing exhibits with Livingston Event Logistics** must have them packaged, labelled & left in their own booth to be picked up at the individual booths at 6:00 pm.

MATERIAL HANDLING

- Hall 5, the site of the trade show has 8 loading docks and 2 drive-in doors.
- **All materials to be moved at the loading docks must be on wheels or palletized.**
- Tow motor, Pallet-jacks and dollies will be available during move-in and move-out.
- **Tow motors** (two 5,000 lb.) availability is:
9 am - 5 pm on Tuesday, move-in day
4 pm - 6 pm on Thursday, move-out day
- The coordination of trade show set-up is done primarily by volunteers. We would appreciate your cooperation.

CARE OF BUILDINGS & EQUIPMENT

- Exhibitor agrees to **comply with all the rules** and regulations of the International Centre.
- Nothing shall be pasted on, lathed, nailed, or otherwise attached to columns, walls, floors or other parts of the building or furniture.
- Exhibitors shall not erect or operate **any steam equipment, boiler, motor or stove** without the written consent of the International Centre.

BOOTH

1 - Cost

- Deposit is required before booth space is assigned.
- Early Bird Rate (prior to March 15): \$10.30/sq. ft + 13% HST (5% GST + 8% PST)
- Regular Exhibit Rates \$11.00/sq. ft. + 13% H.S.T. (G.S.T. Registration # 127 791 929)
- Booth space is 10' x 10' + a few 10' x 8'.
- Cheque must be drawn on a Canadian or US Bank. VISA & Master Card are accepted.
- There are a few **10' x 8' booths (T↓)** with a **transformer** hidden behind curtains in the rear of booth. There is 1 booth space in each island used to house the transformer (approx. 2' x 2' x 3') + the main electrical cord which is dropped from the ceiling. These booths have a 2nd curtain 2' out from the back wall of the regular size booths giving the booth dimensions of **10' frontage & 8' depth.** On typical booth spaces the side curtains come out from the back wall at the 8 ft. height for 5 ft., then drop to 3 ft. for the front 5 ft. On the transformer booth spaces, it will be 8 ft. for only 3 ft. & then drop to 3 ft for the front 5 ft.). The transformers are not noisy and any area not used by the transformer may be used for storage. However it is critical that the booth design allow the electrician easy access to the

TERMS OF THE CONTRACT - BOOTH

Cost (Continued...)

transformer, if it becomes necessary at any time during the show. Contact Donna Cobbleck for availability.

(Contact info: Page 18)

- Any remaining balance will be billed & due Aug 15th.
- Overdue interest charged at 2%/month
- Booth carpeting is blue, grey or black - dependent on the booth location. For a fee, alternate colour options are available from RVS Exhibitional Draperies Inc. (See RVS Order Form)

2 - Cancellation

- Advance deposits from exhibitors are refundable if written notice of cancellation is received **prior to August 15th** of the same year you had committed to exhibit. An administration fee of \$50 will be charged.
- Payment will not be refunded for notification received after August 15th even if the booth space is resold.
- If reasons for cancellation are justified to the conference organizers, exhibit space for the following year will not be jeopardized.

3 - No Shows

- Any empty booth space, as of **5:00 p.m. on the Tuesday set-up**, will be forfeited. **Payment will not be refunded.**
- Forfeited booth space may be resold, or decorated as a rest area.
- If the forfeited booth space was turned into a rest area, the Conference Mediator may allow a “no show” exhibitor to exhibit during the second day of the Conference, only if those circumstances have been fully explained to the Mediator and in his or her opinion, they are justified. There will be no refund of booth payments, regardless of circumstances.

4 - Subletting

- Under no circumstances shall space be sublet, without written permission of the Canadian Greenhouse Conference Executive Committee.

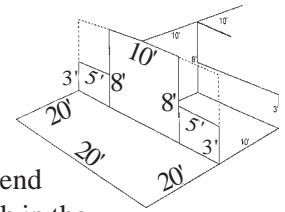
5 - Furnishings Included With Booth

- 1 – 800 watt, 120 volt electrical outlet per exhibiting company - (Additional service may be ordered using the electrical order form)
- **Carpet:** Exhibit Space & Aisles will be carpeted. Booth Colours - Black, Blue or Grey - dependent on location in Hall 5. Aisles - Red
- **Drapes:** 8' high back: Blue & white
8 2/3' high/low side: Blue & white
* *Draping for End Cap booths - see #6*
- See RVS Exhibitional Draperies Inc. order form for chairs, tables, plants, etc.

6 - End Cap & Adjacent Booth Draping

End cap booth draping

(4 booths+) Back drapes for end cap booth spaces will be 8' high in the centre 10 feet, with 5 feet of 3' high drapes on each side. Note: Exhibitors at end of aisles with 2 spaces will face the aisle. They are not oriented as an end cap.



7 - Use of Booth Space- Good Neighbour Policy

- Exhibits must not obstruct the view of, or interfere with, other exhibits.
- Exhibits can be built to, but not exceeding, the perimeter of the booth and must conform with the **height restrictions** set out in the “**1 for 1 Rule**”.

1 for 1 Rule - For every foot above the curtain height (8' or 3') that your display or sign extends, your display or sign must be one foot from the closest neighbour's perimeter.

- Any place where you abut a neighbour (including those across an aisle) the “**1 for 1 Rule**” applies.
- For purposes of determining height restrictions:
 - All aisles are considered to be 7 ft. wide
 - If there is no actual curtain, the base height is 3 ft.

Eg: You have a regular 10 ft x 10 ft booth. (Note: Booth space has an 8' curtain at the back and 8 2/3' high/low side curtains.) You have a vertical banner that is 10' high (this is 2 ft taller than the back curtain height) and 2' wide, that you want to place in your booth. As long as the banner is a minimum of 2 ft. away from your 8' curtains, the banner could be placed any where in the back half of the booth. You also have a piece of machinery that is 4' tall, that you want in the front area of your booth. It needs to be placed a minimum of 1 ft. in from the 3' high side curtains; and your 6' high literature rack, if placed in the front half of your booth, will need to be a minimum of 3 ft. from the 3' high side curtains.

Greenhouse structures, because they have walls you can see through, will have separate regulations.

- Greenhouse Structures can be built to, but not exceeding, the perimeter of the booth.
- There can be **no covering on the roof or vents.** Fire Marshal regulations require the ceiling sprinkler system to be able to penetrate the whole booth area.
- The **ceiling clearance** in Hall 5 varies (from 22 ft. to 30 ft.). Please contact CGC show management, if the greenhouse structure is over 20 ft. high, because you will need pre-authorized approval from the International Centre's operations department.

TERMS OF THE CONTRACT - BOOTH

7 - Use of Booth Space (Continued...)

- Side & back wall **coverings for greenhouses** must be “clear & colourless, with no signage” or meet the “**1 for 1 Rule**” (see page 4).
- Exhibitors will not conduct **demonstrations, sales activities, distributions of promotional materials**, etc., in a way that interferes with or detracts from adjacent exhibits or annoys other exhibitors / patrons.
- No **storage of packing crates** and boxes is allowed in booths during the conference. A storage area is available in Hall 5. Contact on-site staff at show time to arrange for storage during the conference.
- No **Flammable Material** (eg. Gasoline, acetylene, polish, explosives, or inflammable material) will be allowed in any part of the building and no goods or materials that conflict with the rules of the Fire Department may be exhibited or brought into the building. No tissue paper, crepe paper, bunting, etc. may be used in decoration or advertising, unless first treated with flame-retardant. Oils, burning fluids, camphrene, liquid oxygen, ethylene, propane, naphtha, etc cannot be used except for illuminating the building.
- No **Toxic Materials**: The display and storage of pesticides or products containing pesticides, by exhibitors, at the Canadian Greenhouse Conference Trade Show, is not permitted in keeping with the regulations of the “Pesticide Act” Section 27 & 28.
- **Lighter-than-air balloons** are prohibited unless tethered to a fixed object and may be no larger than 36" in diameter.
- All activities must be within the accepted bounds of good taste. **Behaviour** in a disorderly, abusive or other manner, not acceptable to the Executive Committee of the Canadian Greenhouse Conference will not be permitted.

Signs, Banners & Overhead Lighting

- * **Display signs** that are visible from the rear must have a finished image.
- * Only SHOWTECH Power & Lighting can **suspend objects from the ceiling**. (See *SHOWTECH “Hanging Sign” Order Form*)
- * **Minimum of 200 sq. ft. booth space** required before any objects can be suspended from the ceiling.
- * Suspended objects must be a minimum of **12 feet from the floor**.
- * Objects must be **at least 3 feet inside the perimeter of the booth**.

8 - Booth Appearance

- The Trade Fair Committee for the CGC has devoted a great deal of time, money, and effort to present the best possible conditions for you, the exhibitor. We expect each exhibitor to **maintain an acceptable booth appearance**.
- Any exhibitor whose booth appearance is deemed to detract from the professional appearance of the show will receive both a verbal and written reprimand from the CGC Mediator. Any exhibitor receiving a reprimand will be expected to improve the appearance of their booth before they are allocated space at the next Conference
- The Canadian Greenhouse Conference reserves the right to reject or prohibit exhibitors without **statement of cause**.

Best Booth Awards

- The success of the Canadian Greenhouse Conference has been, in large part, due to the quality of booths that exhibitors design for the trade show.
- **Six Awards** in two broad categories will be presented this year.
- The awards will reflect the creativity of exhibitors, the inherent differences in the products being displayed and booth size.
- **Criteria:** Effective use of lighting & plant material to highlight the product & the company. Creative use of space. Informative display including new or interesting display technology. Use of potted plants &/or cut flowers to increase eye appeal of technological displays.
- For the contest, exhibitors are divided into 2 separate categories.
- (I) **Plant Material** – plant material as a product a company markets.
 - (a)Booths: Up to & including 100 sq. ft.
 - (b)Booths: Between 101 & 300 sq. ft.
 - (c)Booths: Greater than 300 sq. ft
- (II)**Technology** – equipment or products being marketed for greenhouse crop production including media, greenhouse structures, heating, lighting, fertilization or pesticide application equipment, etc.
 - (a)Booths: Up to & including 100 sq. ft.
 - (b)Booths: Between 101 & 300 sq. ft.
 - (c)Booths: Greater than 300 sq. ft

Here is your opportunity to make your booth more creative and dynamic by incorporating floral and vegetable products grown by the greenhouse industry.

Go for it!

GENERAL EXHIBITOR INFORMATION

ADVERTISING

- Prime spaces are available in our Show Guide for Sponsors. See Sponsor manual for details.

ATTENDEE LIST

- The list of Canadian Greenhouse Conference attendees is confidential. It is **NOT** for sale.

COFFEE (Complimentary)

- Tuesday: Hall 5 on a table outside Snack Bar Express

COMPRESSED AIR

- Our electrical contractor, SHOWTECH Power & Lighting is the sole supplier of compressed air.
- Individual compressors are not allowed.
- Contact SHOWTECH for rates (Contact info: pg 18)

EXHIBITOR MEETING

- Location: Food Court eating area in the Hall 5
Thursday 8:30 am - meet to discuss any topics of concern with Can. Ghs. Conf. representatives.

EXTRA FLOWERS, PLANTS & VEGGIES

- The CGC would be pleased to include in our displays any extra plants or vegetables that exhibitors have left over. Contact the show office in Aviation Hall C. (Sorry no signage can accompany the product.)

FAX SERVICE

- UPS: Hall 6, International Centre, Tel: 905-672-7859

FOOD

(1) On-site food locations:

- Snack Bar Express - Hall 5 north east corner
- Cafe Express - Hall 5, Food Court
- Cappuccino/Coffee Bar- Hall 5 Food Court
- International Market Cafe - Adjacent to Hall 1
- "Far Coast" Kiosk - Front of Hall 1 -Specialty coffee

(2) FOOD or SNACKS served in your BOOTH:

- **Note:** Int'l Centre Food & Beverage Dept. holds an exclusive contract, **if you plan to offer ANY food or beverages in your booth** (popcorn, snacks, coffee, etc.), it is necessary to make appropriate arrangements in advance. (Contact info: page 18)

GARBAGE DUMPSTER LOCATIONS

- Dumpsters are located in Hall 5 at the loading docks. Please leave your exhibit space clean.

GARDEN OASIS

- Located in Hall 5 between the Trade Show & the Food Court
- Centre for entertainment, lucky draws, new varieties.

INTERNET/PHONE/FAX LINE for Booth

- **Individual phone, fax or Internet Connections** (standard high speed or **wireless**) are available from Adam Kroft, International Centre Communications Dept. (Contact info page 18) Advance rate discounts, on orders with full payment received no later than 10 days before the move in.

LEAD RETRIEVAL (Bar Coded)

- Scan badges... Scanners are mobile & do not require electrical. Bar codes on badges provide info given by attendee at registration: Name, Company, Address, Phone, Fax, E-mail, Primary & Secondary Crops. Available through Qleads (Contact info pg 18)

LUCKY DRAWS - (For Attendees: No exhibitors).

Names will be drawn at various times throughout the conference. Winners must be present to claim prize.

MEDIATOR

- A C.G.C. representative will be available to mediate problems arising from policy enforcement. Report problems/conflicts immediately to the Executive Coordinator in the Show Office, Aviation Hall C.

PARKING

- Free parking at the International Centre
- 2,200 spaces allocated for Hall 5
- **Large truck** parking is available. Please, check with parking attendant on duty during move-in.

PHOTOCOPY SERVICE

- UPS located in Hall 6 of the International Centre, Tel: 905-672-7859

RECEPTION - Wednesday 5:30 pm - 7:00 pm

- Trade Show Hall 5, snacks & beverages are served
- **Exhibitors have the option of:**
 - * manning their booth
 - or securing any valuable items in their booth &
 - * joining the group at the Food Court
 - * leaving the trade show
- Best Booth Awards announced

REGISTRATION

* Exhibitor Name Badges

- Must be worn at all times while in the building and are required for entry to the show.
- Exhibitors receive **2 free exhibitor badges for each 10'x10' or 10'x 8' booth** rented. These Exhibitor badges allow admission to the conference (Trade Show, Reception and Growers Seminars).

GENERAL EXHIBITOR INFO. (Continued...)

REGISTRATION (Continued...)

- Pre-Register and pay on-line & **save**.
www.canadiangreenhouseconference.com Click on the Exhibitor Registration button & Log in with your **Username & Password**. After the "Free" badges, additional badges can be purchased in any of these categories:

	Cost	On-Line	On-Site
Full Pkg.	\$75	incl. 2 Lunch	No lunch
Wed 1-Day,	\$50	incl. Lunch	No lunch
Thurs 1-Day	\$40	incl. Lunch	No lunch
Thurs. Trade Show	\$20	only "trade show" incl.	
Thurs. Trade Show		"	\$25
- **Pre-registered badge pick up:** at the exhibitor pre-registration desk in Aviation Hall C
- Exhibitors may register in Aviation Hall C on Tuesday from 2 pm to 4 pm.

ROOM RENTAL (Exhibitors only):

- Rooms are available for rent. These can not be used as exhibit area and are suitable for small meetings. Cost varies with time & room size. For details contact Bob Cobbledick. (Contact info: pg 18)

SALES SOLICITATION

- Direct sales solicitation at the Conference will be limited to exhibitors and their agents.

SECURITY

- Security will be present 24 hrs. a day.
- Security is provided, however exhibitors should ensure that valuable items are not left unattended in their booth area. **All exhibitors are responsible for their own property.**

SHOW GUIDE / PROGRAM

- Each conference participant receives the Show Guide/Program booklet containing: (1) speaker program, (2) exhibitor list & booth # index, (3) exhibitor contact information with a short description, (4) floor plan, (5) general conference information.
- Trade Show Exhibitors with a confirmed booth space before Aug. 15 will be listed in the Booklet.
- Booklets go to print Sept 1st. Changes to the Show Guide can be made on-line at www.canadiangreenhouseconference.com Click on the Exhibitor Registration button & Log in with your **Username & Password**. Click on Show Guide Update. Deadline for changes August 15th. If no changes are received, the previous year's information will be re-printed.

SHUTTLE SERVICE

- Complimentary bus shuttle service to and from the International Centre with the following 5 hotels: Holiday Inn Select; Quality Suites; Travelodge; Westin Bristol Place; Four Points by Sheraton.
- Available: Wednesday, 8 am - 7:30 pm & Thursday 8 am - 5 pm
Morning & evening approximately every 30 minutes. Midday - hourly service.

SMOKING POLICY

- Smoking is **prohibited** throughout the facility in accordance with the City of Mississauga's non-smoking By-Law.

SPEAKER SESSIONS

- Registered Exhibitors may attend any of the speaker sessions & workshops.
- Session times have been varied to encourage increased traffic flow in the Trade Show

SPONSORSHIP

- A variety of options are available for exhibitors and non-exhibitors to sponsor portions of the conference.
- Rates quoted are subject to 13% HST
- A detailed list is available on-line at www.canadiangreenhouseconference.com

TELEPHONES

- Public phones situated in Hall 5 at various locations.
- Individual phone, fax, or modem lines are available from the International Centre's Communications Dept. (See internet line page 6. Contact info. page 18)

TRANSPORTATION

- **Airport:** The International Centre is 4 km west of Toronto's Lester B. Pearson International Airport
- **Go Bus & Go Train** Tel: 416-869-3200
Bus - Airport Rd. in front of main entrance Hall 1
Train- Accessible by tunnel, opposite Hall 4
- **Mississauga Transit** Tel: 905-615-4636
- **Taxi** (City Peel) Tel: 905-624-1010
- **Toronto Transit Commission** Tel: 416-393-4636
- CGC - **Shuttle** from hotels - see "Shuttle Service".

VACUUMING

- Maintenance vacuuming of your booth space is available through RVS Exhibitional Draperies.

SPONSORSHIP

Signature Sponsor - \$10,000 + HST

Recognized as exclusive overall sponsor of the Canadian Greenhouse Conference
Logo on front cover of all our printed material. Plus a great deal more!

Platinum Sponsor - \$5,000 + HST

Only one sponsor per field of business activity
The exclusive sponsor of one high profile conference component
Full page colour ad in a prime location in the CGC Show Guide.
Plus much more!

Gold Sponsor - \$3000 + HST

Half-page colour ad or full-page black & white ad in CGC Show Guide
Sponsor of one important conference activity. Plus more!

Principal Sponsor - \$1,000 + HST

Quarter-page black and white ad in CGC Show Guide
Identified as a sponsor of the CGC

Supporter Sponsor - \$500 + HST

Company name listed in Preview Magazine and on-site Show Guide

Contact information:

Canadian Greenhouse Conference
P.O. Box 11, Jordan Station ON L0R 1S0
info@CanadianGreenhouseConference.com

Pete Hendriksen, Sales Manager -
Trade Show, Sponsorship
Tel: 289-407-6420 Pete@cgcinfo.com

Carol Pupo, Executive Coordinator -
Registration, Financials, Overall Coordinator
Tel: 905-892-9851 Carol@cgcinfo.com

Bob Cobbletick, Conference Manager -
Speaker Program, Facilities, Bus Tours
Tel: 905-945-9057 Bob@cgcinfo.com
Fax: 905-945-8643

NOTE: The Canadian Greenhouse Conference reserves the right to decline sponsorship from any company who, in the opinion of the CGC, is not compatible with the general character and objectives of the show.

Sponsorship Summary Chart on page 20

For specific details on each sponsorship category visit our website:

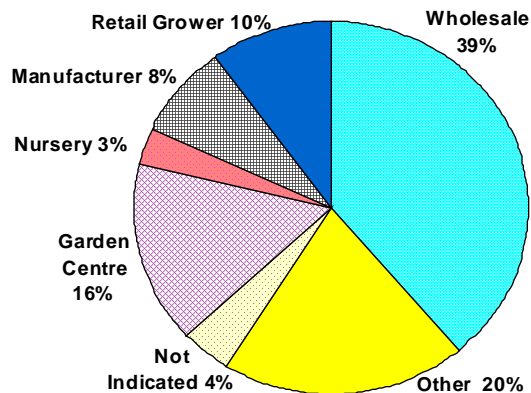
www.canadiangreenhouseconference.com

DELEGATE BREAKDOWN

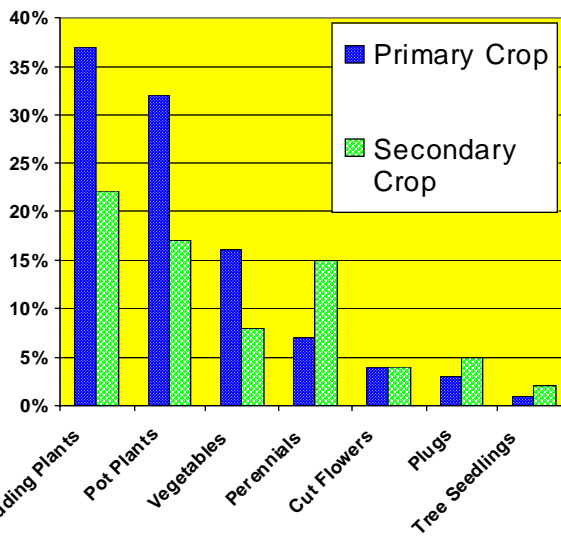
To help prepare your booth for the 2010 Conference, we would like to share with you the data we collected from the 2009 Conference.

Total Conference Attendance: 1,934
(includes attendees, exhibitors, students, speakers, media)

Breakdown by business type for:
1,012 Attendee Registrations



Of the **Attendees, 578** growers indicated their **Primary & Secondary Crops Grown**



Growing Area Data:

More than 40,000 sq.ft.	59%
Less than 40,000 sq.ft.	41%
Field Growers	1%

NEW PRODUCTS DISPLAY

TERMS & CONDITIONS

A "New Product" is defined as "New" when it is introduced into North America after January 2009.

Location:

The New Products (Non-Selling) display is located in the main hall outside Aviation Halls A & B (our Flower and Vegetable Speaker Rooms) of the International Centre.

Display:

- * There are 2 display cases, each with 4 boxes (see drawing). 8 boxes in total.
- * The display cases will be set on a skirted, table top.
- * The enclosed display boxes are made of white painted wood with glass front doors.
- * The glass doors will be locked.
- * Dimensions of each box: 16" wide x 16" high and 20" deep.

Eligibility:

- * Space will be allocated on a first come, first served basis.
- * Exhibitors may rent a maximum of 2 boxes side by side (A1 + B1) or (A2 + B2).
- * A vertical combination (A1 + A2) is not allowed.
- * Weight limit: 20 Kg.
- * For any product that is larger than the space allotment, we suggest that you provide a picture or model.

Cost:

- * \$100 + 13% HST for one 16"w x 16"h x 20"d box.
- * \$200 + 13% HST for one 32"w x 16"h x 20"d box.
- * Payment will be refunded if cancellation notification is received prior to August 15, 2010.

Setup:

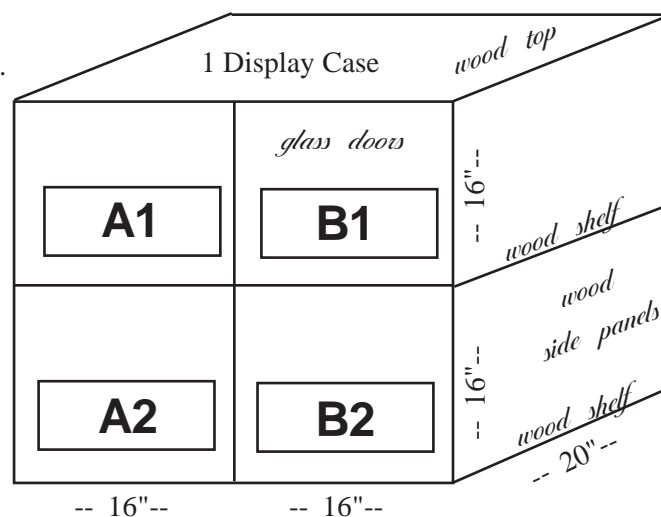
- * Product must be delivered to the Registration Desk in Aviation Hall C by 4:00 pm on Exhibitor set-up day.
- * Display will be set up at 4 pm.
- * All items must fit within the contracted space.

Tear Down:

- * Exhibitors are responsible for collection of their own products **immediately** after the close of show (at 4 pm Thurs.).

Signage:

- * Each display will be provided with a sign prepared by CGC with the following information: Product Name, Description (5 words max), Supplier name, Booth #(s).
- * Signs will be placed in the front of each box in a 5" x 8" frame (white 5" x 8" paper with black lettering; font size depending on the amount of information).
- * The CGC Show Guide lists New Products & New Varieties Exhibitors.
- * This is an educational display. No sales literature or marketing of the new product is permitted in this area.



Cancellation:

- * Exhibitors unable to display for any reason, **must notify the CGC Executive Coordinator** of their wish to cancel prior to **September 30th** at P.O. Box 11, Jordan Station ON L0R 1S0 Tel: 905-892-9851 or Fax: 905-945-8643
- * Failure to notify the CGC of cancellation will forfeit rights to future "new products" display space.

Display Restrictions:

- * CGC reserves the right to accept or reject any display space application.
- * CGC reserves the right to refuse display space to any company whose new product is not likely to be, in the opinion of the CGC, compatible with the general character and objectives of the show.

Liability:

Liability & Insurance regulations are listed on page 14 in the Exhibitor Manual.

NOTE: Total space is limited to 8 boxes. Space will be assigned & confirmed only after a completed and signed contract with appropriate payment, has been received by the CGC.

NEW VARIETIES DISPLAY

TERMS & CONDITIONS

“New Varieties” are considered to be only those varieties of **potted plants, cut flowers, bedding plants** and **vegetables** whose introduction does not predate October 1st, 2008.

Location:

The New Varieties (Non-Selling) display is located in the Trade Show, at “The Garden Oasis” in Hall 5 of the International Centre.

Eligibility:

- * Space will be allocated on a first come, first served basis.
- * Multiple spaces may be requested, however they are subject to availability.
- * Applications must be received by the Canadian Greenhouse Conference (CGC) prior to August 31, 2010.

Cost:

- * \$10 + 13% HST for 24 in. x 16 in. for CGC Exhibitors.
- * \$20 + 13% HST for 24 in. x 16 in. for Non-exhibitors.

Display:

- * Product will be displayed as a garden in Hall 5 at the “Garden Oasis”. There will be area displays and multi levels surrounding the stage.

Setup:

- * Product must be received by 5:00 pm Tuesday, (exhibitor set up day) or space will be reassigned.
- * Exhibitor responsible to deliver their plant materials to the on-site collection area near the loading docks, in a form ready for display
- * Display will be set up when the doors at the loading docks are closed at 5 pm.
- * Cut flowers are to be displayed in CGC vases, 1 stem per variety.

Tear Down:

- * Because the display is at the loading docks, exhibitors are responsible for collection of own material **immediately** after the close of show (at 4 pm Thurs.).
- * Any material remaining after 4:10 pm Thursday (show close) will be donated to the Univ. of Guelph Hort. Club plant sale.

Signage:

- * CGC will provide all display identification. (5" x 8" signs)
- * Please ensure all information regarding variety, breeder, booth number, etc. is included with the application form.
- * The CGC Buyer's Guide lists New Varieties Exhibitors.
- * This is an educational display. No sales literature or marketing of the new variety is permitted in this area.

Cancellation:

- * Exhibitors unable to display for any reason, **must notify the CGC Executive Coordinator** of their wish to cancel prior to **September 30th** at P.O. Box 11, Jordan Station ON L0R 1S0 Tel: 905-892-9851 or Fax: 905-945-8643
- * Failure to notify the CGC of cancellation will forfeit rights to future "new varieties" display space.

Display Restrictions:

- * CGC reserves the right to accept or reject any display space application.
- * This display is to provide a showcase of new varieties of greenhouse flowers, plants and produce recently introduced to the marketplace.

- * CGC reserves the right to refuse display space to any company whose new variety display is not likely to be, in the opinion of the CGC, compatible with the general character and objectives of the show.

Official Customs Broker & Transportation Provider:

Livingston Event Logistics (see pg. 11 in the Exhibitor Manual)
40 University Ave., Suite 400
Toronto ON Canada M5V 1T1
Tel: 416-863-9339
Fax: 416-863-5149
Toll Free: 1-800-665-4628
www.livingstonintl.com

Liability:

Neither the CGC nor any person representing the conference, RVS, SHOWTECH Power & Lighting, Badge Studio, Livingston Event Logistics, nor the International Centre shall be responsible for any loss, damage or injury that may occur to the exhibitor or exhibitor's employees, representatives, or property, from any cause whatsoever, prior to, during, or subsequent to, the period covered by the display contract. Each exhibitor on signing the display space contract expressly releases the CGC from and agrees to indemnify them against all claims.

The CGC shall have full power in the interpretation and enforcement of all rules and regulations herein contained and the power to make such amendments and further rules and regulations as they consider necessary for the proper conduct of the display.

Register On-line at:

www.canadiangreenhouseconference.com

SERVICE PROVIDERS

CUSTOMS BROKER, TRANSPORTATION PROVIDER, AND STORAGE

Livingston Event Logistics has been appointed as the official customs broker and transportation provider for the Canadian Greenhouse Conference. Canada Customs documents and shipping instructions will be mailed by Livingston Event Logistics under separate cover. For inquiries or arrangements regarding customs and shipping matters, please contact:

Livingston Event Logistics, Maria Bava
40 University Ave., Unit 400 Toronto, ON M5V 1T1
Tel: 416-863-9339 Toll Free: 1-800-665-4628
Fax: 416-863-5149 www.livingstonintl.com mbava@livingstonintl.com

Perishable products cannot be accepted unless prior special arrangements are made.

Customs

Maria Bava, ext. 234

- * For shipping of exhibits or products from the U.S. or other countries, Livingston Event Logistics will provide suggested transportation routing, co-ordinate delivery to the International Centre, post all 7% security deposits, custom-clear the exhibitors goods, interview each exhibitor to arrange for the outward of their materials, and co-ordinate the U.S. customs clearance and transportation back to the required destination. We will provide on-site service during move-in, throughout the show, through to the last move-out day.
- * Exhibitors may ship their materials for display duty and tax free, provided they will be exported from Canada at the end of the show.
- * Livingston Event Logistics will post a bond or cash deposit with Canada Customs to be held as security to guarantee the amount of duties and taxes normally applied on imported goods. Exhibitors are responsible for all charges incurred by Livingston Event Logistics.
- * Any products imported for the purpose of sale or free distribution to a Canadian resident will be subjected to Canada Customs duty and tax. To enjoy a more favourable customs duty rate, a NAFTA Certificate from the manufacturer must accompany the shipment.
- * Canada Customs has granted its Border-to-Show clearance system. This system entitles exhibitors goods to be cleared at the time of delivery on-site at the International Centre, and not at the border, inland warehouses, or Pearson International Airport.
- * For the duration of the show, the exhibit premises are a bonded area. No display items may be removed from the show area without the consent of Livingston Event Logistics

Shipping Instructions

- * As the Official Transportation Provider, Livingston Event Logistics can service international bonded freight and domestic (inside Canada) freight.
- * **International Shipments:** All crated materials may be sent to the advance warehouse and should be scheduled to arrive in Brampton **one week** in advance of the first move-in day. International shipments are to be consigned to:
Exhibitor Name / Booth Number
Canadian Greenhouse Conference
c/o ABF/ Livingston Event Logistics
15 Strathearn Ave.
Brampton, ON L6T 4P1
- * **Direct Shipments to the International Centre:** Exhibitors must insure that your shipments are delivered on set up day, Tuesday Oct. 5, prior to 5 pm. Deliveries cannot be accepted before or after this date. These shipments are to be consigned to:
Exhibitor Name / Booth Number
Canadian Greenhouse Conference
International Centre, 6900 Airport Road, Hall 5
Mississauga, ON L4V 1E8
- * **Private Movement of Exhibit Materials:** For exhibitors using their own trucks or methods of transportation other than the common carrier, exhibitors should advise Livingston Event Logistics of their bonded freight's expected arrival to avoid delays.
- * **Return Shipping / Close of Show:** Livingston Event Logistics personnel will be on-site to co-ordinate the outgoing materials and freight from the show. Exhibitors are responsible to ensure these arrangements have been made.

SERVICE PROVIDERS *(Continued...)*

ELECTRICAL

- Ontario Hydro will have an Inspector on-site at our Conference.
- **Exhibitors with unapproved equipment must contact the local Ontario Hydro office for the International Centre, at least 30 days prior to the show.** Ontario Hydro Electrical Inspection Department, Tel: 905-507-4949. Inspectors are only in the office from 8:00 a.m. to 9:00 a.m. Monday to Friday. Ask to speak to the special inspection inspector.
- **Exhibitors with equipment not passing their electrical inspection will be charged by Ontario Hydro and they will be prohibited from displaying their unapproved equipment.**

SHOWTECH Power & Lighting are **exclusive** suppliers of:

- * **Electricity**
- * **Compressed air** (due to noise and power drain, no personal air compressors are allowed)
- * **Water, drain**
- * **Natural gas connections**
- * **Hanging any banners** suspended from the ceiling & **overhead lights** you wish installed

- **Each exhibiting company is provided with one – 800 watt, 120 volt Duplex Outlet**, on the condition that exhibitors abide by the “Terms & Conditions for Exhibitors Consuming Power.” If you need additional services, please forward the enclosed SHOWTECH order form before September 20th. For items not listed on the enclosed order forms, call or fax requirements and they will quote you a price. SHOWTECH will be available on set-up day from 1 pm – 5 pm.
- Exhibitors will need to obtain permission from their neighbouring exhibitor, if they wish to order **overhead lighting** and that lighting equipment will infringe on the neighbouring booth space.

Requirements For Electrical Approvals

- (1) It is unlawful to sell, offer for sale or display for the purpose of selling, equipment which does not have the necessary electrical approval required in Ontario.
- (2) The most common approvals are CSA (Canadian Standards Associations), Ontario Hydro Special Inspection, and CSA Special Inspection. There are several newer, less common approvals which may be

accepted, but these should be verified with Ontario Hydro. Equipment which does not bear stickers from an accepted approval authority may be checked by an Ontario Hydro electrical inspector at the show, at which time he may insist on the equipment being approved or removed from the show.

- (3) Exhibitors in Canada may obtain these approvals in Canada prior to the time of the show to avoid problems at the show. Foreign exhibitors with equipment unapproved or with equipment that they are unsure whether it is approved, should contact the local hydro office at least **30 days prior** to the show to make arrangements for approval once the equipment is in Canada.
- (4) If an exhibitor wishes to display a piece of unapproved equipment, they may contact Ontario Hydro (Tel: 905-507-4949) and ask for authorization to display unapproved equipment. This will allow them to display equipment but not operate or sell that specific piece of equipment. Models to be sold will still require approval. This authorization must be arranged with Ontario Hydro at least **30 days in advance**.

Terms and Conditions for Exhibitors Consuming Power

The Canadian Greenhouse Conference agrees to include one 800 watt, 120 volt electrical outlet for each exhibitor, on the condition that the exhibitor agrees to abide by all of the following terms and conditions:

- (1) All electrical connections, installations, motor connections or any electrically operated equipment must conform to Canadian Standards Association requirements, or other approvals necessary or acceptable and equipment shall bear the acceptable stickers of approval. All equipment shall have a manufacturer's nameplate, attached showing the operating voltage, phase, hertz horsepower / kilowatts, full load current and whether AC or DC. The use of lamp cord or multiple attachment plugs is not permitted. All necessary equipment or accessories shall be grounded.
- (2) The Canadian Greenhouse Conference or its agents (SHOWTECH Power & Lighting) reserve the right to inspect any and all equipment and materials which an exhibitor may wish to connect to the facility's power source and/or may wish to use while in the facility. In the event that equipment, materials or an

SERVICE PROVIDERS - ELECTRICAL (Continued...)

Terms/Conditions for Exhibitors Consuming Power (Continued...)

installation do not meet the approval of the Canadian Greenhouse Conference, SHOWTECH Power & Lighting, or an Ontario Hydro Inspector, the equipment, material or installation shall be corrected or removed immediately.

- (3) Only an authorized SHOWTECH Power & Lighting employee is permitted to make a connection (whether plug in or otherwise) to the facility's power sources. Under no conditions unless directly related to the exhibitor's business or display, shall any cooking appliance, kettles or electric heaters be allowed on the facility. No electrical circuit shall be overloaded. No electrical/mechanical equipment shall be restarted after failure until a SHOWTECH tradesperson has found and corrected the cause of the malfunction.
- (4) All material and equipment supplied by SHOWTECH shall remain the property of the Company. The exhibitor shall be held responsible for loss of such materials as are associated with his/her booth, and shall compensate SHOWTECH in the event of loss or damage.
- (5) The customer agrees to use the equipment provided by SHOWTECH Power & Lighting entirely at his or her own risk, to be liable for any and all damage to persons or property and to hold harmless SHOWTECH Power & Lighting and its employees, and the Canadian Greenhouse Conference, from any and all liability from the use of the equipment provided.

SHOWTECH Conditions

(SHOWTECH is a Division of GES CANADA EXPOSITION SERV. LTD)

- 1- **Payment:** Out of country payment may be made by money order, or credit card. Purchase orders are not considered payment. Orders that do not include payment will be regarded as incomplete and will not be processed.
- 2 - **Discounts:** Pre-show advance price will apply to orders with payment received prior to the deadline date. Orders received after this date shall be priced as after Deadline Prices.
- 3 - **On-Site Orders:** Orders placed during the move-in of the show **must** be paid by valid credit card, or cash. Cheques will only be accepted if accompanied by a valid credit card number and signature.
- 4 - **Rates:** Additional and/or special electrical/mechanical requirements are available on request and shall be supplied at an hourly rate charged for labour plus the cost of material used. Rates quoted by SHOWTECH include installation, service while in use, and removal.

- 5 - **Credits:** It is the exhibitors responsibility to advise a SHOWTECH Representative of any problem with our service or product prior to the close of the show.
- 6 - **Cancellations:**
 - a) If services have already been provided at the time of cancellation, original charges will apply.
 - b) No refund on services that require advance planning i.e. special electrical circuits, transformers, special lighting and non-electrical items.
 - c) A 50% refund is given on listed items on order form if cancelled **in writing** prior to the deadline date.
- 7 - **Tax Exemption Status:** If you are exempt from Sales Tax, the Provincial Government requires that you forward an exemption certificate to us. Resale certificates are not valid unless you are re-billing these charges to your customers.
- 8 - **Third Party Order** (Exhibitor appointed Contractor): It is understood and agreed that the exhibiting firm is ultimately responsible for payment of charges. In the event that the named third party does not pay amount owing by the move-in time, charges will revert to the exhibiting company.
- 9 - **Electrical:**
 - a) **All outlets are supplied to back area of Booth.** If required elsewhere, extension cords will be available at SHOWTECH's service area for a nominal charge. A charge of 25% above rates quoted will be charged for outlets/feeders fed under carpets.
 - b) All electrical power is turned off after show closes and turned on prior to show opening. **If you require power on a 24 hour basis, please indicate on order form in correct space provided.**
 - c) Permanent building receptacles and columns are not part of booth space. Exhibitors utilizing these receptacles will be charged for their use. Borrowing power from an adjoining booth is not permitted.
 - d) All electrical connections, installations, motor connections or any electrical operating equipment must conform to all Canadian Standards Association requirements and the Canadian Electrical Code. The use of two wire ungrounded extension cords is prohibited.
 - e) All electrical equipment should be properly tagged and wired with full information as to ampere, wattage, kilowatts, horsepower, volts, phase, cycle, etc. ready for connection.
 - f) SHOWTECH is not responsible for damages or expenses incurred due to power surges, spikes or loss of power.

SERVICE PROVIDERS (Continued...)

10 - Electrical Safety Regulations:

It is a requirement of the Electrical Safety Code that any electrical equipment which is being displayed, offered for sale or used in any show, convention, or similar exhibition **must be approved**. The authority for enforcing this regulation is vested in the Local Hydro Electrical Inspection Department

11 - Mechanical:

- a) All mechanical equipment shall have a nameplate attached thereto showing approval by the applicable Provincial Authority.
- b) All installations and connections to be made to the Centre's sources of natural gas, compressed air, water and all connections to drains, must be made by an authorized SHOWTECH tradesperson.
- c) Mechanical services are only turned on during Show Hours.
- d) It is the responsibility of the exhibitor to ensure that all pollutants, hazardous wastes, contaminated water etc. is disposed of by a Government Licensed firm for the appropriate waste product.








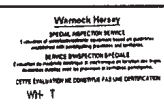



ACCEPTABLE ELECTRICAL SAFETY CODE MARKS

- These marks are acceptable under the electrical safety code to identify electrical equipment approved for Ontario. If the mark is missing the equipment is not considered to be approved.

* The letter "C" must appear outside the "ETL" and the "UL" marks. This indicates the equipment is approved for Canada.

LIABILITY & INSURANCE

- The company or individual whose name appears on the commitment to exhibit takes responsibility for any and all individuals representing the company or himself while at the Conference. Neither the Canadian Greenhouse Conference nor any persons representing the conference, RVS Exhibitional Draperies, SHOWTECH Power & Lighting, Badge Studio, Livingston Event Logistics, Qleads, nor the International Centre shall be responsible for any loss, damage or injury that may occur to the exhibitor or exhibitor's employees or property, from any cause whatsoever, prior to, during, or subsequent to, the period covered by the exhibit contract.
- The exhibitor, on signing the Commitment to Exhibit, expressly releases the C.G.C. from liability & agrees to indemnify same, against any and all claims due to carelessness of other exhibitors. Any such claims must be paid for by the exhibitor causing same.
- Also, the C.G.C. shall not be responsible for any damage to the exhibitor, for failure to provide space for the exhibit, for the removal of the same or for failure to hold meeting as scheduled.

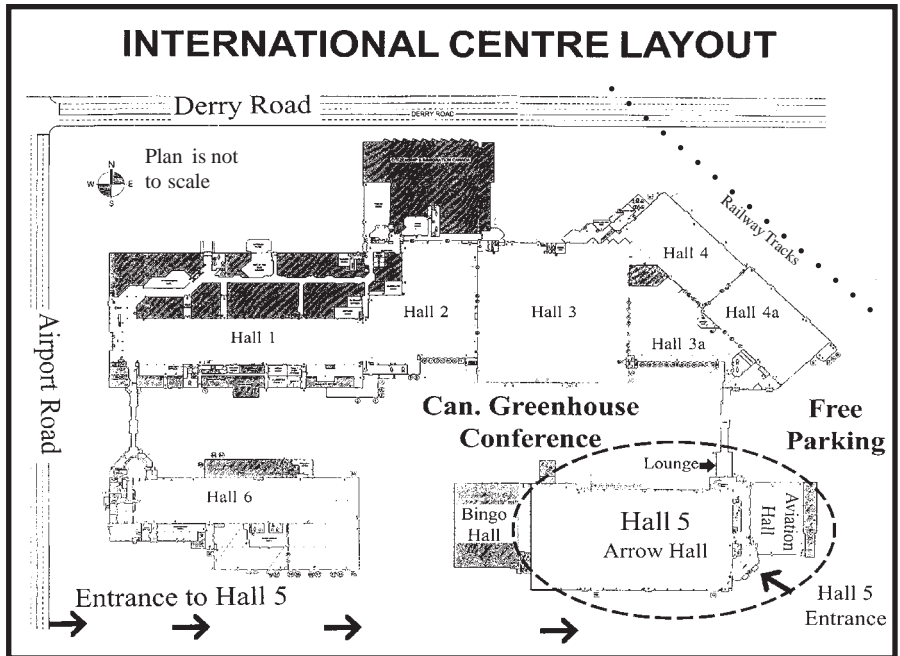
	Certification Marks Acceptable Under The Electrical Safety Code: Rule 2-024 (1)	Field Approval Marks Acceptable Under The Electrical Safety Code
Canadian Gas Association (CGA)		 Electrical Features Approval Fuel Features Approval
Canadian Standards Association (CSA)	  NRTL/C	
Inchcape Testing Services (ETL)*		
Inchcape Testing Services (WH)		 (WHPS)
Underwriters Laboratories Inc. (UL)*		
Underwriters Laboratories of Canada (ULC)		
Ontario Hydro (OH)		 X 123456

DIRECTIONS TO TRADE SHOW

International Centre - Hall 5
6900 Airport Rd., Mississauga,
Ontario Canada L4V 1E8
Tel: 905-677-6131

To avoid confusion on Tuesday, please ensure that your company representatives and the trucker delivering your exhibit are given:

- (1) A map of the area (*See pg. 16 in the exhibitor manual*)
- (2) A map of the International Centre's building layout
- (3) A map showing delivery doors in Hall 5
- (4) Your exhibit space booth number
- (5) CGC On-Site phone number, for Oct 5, 6 & 7 only: **905-516-5082**.



The International Centre's Web Site is:
www.internationalcentre.com

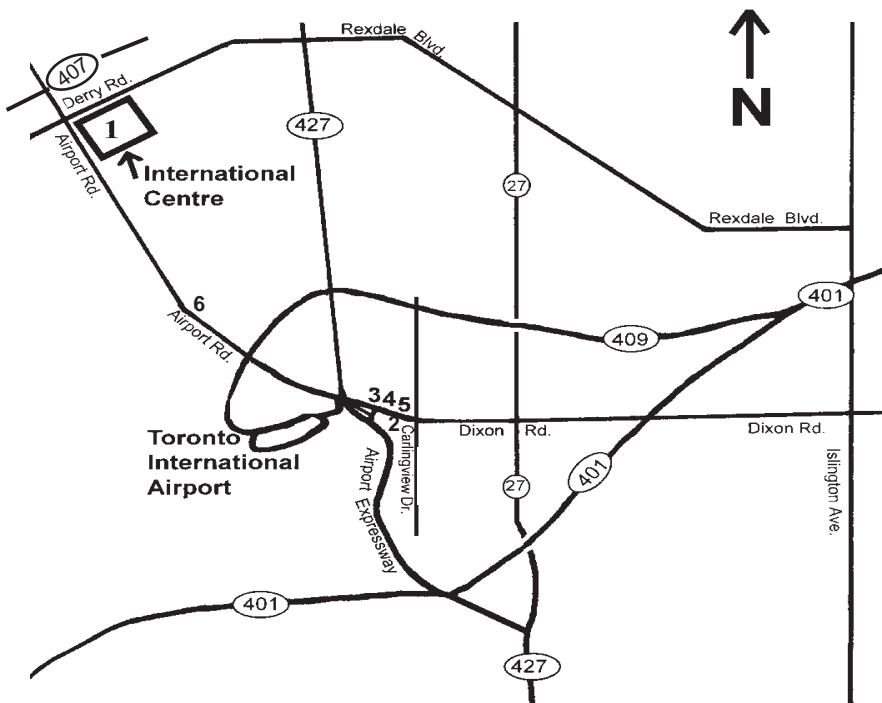


HOTEL ACCOMMODATION

Mississauga / Toronto

- * Make reservations directly with the specific hotel as soon as possible. (Room release date is Sept. 20th.) Ask for the Canadian Greenhouse Conference Rate. Rates are per night, single or double occupancy, taxes extra.
- * There are no hotels within walking distance, but many hotels within a few kilometres. The International Centre is located in an area where a number of municipalities intersect. (Mississauga, Etobicoke, Toronto.)

Complimentary shuttle service from hotels to & from International Centre on Wednesday & Thursday
(See "Shuttle Service" on page 7 for details)



DIRECTIONS:

Follow the airport road signs posted on all major highways in the airport vicinity until you reach Dixon Rd./Airport Rd.

#1 International Centre

6900 Airport Rd., Mississauga

#2 Travelodge Hotel Toronto Airport,

Rates: Standard **\$85**; Business **\$99**; Executive **\$115**

925 Dixon Rd., Etobicoke

Tel: 416-674-2222 or 1-888-483-6887

Fax: 416-674-5757

- * 3.7 km from the International Centre
- * Restaurant
- * All rooms are newly renovated
- * Shuttle service to/from L.B. Pearson Int'l Airport
- * Free wireless high speed Internet
- * Indoor pool, fitness room
- * Parking is complimentary for all rates (1 car/room)

#3 Holiday Inn Select Tor. Airport Rate: **\$119.00**

EARLY BOOKING RATE (by Sept 7) **\$105.00**

970 Dixon Rd. Etobicoke

Tel: 416-675-7611; 1-800-HOLIDAY;

Fax: 416-675-9162

- * 3.6 km from the International Centre
- * Indoor pool & fitness centre
- * Restaurant
- * Free shuttle service to/from L.B. Pearson Int'l Airport
- * Free wireless high speed Internet in all guestrooms
- * Parking is complimentary with our rates.

#4 The Westin Bristol Place Tor. Airport Rate: **\$139.**

950 Dixon Rd., Toronto

Tel: 416-675-9444; 800-937-8461; Fax: 416-675-4426

- * 3.6 km from the International Centre
- * Indoor pool, Fitness Centre
- * Restaurant, Business Services
- * Free shuttle service to/from L.B. Pearson Int'l Airport
- * Internet in all guest rooms: \$14.95/day
- * Self Parking \$8/night; Valet Parking: \$11/night

#5 Quality Suites Toronto Airport Rate: **\$109.**

262 Carlingview Drive, Toronto

Tel: 416-674-7523; 877-755-4900; Fax: 416-674-8270

- * 3.7 km from the International Centre
- * 2 room suites: living area - table, chairs, TV, sofa bed
- * Bedroom: king-size bed (*in most rooms*), TV
- * Exercise room, Graffiti's Italian Eatery
- * \$7. shuttle service to/from L.B. Pearson Int'l Airport
- * Free high speed Internet in all guestrooms; free wireless Internet in lobby & restaurant
- * Parking is included in our special conf. rate.

#6 Four Points by Sheraton Tor. Airport, Rate: **\$105.**

6257 Airport Rd., Mississauga

Tel: 905-678-1400; 800-565-5769 Fax: 905-678-0064

- * 2 km from the International Centre
- * Newly renovated hotel and all guestrooms
- * Free wireless high speed Internet in all guestrooms
- * Indoor pool, fitness centre, business centre, restaurant
- * Free shuttle service to/from L.B. Pearson Int'l Airport
- * Parking \$6 per night

C.G.C. TRADE FAIR COMMITTEE MEMBERS

*Executive Coordinator: Registration,
Financials, Overall Coordinator*

Pupo, Carol

P.O. Box 11, Jordan Station ON L0R 1S0
Tel: 905-892-9851
E-M: Carol@cginfo.com

*CGC Sales Manager:
Trade Show, Sponsorship*

Hendriksen, Pete

5 Appleford Road
St. Catharines ON L2P 3M1
Tel: 289-407-6420
E-M: Pete@cginfo.com

*Conference Manager:
Speaker Program, Facilities, Bus Tours*

Cobbledick, Bob

324 Lake St., Grimsby ON L3M 1Z4
Tel: 905-945-9057 Fax: 905-945-8643
E-M: Bob@cginfo.com

Blom, Theo

University of Guelph, Plant Agriculture
Guelph ON N1G 2W1
Tel: 519-824-4120 ext 53847
Fax: 519-767-0755
E-M: tblom@uoguelph.ca

Brown, Wayne

Ont. Min. Agric. Food and Rural Affairs
U. of G., Vineland Station ON L0R 2E0
Tel: 905-562-4142 ext 179
Fax: 905-562-3413
E-M: wayne.brown@ontario.ca

Trade Fair Chair:

Carlton, Sandy

Plant Products Co. Ltd.
314 Orenda Road,
Brampton ON L6T 1G1
Tel: 905-793-7000 ext 5280
Fax: 905-793-9632
E-M: scarlton@plantprod.com

Crandon, Mark

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105 Donly Dr. S., Simcoe ON N3Y 4H5
Tel: 519-429-3471 ext 262
Fax: 888-404-1129
E-M: mcrandon@annexweb.com

Gardner, John

Durward Jones Barkwell & Co.LLP
8 Christie St. PO Box 261
Grimsby ON L3M 4G5
Tel: 905-945-5439
Fax: 905-945-1103
E-M: jgardner@djb.com

Goodish, Kathryn

Vineland Research & Innovation Centre
4890 Victoria Ave. N., P.O. Box 4000
Vineland Station ON L0R 2E0
Tel: 905-562-0320
Fax: 905-562-0084

Harrison, Dave

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105 Donly Dr. S., Simcoe ON N3Y 4H5
Tel: 519-428-3471 or 888-599-2228 ext 263
Fax: 519-429-3094 or 888-404-1129
E-M: greenhouse@annexweb.com

Khosla, Shalin

OMAFRA, Research Station
Harrow ON N0R 1G0
Tel: 519-738-2251 ex. 405
Fax: 519-738-4561
E-M: shalin.khosla@ontario.ca

King, Lorne

MGS Horticultural Inc.
50 Hazelton St., Box 33
Leamington ON N8H 3W1
Tel: 519-326-9037
Fax: 519-326-5861
E-M: Lorne@mgshort.com

Miotto, Tim

Jack Van Klaveren Ltd.
1894 Seventh Street, PO Box 910
St. Catharines ON L2R 6Z4
Tel: 905-641-5599
Fax: 905-684-6260
E-M: tmiotto@jvk.net

Osborne, Keith

Gro-Bark (Ontario) Ltd.
12300 Britannia Rd.
Milton ON L9T 7G5
Tel: 905-875-4844
Fax: 905-875-4714
E-M: keith@gro-bark.com



Rabb, Gary

Aris Horticultural Services
17 Alsop Ave.
Fenwick ON L0S 1C0
Tel: 905-892-9020 Cell: 905-980-4376
Fax: 905-892-9020 (same)
E-M: Gary.Rabb@ArisHort.com

Executive Chair:

Robertson, Alison

OF&VGA
355 Elmira Rd. N., Unit 105
Guelph ON N1K 1S5
Tel: 519-763-6160 ext 121
Cell: 519-827-5716; Fax: 519-763-6604
E-M: arobertson@ofvga.org

Tschanz, Rodger

Hort. Sci. Division
Dept. Plant Agric. - Bovey Bldg.
University of Guelph
Guelph ON N1G 2W1
Tel: 519-824-4120 ext 52788
Fax: 519-767-0755
E-M: rtschanz@uoguelph.ca

Vaandering, Tim

Myers Lawn & Garden
P.O. Box 265; 75 Plant Farm Blvd.,
Brantford ON N3T 5M8
Tel: 519-753-2666 ext. 232
Fax: 519-753-1618
E-M: Tim.vaandering@itml.com

Van Staalduinen, Allan

Ball Horticulture
273 Strathcona Dr.
Burlington ON L7L 2C9
Tel: 905-331-5556
Fax: 1-888-873-2212
EM: astaalduinen@ballhort.com

Wilson, Leanne

Ont Greenhouse Vegetable Growers
245 Talbot St. W., Suite 103
Leamington ON N8H 1N8
Tel: 519-326-2604
Fax: 519-326-7842
EM: wilson@ontariogreenhouse.com

TRADE SHOW SERVICE PROVIDERS

Conf. Coordinator - Carol Pupo Tel: 905-892-9851

Conf. Manager - Bob Cobbledick Tel: 905-945-9057

Sales Manager - Pete Hendriksen Tel: 289-407-6420

P.O. Box 11, Jordan Station ON L0R 1S0

E-mail: info@canadiangreenhouseconference.com or

Carol@cginfo.com Pete@cginfo.com Bob@cginfo.com

Web: www.canadiangreenhouseconference.com

Coordinators will be available to assist with promotions and general activities.

If problems arise, please contact our representatives.

Please do not contact the International Centre.

On Site Information Desk: Aviation Hall C

On-Site Tel: (Oct. 5, 6 & 7 only) 905-516-5082

Audio Visual Services & Computer Rental

AV - Canada, Robert Babcock, Unit 2,

1655 The Queensway E., Mississauga ON L4X 2Z5

Tel: 905-564-0767 ext 234; Fax: 905-564-8097;

www.av-canada.com

Decorator - Tables, Chairs, etc.

RVS Exhibitional Draperies Inc., Randy Barber,

P.O. Box 2860, St. Marys, ON, N4X 1A5

Tel: 519-284-1460 Fax: 519-284-1764

E-Mail: rvsinc@quadro.net

Full display services provided. *Order forms enclosed.*

On Site Service Desk: N.W. Corner Hall 5

Customs, Transportation & Storage

Contractor: Livingston Event Logistics

– Customs and Transportation Services

40 University Ave., Unit 400 Toronto, ON M5V 1T1

Tel: 416-863-9339 Toll Free: 1-800-665-4628

Fax: 416-863-5149 E-M: mbava@livingstonintl.com

www.livingstonintl.com

Customs & Shipping: Maria Bava - ext 234

Electricity, Compressed Air, Hang Signs:

(Exclusive electrician for the Int'l Centre - Also Water, Drain, natural gas connections, hanging banners & overhead lights)

SHOWTECH Power & Lighting, Rocky Mele

On-site # Tel: 905-677-9546; Fax: 905-677-8713.

5675 McLaughlin Rd. Mississauga ON L5R 3K5

Tel: 905-283-0550 Fax: 905-283-0551

E-M: iteixeira@showtech.ca *Order forms enclosed.*

* **Ontario Hydro Electrical Inspection Dept.**

(Local Office) Tel: 905-507-3640

* **Canadian Standards Association**

(C.S.A. Local Office) Tel: 416-747-4300

Food Service: Int'l Centre Food & Beverage

Department (Exclusive caterer) Camille Chaumont, 6900

Airport Rd., Box 83, Mississauga ON L4V 1E8

Tel: 905-678-5610 cchaumont@internationalcentre.com

On-site location: adjacent to Hall 2 entrance

Note: Because this is an exclusive contract, **if you are planning any kind of food or beverage service** (popcorn, snacks, coffee, etc.) **from your booth**, it is necessary to make appropriate arrangements with them in advance.

Lead Retrieval System:

Qleads, Justin Somers, 17 Fred Varley Dr.

Markham ON L3R 5E8 Tel: 416-450-0411

E-Mail: jsomers@qleads.ca www.qleads.ca

On Site in: Aviation Hall C

On-Site: Custom Signage, In-store Internet Access, Receiving & Storage of small exhibit containers.

UPS, Paul Donovan & Kirk Will, 6-6855 Airport Road, Mississauga ON L4V 1Y9

Tel: 905-672-7859; Fax: 905-672-0744

E-Mail: admin@mbetic.com **On-Site:** Front of Hall 6

On-Site Cash Machines: Laser Cash

* Southeast corner of Hall 5

Phone/Fax/Internet Line - Installation at booth

Adam Kroft & Svitlana Benyk, International Centre

Telecommunications Department,

6900 Airport Rd. P.O. Box 8, Mississauga ON L4V 1E8

Tel: 905-677-6131 ext 141; Fax: 905-678-5614

E-M: akroft@internationalcentre.com

On-site location – Hall 1 of the International Centre

Photocopy & Fax Service

UPS Paul Donovan, E-M: store284@theupsstore.ca

Tel: 905-672-7859; **On-site location** – Hall 6

Registration

Badge Studio, Brian Carmichael

Box 23072, Barrie ON L4N 7W8

Tel: 1-877-263-7033 Fax: 705-727-0080

E-mail: info@badgestudio.com

On Site Location: Aviation Hall C

Pre-Register On-Line:

Free Lunch with On-Line Full Registrations

www.canadiangreenhouseconference.com

A.M.A. Plastics	657- 660 709 710			
AEF Global	514			
Ag Energy Co-operative Ltd.	455 456			
AgriFoam / SteadyGRO	706			
Agri-Food Laboratories	306			
Agrium Advanced Technologies	611 612			
Aquatrols Corp.	314			
Argus Control Systems Ltd.	458- 460			
Aris Horticultural Services - Canada	451 452 501 502			
ASB Greenworld Ltd.	605 606			
Ball Horticultural Co.	855- 858			
Bayer Environmental Science	617			
Ben Berg Farm & Industrial Equip. Ltd.	704 705			
Biobest Canada Ltd.	353			
Blackmore Company Inc.	707 708			
Bluelab Corporation Limited	666 667			
Boilersmith Ltd	755 754			
Bom Greenhouses	758 759			
C. Frensch Ltd.	253			
Canadian HydroGardens Ltd.	668 669 718 719			
Career Corner	765 766 767			
Cherry Creek Systems Inc	308			
Colonial Florists Ltd.	268 269 318 319			
Concept Plastics/Vacform Plastics	315 316			
Crop Defenders Ltd.	664			
Custom House, A Western Union Company	457			
Cutting Edge Grower Supply LLC	209 210			
Damatex Control Systems Inc.	614			
De Ruiter Seeds Inc.	665			
Decker Manufacturing Ltd.	218 219			
DecoWraps	213, 214			
Dongara	716			
Dramm Corporation	468 469			
Dummen USA	852 854			
Durward Jones Barkwell & Company LLP	304			
Ecke/Oglevee Ltd./JVK	461 511			
Ed Sobkowich Greenhouses Ltd	251 252 301 302			
Enbridge Gas Distribution	757			
Engage Agro Corp.	555			
Fafard et Freres Ltd.	309 310			
Farm Credit Canada	556			
FibreX Insulations Inc. (FibrGro)	404			
Fides North America	266, 267			
Flamingo Holland Inc.	361 362			
Florist De Kwakel BV	516			
Flowers Canada Growers / NEDC	255 256			
George Sant Greenhouses	851 853			
GGS	661 662 711 712			
GinteC Shade Technologies Inc	715			
Global Horticultural Inc.	366 367			
Greenhouse Canada Magazine	405			
Gro-Bark (Ontario) Ltd.	409 410			
Growers Requisites Ltd.	507			
Hamilton Engineering, Inc.	768			
High Performance New Construction Prgm	313			
Highland Supply Corporation	508			
Hoogendoorn America Inc.	561 562			
Horta-Craft Limited	303			
Hub International Ontario Limited	565 566			
J.R. Peters, Inc.	254			
Jasmic LLC	206 207			
Javo U.S.A. Inc.	551 552 601 602			
Jiffy	357 358			
Jolly Farmer Products Inc.	359 360			
JVK (Jack Van Klaveren Ltd.)	462 463 512 513			
Kams Growers Supply	261 262			
Kavita Canada Inc.	453			
Koppert Canada Limited	465			
Lambert Peat Moss Inc.	557			
Larssen Ltd.	415			
Machinerie S.B. Inc.	568 569 618 619			
MasterTag	414			
McGregor Plant Sales	258			
Meteor Systems Inc.	504			
MGH Horticultural Inc.	403			
Michael Stuart Co. Ltd.	454			
Myers Lawn & Garden - Dillen, ITML...	151- 154 201- 204			
N.M. Bartlett Inc.	356			
Natural Insect Control	509 510			
Niagara College - Ghs. Technician Program	505			
Niagrow Systems Inc.	762 763			
Northbridge SR&ED Consultants	760			
Northern Innovators	517			
OMAFRA	305			
Ont. Soil and Crop Improvement Assoc.	307			
Oxford Pallet & Recyclers Ltd.	364			
P.L. Light Systems Can. Inc.	553 554			
Pacific Rim Brackets	363			
Paul Boers Ltd. / Prins Greenhouses	803- 808			
Pelee Lighthouse Life & Financial	365			
Philips Lighting Canada	717			
Pick Ontario	257			
Plant Products Co. Ltd.	351 352 401 402			
Plantech Control Systems Inc.	211 212			
Pottery Extravaganza (Canada) Inc.	518 519			
Premier Horticulture Ltee	355			
Priva North America	368 369 418 419			
R Z H Canada Ltd.	317			
Rittenhouse Since 1914	756			
Savery Canada Inc.	265			
Smithers-Oasis North America	413			
Soleno Textiles Inc.	615 616			
Sommers Motor Generator Sales Ltd.	769			
Source ID	503			
Specialties Robert Legault Inc.	406- 408			
Stokes Seeds Ltd.	603 604			
Sun Gro Horticulture Canada Ltd.	563 564			
Syngenta Flowers	411 412			
Syngenta Horticultural Services	714			
Talk Wireless Inc.	515			
Temkin Canada Corp.	609 610			
Terralink Horticulture Inc.	567			
The County of Elgin	558			
The Investment Guild Insurance Agency	608			
Theriault & Hachey Peat Moss	613			
Toromont Cat Power Systems	764			
Union Gas Limited	654 655			
Vanden Bussche Irrigation	559 560			
Vetoquinol Canada Inc.	607			
Vineland Research and Innovation Centre	208			
VRE Systems	259 260			
Walk & Talk - Rest Areas	264 354 464 506 663			
Water Energy Technologies	761			
Wellmaster Carts	466 467			
Westbrook Greenhouse Systems Ltd.	651-653 701- 703			
Westland Ghs.Equip./ Supplies Inc.	416, 417			
Zwart Systems	311 312			

Canadian Greenhouse Conference Sponsorship Opportunities

See "Sponsor" Section on CGC Website for additional details...		<u>Signature</u> \$10,000 + HST	<u>Platinum</u> \$5,000 + HST	<u>Gold</u> \$3,000 + HST	<u>Principal</u> \$1,000 + HST	<u>Supporter</u> \$500 + HST
<u>Exclusivity</u>		Exclusive	No other sponsor in your same field of activity	No	No	No
<u>Print Advertising</u>	Flyer	Logo on cover + in sponsor list	Logo in sponsor list	Logo in sponsor list	Logo in sponsor list	Name in sponsor list
	Preview Magazine	Logo on cover + sponsor list + Colour Ad beside the CGC Chair's "Welcome" message	Logo in sponsor list	Logo in sponsor list	Logo in sponsor list	Name in sponsor list
	On-site Show Guide	Logo on cover + sponsor list + beside Chair's "Welcome" + with your exhibitor listing	Logo in sponsor list + component listing + with your exhibitor listing	Logo in sponsor list + activity listing + with your exhibitor listing	Logo in sponsor list + with your exhibitor listing	Name in sponsor list + logo with your exhibitor listing
	On-site Show Guide Advertisement	Full-page colour ad	Prominent full-page colour ad	Half-page colour or Full page B&W ad	Quarter-page B&W ad	No
<u>CGC Website</u>	Logo	All pages of website	Home page Sponsor page	Home page Sponsor page	Sponsor page	Sponsor page
	Hot link	yes	yes	yes	yes	yes
<u>Logo Projected on a 9' x 12' screen in Trade Show</u>		Full screen 3x's per cycle	Full screen 2x's per cycle	Full screen once per cycle	Half screen once per cycle	Maximum of 4 logos of \$500 sponsors on screen once/cycle
<u>Sponsor Wall</u> Your Company Sign/Logo displayed		60" x 36" (or 15 sq. ft. maximum)	50" x 32" (or 11 sq. ft. maximum)	40" x 32" (or 9 sq. ft. maximum)	30" x 32" (or 7 sq. ft. maximum)	20" x 32" (4.5 sq. ft. maximum)
<u>Sponsor Table</u> - Promotional material available for attendee pick up		Booklet / catalog / or promotional print package	Booklet / catalog	Booklet / catalog	2 pages	1 page
<u>Company Sign/Logo</u> in area selected by CGC		A high profile location for Overall Conference	A prominent location related to your sponsorship	At an important conference activity	Conference location selected by the CGC	No
<u>Acknowledgement at:</u>		All Speaker Sessions Opening Ceremonies Reception	Opening Ceremonies Reception	Opening Ceremonies	One Speaker Session or conference service	No
<u>Appreciation Certificate</u> for display in booth		8" x 10"	5" x 7"	5" x 7"	4"x 6"	4" x 6"
<u>Special Name Badge</u>		Yes	Yes	Yes	Yes	Yes
<u>New Product Display</u> (Item displayed must qualify)		One space: 16"w x 16"h x 20"d	No	No	No	No
<u>Complimentary Registrations</u> (Includes Speaker Program, Trade Show, Wed. Reception, & Thurs Lunch)		Five	Three	Two	One	No
<u>Payment</u> (including Donations & In-Kind Sponsorship)		50% when sponsorship booked & balance due August 15th				

If your company has a creative idea for a sponsorship, that you would like considered give our CGC Sales Manager - Pete Hendriksen, a call at 289-407-6420 and he'll take your proposal to the sponsorship committee.

www.CanadianGreenhouseConference.com