



# FRESH WEEK

CPMA CONVENTION  
+TRADE SHOW  
MONTREAL 2025

April 8-10, 2025

**Event dates:** April 8-10, 2025  
**Trade Show days:** Wednesday, April 9 – Thursday, April 10, 2025  
**Location:** Palais des congrès de Montreal, Halls 210,220

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## 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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##### GES exhibitor services

Marissa McDonald

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[cpma@ges.com](mailto:cpma@ges.com)

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](mailto: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 Palais des congrès services. 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, open January 7<sup>th</sup>. 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 in Viger Hall at the Palais des congrès

#### 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 at the end of February by email.

## 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

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 this year-** Your company contact information for the print guide listing will be sent to you for verification on Feb 3<sup>rd</sup>.

## 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 in the trade show foyer.

## Hotel reservations

Hotel blocks have been reserved at a number of hotels in Montreal. 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 7**. 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 7th**, and be valid through **April 11, 2025**. For additional information, please see the [insurance requirements](#).

## Fire Code Regulations

The Palais des congrès 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. Fully enclosed structures or roofed/ canopied structures larger than 10'x10' may require supplemental smoke detection as required by Montreal Fire Marshal. Two story exhibits, and any vehicles that will be displayed in your booth must be approved in advance by CPMA Show Management and the Fire Marshal.

## 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 Palais des congrès

Registration	Viger Hall / trade show foyer
Trade Show	Hall 220/210
Exhibitor services desk	Trade show foyer
New Product Showcase	Trade show foyer

## Move-in information

Move-in dates are Sunday, April 6, from 8:00 am until 6:00 pm, Monday, April 7, from 7:00 am to 6:00 pm, Tuesday, April 8, from 7:00 am to 6:00 pm, and Wednesday, April 9, from 7:00 am until noon. Exhibitors using the loading docks must adhere to their scheduled time on the targeted freight [move-in schedule](#). 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. Booths must be show-ready by **Wednesday, April 9, at noon.**

All exhibitors must wear protective footwear during move-in/out.

Trucks should check-in directly at the loading docks (163 Saint-Antoine West, Montreal, Quebec). Please note that there are four (4) entrances to the convention centre, however loading docks are only accessible through Saint-Antoine West. Depending on the volume of freight to be unloaded, trucks should anticipate some wait time prior to accessing the docks. More information on directions and procedures can be found on the [move-in information page](#).

## Move-out information

[Move-out](#) begins Thursday, April 10, 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 11, from 6:30 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.

**Move out schedule** - A move-out schedule will be in effect. Please ensure that your carrier does not arrive prior to its scheduled time as it can cause delays if your booth is not ready to leave.

## 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 Friday, March 7 and Friday, March 28.

All produce and perishable materials can be shipped to the advance **produce** warehouse (sponsored by **Canadawide Fruits and Courchesne Larose**) between Monday, March 31 and Sunday, April 6.

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 6, and Tuesday, April 8, 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, sponsored by CMA CGM. **New this year! Costs of cold storage space rental and daily delivery to your booth is now included in the produce material handling fee.**

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)

Exhibitors should complete and submit to CPMA the [Exhibitor-Appointed Contractor form](#) to confirm their booth set-up arrangements **by March 7**. Exhibitors who are using a third-party contractor, other than GES, Lowe’s, Palais 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](#) in order to obtain approval from the Palais des Congrès.

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 four ounces of food.

If you will be handling or serving food and/or beverages, you will need to review and abide by the Montreal Health Department [food safety requirements](#). Approval to sample your own products must be obtained from the Palais des congrès If you are handling unpackaged food, you will require a Temporary Handwash Station. You can

either provide your own or [rent through GES](#). You must also have hand sanitizer available to attendees. Any booth not meeting these requirements will not be allowed to operate.

If you will be cooking in your booth, a BC capacity fire extinguisher must be located nearby. Only electrical cooking appliances and sterno hot plates are permitted.

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, [Maestro Culinnaire](#). 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 Moisson Montreal, the Montreal 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.

### Best Booth Awards

The 2025 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

<b>Exhibitor set-up by targeted move-in floor plan</b>	Sunday, April 6 Monday, April 7 Tuesday, April 8 Wednesday, April 9	8:00 am – 6:00 pm 7:00 am – 6:00 pm 7:00 am – 6:00 pm 7:00 am – 12:00 pm
<b>Trade Show hours</b>	Wednesday, April 9 Thursday, April 10	1:30 pm – 5:30 pm 11:30 am – 4:30 pm
<b>Move out</b>	Thursday, April 10 Friday, April 11	4:30 pm – 10:00 pm 6:30 am – 4:00 pm
<b>Produce deliveries</b> (All produce must be ready for pickup by 10:30 am on show days)	Tuesday, April 8 Wednesday, April 9 Thursday, April 10	7:00 am – 11:00 am 7:00 am – 10:30 am 7:00 am – 10:30 am