

## Exhibit Rules

1. **Definitions.** The word “Management” used herein or in subsequent regulations shall mean the Canadian Produce Marketing Association (CPMA) and its committees, officers, employees or agent acting for it, in the management of the Trade Show. The word “Main Exhibitor” refers to the actual exhibitor who is purchasing the booth space.
2. **Exhibit space cost information.** The exhibit fee per 10x10 sq ft., payable to Canadian Produce Marketing Association, includes the rental of the floor space (raw space only) in the exhibit hall, five exhibitor badges giving the badge holder access to the Trade Show floor, business sessions, After Party, five complimentary trade show passes for your customers, your company name and profile in the Final Program, access to exhibitor bulletins, online access to the Exhibitor’s Manual, access to all exhibitor’s promotional opportunities, and automatic entry into the Best Booth competition. Each exhibitor will be provided with a small booth sign consisting of the company name and booth number.
3. **Decoration.** The exhibitor will be entirely responsible for the decoration of assigned exhibit space including, but not limited to, booth structure, fixtures, carpet, furniture, specific wiring, lighting, electrical and cleaning services, as well as labour to install, erect or decorate exhibits, or moving exhibit materials including fresh produce.
4. **Exhibit space application, payment requirements and assignment of space.** The Management reserves the right to accept or decline any exhibitor’s application. The exhibit space application can be submitted to Management at any time until the Trade Show floor is sold out. Exhibit space rental fees are payable to Canadian Produce Marketing Association. An application for exhibit space will be considered valid only when **full payment** has been submitted along with a completed and signed exhibit space application form and exhibit rules. Exhibit space cannot be assigned until the exhibit space application form has been accepted. Please refer to [convention.cpm.ca](http://convention.cpm.ca) to review the most up to date exhibit floor plan. Changes in floor allocation without the explicit consent of the Management will not be permitted. Exhibitors must be members in good standing at the date of payment and through the Trade Show failing which the Management may terminate this Application and revoke the Exhibitors rights without return of fees paid by the Exhibitor. **Exhibitors will be listed in the Final Program, based on their membership name and membership location.**
5. **Advance Sales Office** Assignment of 2022 exhibit space for exhibitors who participated in Fresh Week 2021 will take place in June 2021 and is based on CPMA’s priority allocation formula (combining the following criteria: tenure of CPMA membership (consecutive years), and overall financial contribution to CPMA (contributions are recorded in the fiscal year the sponsored programs/events occur, not when payment is received by CPMA) (2020 CPMA Fiscal Year – from Nov.1, 2019 to Oct.31, 2020)). At close of the advance sales all exhibit space applications will be allocated on a first-come, first-served basis.
6. **Co-exhibitor(s).** Main exhibitor(s) purchasing exhibit space and who have co-exhibitor(s) sharing their booth space are required to register all co-exhibitor(s) that are current CPMA members. The co-exhibitor registration form must be completed by the Main Exhibitor and submitted to the Management in order for the co-exhibitor(s) to receive exhibitor badges under their company’s name, be listed independently in all official exhibitor listings, have access to exhibitor’s promotional opportunities, and receive individual services from the Management. The co-exhibitor fee must be paid in full by the Main Exhibitor. **Main Exhibitors are responsible for all acts or omissions of co-exhibitors and for ensuring their compliance with these Rules.**
7. **Exhibit pavilion.** If a number of exhibitors intend to occupy contiguous spaces on the Trade Show floor, they must apply for a minimum of 600 sq ft (55.74 sq m) of floor space to be designated as a “pavilion.” Exhibitors in a pavilion must appoint one coordinator who will submit all application forms and payments together at the same time. The appointed pavilion coordinator will become the Management’s primary contact person for the pavilion.
8. **Relocation of exhibits.** The Management reserves the right to alter locations of exhibits as shown on the floor plan, if deemed, at the sole discretion of the Management, to be advisable or in the best interest of the Trade Show, without recourse by or indemnity to exhibitor.
9. **Cancellation policy. All requests for booth space cancellation and/or downsizing must be in writing. Cancellations and/or downsizing requests received up to and including November 1, 2021 will forfeit booth space and receive a 50% refund of total payment. Cancellations and/or downsizing requests received after November 1, 2021, will forfeit both booth space and entire payment (no refunds issued).**
10. **Default in occupancy.** Any exhibit space not occupied by the time set for completion of installation of displays will be forfeited by exhibitor without refund. The Management reserves the right to repossess, resell and reallocate such space, without prejudice to any claim in damages against exhibitor for such default.
11. **Installation, showing and dismantling.** Hours, dates and instructions for installation, showing and dismantling shall be those specified by the Management. Exhibitors shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the exposition before conclusion of the dismantling period as specified by the Management.
12. **Sound/Music.** Exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities or ability of neighbouring exhibitors to conduct their business without undue interference. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Undue noise made in the operation of exhibits will not be permitted. The decision of what constitutes undue noise is the sole opinion of the Management whose decision shall be final.
13. **Booth design definition, information and limitations.** The Management shall have full authority and discretion in the placing, arrangement and appearance of all items located in the exhibit hall, including items displayed by exhibitors. The Management may require the replacing, rearrangement, redressing or redecorating of any item or booth within the exhibit hall, and no liability shall be attached to the Management for costs that may be incurred by an exhibitor thereby. “Products” refers to products regularly offered for sale by the exhibitors. “Display material” refers to any and all items used in an exhibitor’s booth other than product. Display material includes, but is not limited to: signs, shelving, stand and other furniture, lighting fixtures, canopies, false ceilings, banners or flags.
  - 13.1. **Booth definition.** Standard inline booth: a standard inline booth is 10 ft (3.05 m) deep and 10 ft (3.05 m) wide or a multiple thereof. It is enclosed on three sides by a back wall and two sidewalls, except for a corner booth which may be open on the side facing the cross-aisle as well as at the front. A standard inline booth backs up to other booths in the next row. Perimeter booth: a perimeter booth is a booth of any size which is located along the outer limits of the exhibit hall. It is similar in many respects to a standard inline booth, except that it does not back against any other booth. Height limitations are less restrictive than for a standard booth. Island booth: an island booth is a freestanding booth of 400 sq ft (37.16 sq m) or more with width of 20 ft (6.10 m) or more, and aisles on four sides.
  - 13.2. **Aisles.** As a matter of safety, exhibitors should conduct any demonstrations or presentations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits.
  - 13.3. **Draperies and carpeting .** The Management arranges for the installation of necessary drapes backdrop of uniform style for the exposition hall. Eight-foot (2.44m) high draped backwall and 3 ft (0.91m) high draped sidewalls are provided for all inline, and perimeter booths. The equipment consists of an interlocking frame from which flameproof

drapes are suspended. Only exhibit hall aisles are carpeted by the Management. Only exhibit hall aisles are carpeted by the Management.

**In order to maintain the professional appearance of the Trade Show, all exhibit booths must be carpeted at the expense of the exhibitor.**

**13.4. Canopies or false ceilings.** Canopies or false ceilings, which are considered as display material, may be utilized by the exhibitor provided they do not exceed the height limitations for display material and do not obstruct the line of sight. Supports for canopies or false ceilings are limited to a single vertical support not to exceed 3 in (0.08 m) in diameter at the corners of the exhibit space, with the exception of islands and split-islands. 10x10' or larger booths with roofs of any kind, including tents & pop-up canopies, require a 5 lb ABC-type fire extinguisher in the booth. Booth with any type of display involving cooking or heating require a 5lb ABC-type fire extinguisher in the booth. Fully enclosed structures or roofed structures larger than 10'x10' may require supplemental smoke detection as required by the fire marshal.

**13.5. Structural support.** Booths must be designed in such a manner to be self-supporting. Nothing shall be taped, mounted or attached in any form or manner to walls, doors or facility structure. The driving of nails, tacks or screws into floors, walls, columns, ceiling or trim will not be permitted nor will drilling of holes into any portion of the exposition hall.

**13.6. Hanging signs and graphics.** Hanging signs and graphics are permitted only in all standard island and perimeter booths whether suspended from above or supported from below to a maximum height of 20 ft to the top of the sign. Hanging signs and graphics should be set back 10 ft from adjacent booths.

**13.7. Display height limitation and right of view.** Height is the most critical dimension in the construction of exhibits. A major objective of these display rules is to ensure that every exhibitor has an equal opportunity to be seen, and excessive height in a given exhibit is generally at fault when this objective is not met. Specific height limitations for each type of booth and for different portions of each booth are indicated below. In general, greater heights are permitted in portions of booths farthest removed from adjoining booths. Lower height limitations prevail where they are necessary to ensure sight lines from the aisles into adjoining booths. If an exhibitor's display material or product cannot comply with the sightline, it is required that the exhibitor rent a greater exhibit space.

**13.7.1. Standard inline booths.** Height: The maximum height of 8 ft 3 in (2.44 m) is allowed only in the rear half of the booth space (from the backline to 5 ft from the aisle) with a 4 ft (1.22 m) height restriction imposed on all materials in the front half of the booth forward to the aisle. For booths greater than 10 ft by 10 ft, all display fixtures and materials over 4 ft (1.22 m) in height and placed within 10 ft (3.05 m) of an adjoining exhibit must be confined to that area of the exhibitor's space which is within 5 ft (1.52 m) of the backline.

**13.7.2. Perimeter booths.** Depth: all display fixtures and materials over 4 ft (1.22 m) in height and placed within 10 lin. ft (3.05 lin. m) of an adjoining exhibit must be confined to that area of the exhibitor's space which is within 5 ft (1.52 m) of the backline. Height: all display materials will be confined to a maximum of 16 ft (4.88 m). For booths greater than 10 ft by 10 ft, all display fixtures and materials over 4 ft (1.22 m) in height and placed within 10 ft (3.05 m) of an adjoining exhibit must be confined to that area of the exhibitor's space which is within 5 ft (1.52 m) of the backline. **Perimeter booths in the marked 'low ceiling' area must contain display materials to a maximum height of 12 feet.**

**13.7.3. Island booths.** The entire cubic content of the exhibit space may be used, to a maximum height of 18 ft (5.49 m). All surface within the booth must be of "finished" material. Continuous solid walls over 8 ft in height must not exceed 20 ft in length, or enclose an area larger than 400 sq ft without prior approval from Management.

**13.8. Structural integrity.** For any exhibit exceeding 12 ft (3.66 m) in height, whether an exhibit fixture or component, tower, pylon or

multistory, regardless of whether people will occupy the upper area or not, a drawing must be submitted that is (a) a structural plan designed by an authorized exhibit building company or (b) a drawing signed or stamped by a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use. Drawings are to be available for inspection by the Management, installation and dismantling contractor, exhibitor and government authorities at all times during the time the exhibit is being erected, exhibited and dismantled at the Trade Show site. Signs are also to be posted at the entrance to second story exhibits which people will occupy indicating maximum number of people the structure will accommodate. Exhibitors are to strictly enforce maximum occupancy limits. Exhibitors are cautioned when installing a display with a ceiling or second level to obtain the prior, written approval or authorization of the local fire department to ensure that their display meets with all applicable fire safety precautions including those involving smoke alarms, fire extinguishers, sprinkler systems, etc. Multi-story booths will require the submission of an engineered drawing subject to approval by the Palais des congrès.

**14. Exhibitor Services.** In the best interest of exhibitors and based on existing relationships, the Management will appoint various official service contractors. Some contractors may hold exclusive rights for the event as identified by the Management. Exhibitors are required to observe all exclusivity contracts between Full Service Provider and the Management.

**14.1. Official full service provider.** GES Canada, the official Full Service Provider, will provide assistance to exhibitors in the areas of decorating (carpet, furniture, signage, exhibit structures, etc.), erecting and dismantling exhibits, and material handling. GES Canada will be the exclusive provider of onsite material handling and drayage services, including labour and equipment to receive exhibitor's shipment, unload and deliver shipment to the exhibitor's booth space, remove and store empty crates, return empty crates to the exhibitor's booth space at the end of the Trade Show, load freight onto the designated outbound carrier, and manage onsite refrigerated storage. GES Canada will also be responsible for the development and implementation of the exhibit move-in schedule.

**14.2. Official Trade Show logistics company and customs broker.** GES Canada, the official Trade Show logistics company and customs broker, will provide assistance to exhibitors in the areas of transportation to and from the Trade Show site as well as customs clearance services for exhibit materials and products.

**14.3. Other exhibitor services.** Other exclusive exhibitor services include electrical, utilities (water, compressed air), sign hanging and rigging, booth cleaning, telecommunications and wiring, audiovisual equipment, and food catering services.

**15. Food distribution and sampling.** Exhibitors wishing to distribute food and/or beverage must use the exclusive catering contractor, with the exception of samples of food products regularly offered for sale by the exhibitor. All exhibitors must adhere to the region's health sampling rules on safe food handling and handwashing station requirements.

**15.1. Alcohol Service.** Alcoholic beverages may be served within an exhibitor's space, only with written consent from the Management.

The following rules and regulations apply to Exhibitors who receive permission to serve alcoholic beverages in their booth:

- Exhibitors must obtain Alcohol Liability insurance as set out in s. 21.

- Alcohol may only be purchased through the facility where the Trade Show is taking place. Exhibitors are not permitted to bring in their own alcohol.

- Liquor service may only be provided by a bartender contracted through the facility caterer. Bartenders must pour and serve all alcohol – without exception – guests are not allowed to serve themselves.

- Alcoholic beverages may not be served during exhibit set-up or tear down under any conditions. No cash bars are permitted, nor sales of tokens for cash. No minors under the age of 18 may be served any

alcohol. The Management and/or bartenders are fully authorized to deny all further alcohol service to persons who may appear intoxicated, disorderly or under the age of 18.

- The exhibitor agrees that approval to serve alcohol within their exhibit space shall remain from day to day solely in strict compliance with the rules herein described. The Management reserves the right to withdraw approval if exhibitor is in violation of these rules and the Management will not be liable for any damage of any kind.

**16. Children.** Children under the age of 16 are not permitted on the Trade Show floor during the move-in and move-out hours. Children 16 and under can attend the Trade Show during the Trade Show hours under adult supervision (registered attendees and/ or exhibitors). Children can attend the Trade Show free of charge.

**17. Fire, Safety and Health.** Exhibitors are fully responsible for compliance with all applicable venue and local, municipal, provincial and federal fire, safety and health regulations regarding the installation, operation and dismantling of display material and equipment or otherwise relating to the exhibitor or its booth. All persons involved in the move in/out process or during the trade show, as required, must be wearing the appropriate personal protection equipment as directed by the the Palais des congrès.

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. The Fire Marshal may require proof that the materials used are fire resistant or have been treated to be fire resistant. Please retain any packing or products used until after the Event is completed.

**18. Liability.** The CPMA shall in no event be liable to the Exhibitors or co-exhibitors or any of their officers, directors, employees, subcontractor agents, suppliers or invitees (the "Exhibitor Parties") or to any third party for any direct or indirect losses whether arising out of or related to breach of contract, tort (including negligence), loss of use, revenue or profit or for any consequential, incidental, indirect, special, aggravated, exemplary or punitive damages whether arising out of breach of contract, tort (including negligence) or otherwise, regardless of whether such damage was foreseeable and whether or not CPMA has been advised of the possibility of such damages. The exhibitor shall be liable for all damages to property, personal injury or death caused by the exhibitor, its co-exhibitor's or any of their employees, subcontractors, suppliers or invitees.

**19. Force Majeure.** In the event that the trade show is cancelled for any reason beyond CPMA's control (such as, but not limited to, acts of god, restrictive government regulations, riots, disasters, strikes, curtailment of transportation facilities, insurrections, war, terrorist activities, quarantine restrictions, or public health emergencies) then CPMA shall in no way whatsoever be liable to the Exhibitor Parties other than to return to the Exhibitor, without interest, such sums as have been paid as a deposit or advance in connection with the show less a proportionate share of the trade show costs incurred by CPMA up to the date of such cancellation.

**20. Indemnity.** The Exhibitor shall indemnify, defend and hold harmless CPMA, its officers, directors, employees, agents and suppliers (the "CPMA Parties") from and against any and all claims, demands, causes of action and costs, including legal fees for any losses, damages of any kind whatsoever including without limitation, any action of any nature by CPMA Parties, including CPMA's failure to hold the Trade Show as scheduled and/ or direct damages to property and injury or death to any persons, caused by, arising from or connected with the Exhibitor Parties acts or omissions, including but not limited to failure to comply with applicable laws, these Exhibitor Rules, or the Exhibitor Parties' occupancy or use of the space. CPMA reserves the right to change the date or dates upon which the Trade Show is held, and/or the location at which the show is held and shall not be liable for damages or otherwise by reason of any such change.

**21. Insurance.** Exhibitors are required, at their sole cost and expense, to procure and maintain comprehensive liability insurance against claims for bodily injury or death and property loss, theft or damage, occurring prior to, during and after the exposition and if they are permitted to serve alcohol under section 15.1, to maintain alcohol liability insurance. Main Exhibitor is required to procure and maintain comprehensive liability insurance for all co-exhibitors who are registered at their booth. The certificate of insurance must be in the name of the company who purchased the exhibit space. A certificate of insurance for a minimum amount of two (2) million dollars, with a waiver of subrogation in favour of CPMA and naming the Canadian Produce Marketing Association, and in the case of alcohol liability insurance, also naming the Palais des Congres, as additional named insured. Such certificate of insurance must be provided to the Management by March 4, 2022 and remain in force through April 8, 2022. The Management reserves the right to forfeit exhibit space for any exhibitor who does not provide the Management with the required copy of the certificate by March 4, 2022. Exhibitors using a contractor for move in/out must ensure that the EAC provides a certificate of insurance. The Management reserves their right to revoke exhibit space for any exhibitor who does not provide the Management with the required copy of the certificate by date required. Exhibitors using a contractor for move in/out must ensure that the EAC provides a certificate of insurance. CPMA reserves the right to request additional insurance based on booth size and risk.

**22. Interpretation and Amendment.** CPMA, at its sole discretion, may make reasonable changes, amendments or additions to these Rules at any time without notice and such changes shall be binding on the Exhibitor Parties. All matters and questions not covered by these rules are subject to the sole decision and discretion of the Management. Interpretation and application of these rules shall rest with Management in all instances and noncompliance by the Exhibitor Parties may result in ejection of one or more of the Exhibitor Parties, or closing of the exhibits and/or loss of membership or renewal status.

**Please check for updates at [convention.cpma.ca](http://convention.cpma.ca)**