



Event dates: April 23-25, 2024
Trade Show days: Wednesday, April 24 – Thursday, April 25, 2024
Location: Vancouver Convention Centre – West Building. Halls A/B/C

Jan 4

CPMA Trade Show planning guide

Planning your show

What's included in your exhibit space?

8-foot-high black drape back wall
3-foot-high black drape side walls
1 line ID sign (7"x44") with company name and booth number

Carpet is **not** included but exhibitors are REQUIRED to cover the floor of their booth. [Carpeting](#) can be ordered through the GES exhibitor manual or as part of a [turnkey package](#). The aisles will be carpeted in gray/black patterned carpet.

Questions?

General exhibitor questions and badge registration

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Show logistics questions

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A full listing of official contractors can be found on the [official contractors list](#).

Exhibitor update emails

The monthly [exhibitor updates](#) will help keep you on track with your [key deadlines](#) and ensure your show planning is a success. These are sent to the booth logistics coordinator. Want to be added to this list? Email njeffrey@cpma.ca.

Exhibitor services manual

The GES online [exhibitor services manual](#) will provide you with all the information you need to plan your participation in the trade show. The manual includes information on GES booth furnishings and services, catering and sampling, vendor services order forms, customs and shipping, and Vancouver Convention Centre Services and utilities. All your exhibitor services orders with GES can be placed conveniently online through their secure portal.

Badge registration

Exhibitor badges can be registered in our central reservation system. Add exhibitor badges and buy social event tickets and delegate badges all in the same place. The login information will be sent to your booth coordinator the second week of January. For each 10 ft. x 10 ft. of exhibit space, you will receive 5 exhibitor badges which include access to the trade show, After Party, and Business Sessions. Badges are not mailed in advance; they must be picked up at the registration desk on Level 1 of the Vancouver Convention Centre (VCC) West Building.

Complimentary customer appreciation passes

Each exhibitor will receive five invitations per 100 sq. ft. of exhibit space to provide to customers or invited guests, which include complimentary access to the Trade Show during show hours. These passes will be sent to the booth

logistics contact in February by email and included in your [exhibitor dashboard](#).

Co-exhibitors

Main exhibitors purchasing an exhibit space and who have co-exhibitor(s) sharing their booth space are required to register all co-exhibitors that are current CPMA members. The co-exhibitor [registration form](#) must be completed by the main exhibitor and submitted to CPMA management in order for the co-exhibitor(s) to be listed independently in all official exhibitor listings, receive exhibitor badges under their company's name, have access to exhibitors' promotional opportunities and receive individual services from show management.

Online and print directory

Fill out your profile information in the [exhibitor dashboard](#) and submit the Exhibitor Profile Show Guide Form which will be printed in the exhibitors list. All profiles must be updated **by March 8**, in order to be included in the printed program.

Showcase your company in advance of CPMA Fresh Week through your online profile to give attendees a preview of why they should visit your booth during the show. Add a company description, website, and social media information. You can also add unlimited videos, products, press releases and documents to your online presence. These will appear within your online listing when your booth is clicked on the floorplan, as well as within dedicated searchable galleries that are promoted prior to the show.

New Product Showcase

Introduce your new products to a targeted audience of key industry professionals. Space is limited – [sign up today!](#) The new products will be located in a high-traffic area directly across from the Trade Show entrance.

Hotel reservations

Hotel blocks have been reserved at a number of hotels in Vancouver. Check out the [hotel page](#) for a full listing of official convention hotels. You should make your reservations directly with the hotels before the cut-off date of **March 22**. CPMA does not use housing bureaus. Any third party that contacts you is not affiliated with CPMA, and we cannot guarantee the legitimacy of their claims.

Airline discounts

Booking travel on Air Canada or Westjet? Take advantage of the CPMA Convention discounted rates. Promo code information is available [here](#).

Exhibitor rules/booth height restrictions

Please review the [exhibit rules](#) for show requirements. Height restrictions for your booth are strictly enforced and vary depending on the type of booth and location. Review these [guidelines here](#).

Insurance

A certificate of insurance for general liability for a minimum amount of two million dollars, with a waiver of subrogation in favour of CPMA and naming the Canadian Produce Marketing Association, must be provided to CPMA by **March 22**, and be valid through **April 26, 2024**. For additional information, please see the [insurance requirements](#).

Fire Code Regulations

The Vancouver Convention Centre has regulations on elements that may be used in booth construction to ensure they conform to fire safety standards, as well as building codes. Please review these [regulations](#) carefully to ensure compliance. All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant. Double decker or booths with sections 100sq feet or larger booths may require supplemental smoke detection as required by Vancouver Fire and Rescue Services.

International exhibitors

International exhibitors who require a visa can request a letter of invitation to assist with the application process. For details regarding entry into Canada, please see the [international delegate and exhibitor page](#). Make sure to arrange for appropriate [customs clearance](#) well in advance for shipping your product and exhibitor materials into Canada, to ensure your exhibitor materials arrive on time.

Plan your shipment and booth set-up

Important Locations in the VCC –West Building

Registration	Level 1
Trade Show	Halls A, B, C
Exhibitor Services Desk	Back of Hall C
New Product Showcase	Trade show foyer

Move-in information

Move-in dates are Sunday, April 21, from 1:00 pm until 6:00 pm, Monday, April 22, from 7:00 am to 6:00 pm,

Tuesday, April 23, from 7:00 am to 6:00 pm, and Wednesday, April 24, from 7:00 am until noon. Exhibitors using the loading docks must adhere to their scheduled time on the targeted freight [move-in schedule](#).

New for Vancouver – The VCC is using a loading dock booking system called **Voyage Control** instead of a marshalling yard. All exhibitors using the docks must register for a specific slot within their move-in window. Further details around move in are available [here](#).

Materials brought through the front of the exhibit hall must be a small quantity/size that the exhibitor can carry in by hand – no dollies or carts allowed. All other items must go through the loading docks or freight elevators. Booths must be show-ready by **Wednesday, April 26 at noon**.

All exhibitors must wear protective footwear and Hi-Visibility Vests are required to be worn inside the hall during move-in/out. Exhibitors must provide their own vests or purchase in advance [through the VCC](#). A limited quantity is available onsite in vending machines.

Move-out information

[Move-out](#) begins Thursday, April 25, from 4:30 pm to 10:00 pm. Empty containers will be returned, starting at 5:30 pm, after the aisle carpet removal. Move out continues Friday, April 26, from 7:30 am to 4:00 pm. All carriers must be checked in by 2:00 pm and show materials must be removed by 4:00 pm. Exhibitors may use the freight elevators to move out.

New for Vancouver - A move-out schedule and Voyage Control will be in use during this time.

Shipping information

Read [the shipping](#) and [customs information](#) in the exhibitor's manual for an overview before preparing your shipment. [GES logistics services](#) can assist with your shipment and can offer a one-source solution for logistics, shipping & transportation.

CBSA letter

The CBSA (Canadian Border Services Agency) letter of recognition is available in the [customs section](#). Please read it carefully and if it applies to your company or product, have a copy ready at the border. More resources can be found in the **customs and shipping section** of the

exhibitor manual. Please note carefully the requirements on [shipping produce](#).

Advance shipping

Booth materials/non-produce can be shipped to the GES Advance Warehouse between Monday, March 25 and Friday, April 12.

All produce and perishable materials can be shipped to the advance **produce** warehouse (sponsored by [Ippolito Produce](#)) between Monday, April 15 and Monday, April 22.

Please note that there are separate advance warehouses for produce and non-produce items. To ensure proper storage, please separate your perishable and non-perishable items and label them appropriately. Shipping labels are [available here](#).

Direct to show site shipping

When shipping directly to the show site, please label your produce shipments separately from your non-produce/booth item shipments to ensure proper storage. Please DO NOT combine your produce and non-produce shipments on the same pallet.

Use the **produce shipping label** for refrigerated storage and the **non-produce/booth material** label for dry storage. Labels are [available here](#).

Direct-to-show-site material should arrive between Sunday, April 21, and Tuesday, April 23, following the targeted move-in schedule.

Material handling information

GES is the exclusive provider of onsite material handling and drayage services, including labour to unload and deliver shipments to the exhibitor's booth space, remove and store empty crates, load freight onto the designated outbound carrier, and manage onsite refrigerated storage. Review the [material handling information](#) contained in the exhibitor's manual for pricing on getting your shipments to your booth.

Cold storage and produce deliveries

Cold storage is available on site and can be ordered through the [produce material handling form](#). Labels for [daily deliveries](#) can be found in the exhibitor manual. Please label your produce to ensure that it is stored correctly and delivered on the day it is needed. Daily produce booth deliveries will occur on Tuesday,

Wednesday, and Thursday, beginning at 7:00 am. Produce must be ready for removal from your booth by 10:30 am.

Exhibitor Appointed Contractors (EACs)

ALL exhibitors should complete and submit to CPMA the [Exhibitor-Appointed Contractor form](#) to confirm their booth set-up arrangements **by March 22**. Exhibitors who are using a third-party contractor, other than GES, Lowe’s, VCC services, or any of our [official service providers](#) must also provide proof of insurance for their contractor. Please note that if EACs are not registered in advance or do not provide proof of insurance, they will not be permitted into exhibit halls and GES labour must be used.

Product sampling/catering/cooking

If you will be sampling your own product, or serving food you will need to submit the [exhibitor sampling and food service notification](#)

General information about food services can be found in the sampling and catering information section of the [exhibitor services manual](#). Sample size is limited to 4 ounces of liquid or one ounce (bite sized piece) of food.

If you will be handling or serving food and/or beverages (including food ordered through VCC Catering), you will need to review and abide by the Vancouver Coastal Health food safety guidelines. If you are sampling your products or preparing food in your booth, you will need to complete the [temporary food services application form](#) and submit it to CPMA for review by Vancouver Coastal Health. If you are serving food, you will require a temporary handwash station. You can either provide your own or rent [through GES](#). A health inspector will be at the

trade show and any booth not meeting these requirements will not be allowed to operate.

If you will be cooking in your booth, a 5lb ABC-type fire extinguisher is required.

If you would like to order catering or need assistance with product preparation, service ware, or ice, please make your arrangements with the exclusive catering provider, [VCC Catering](#).

Alcohol must be ordered and served through the convention centre catering services. Exhibitors wishing to serve alcohol at their booths must complete the [alcohol request form](#).

Food Bank

CPMA has partnered with the Greater Vancouver Food Bank to ensure that leftover produce goes to help members of the community. If you would like to participate in this initiative, please place a food bank sticker on your leftover produce and leave it in your booth as it will be collected after the show closes. Food bank stickers are available at the GES service counter at the back of hall C.

Best Booth Awards

The 2024 CPMA Trade Show will continue the tradition of recognizing exhibitors for their efforts in creating outstanding displays and providing a high-quality experience to the Trade Show attendees. There will be three award categories: Best Island Booth, Best Inline Booth and Best First-Time Exhibitor. These awards will be selected by a panel of judges. All exhibitors are automatically entered into this competition.

Exhibitor on-site schedule

Exhibitor set-up by targeted move-in floor plan	Sunday, April 21	1:00 pm – 6:00 pm
	Monday, April 22	7:00 am – 6:00 pm
	Tuesday, April 23	7:00 am – 6:00 pm
	Wednesday, April 24	7:00 am – 12:00 pm
Trade Show hours	Wednesday, April 24	1:30 pm – 5:30 pm
	Thursday, April 25	11:30 am – 4:30 pm
Move out	Thursday, April 25	4:30 pm – 10:00 pm
	Friday, April 26	7:30 am – 4:00 pm
Produce deliveries (All produce must be ready for pickup by 10:30 am on show days)	Tuesday, April 23	7:00 am – 11:00 am
	Wednesday, April 24	7:00 am – 10:30 am
	Thursday, April 25	7:00 am – 10:30 am