

EXHIBITOR MANUAL 2020

"Birds of A Feather"

CANADA BLOOMS

PRESENTED BY



EXCLUSIVE TO
HOME HARDWARE

Birds Of A Feather!



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Events!

MARCH 13-22 2020
ENERCARE CENTRE

WWW.CANADABLOOMS.COM

FOUNDED BY

landscapeontario.com





December 2019

"Birds of a Feather" At Canada Blooms
March 13 – 22, 2020 – Enercare Centre, Toronto, Ontario

Welcome!!

Canada Blooms is celebrating our 24th annual festival and we have some exciting news! Mark's Choice is the title sponsor of Canada Blooms, bringing with it a wealth of knowledge from garden experts Mark and Ben Cullen.

In 2020 we will again co-locate with The National Home Show to create the largest Home and Garden Event in North America. Visitors will still find their way to Canada Blooms presented by Mark's Choice by following the roadway carpet to exhibits (*in both Hall B and Heritage Court*), as well as to our location in Hall G (Industry Building). As always we will present spectacular feature gardens, the Toronto Flower Show hosting Canada's largest Flower and Horticulture Show in Canada and featuring competitors from around the world, partner presentation areas and the Blooms Educational Series in the larger Hall G, the Garden Marketplace will be presented in Heritage Court and Hall B. The National Home Show will occupy the remainder of the exhibit space including Halls A, B, C, D, and East Annex, (the Dream Home will be located in Hall D, and the Tiny Homes & Gardens in Hall G). Each event still maintains its own identity and operates separately, expanding into a footprint of 600,000 square feet – Canada's largest consumer event under one roof. Both events will run for ten days, from March 13 – 22, 2020, at the Enercare Centre in Toronto.

Take a moment to peruse our website, it is continuously being updated with media releases, news updates and information that will allow you to make the most out of exhibiting at this year's Festival. Remember to register for the Canada Blooms e-newsletters, this is a great way to keep up-to-date on what's new at Canada Blooms this year.

The exhibitor's manual is on-line (Under *Get Involved*). You only need to print what is necessary for you and the rest can remain for future viewing. There is a lot of information in the manual, please review it and respond to the items that pertain to you. All of the order forms for the various suppliers have due dates. Please adhere to these due dates in order save time and money. Watch for special offers on advertising features in the Canada Blooms Guide that will be sent to you shortly.

If you have any questions on Canada Blooms 2020 please contact the following Canada Blooms Staff at the Canada Blooms offices by telephone – 416-447-8655 x 7721 or email at info@canadablooms.com.

Terry Caddo – Executive Director

Derrick Hawley – Horticultural Director – Feature Gardens, Plants

Jeff Boettcher – Operations/Feature Gardens Manager

Kim Daniels-Omoto – Sponsorship Director

Lisa Pascoe – Admin/Festival Manager – E-Newsletter, Administration and Education, Exhibitor Support

Jennifer Harvey – Floral Director

Kelly Keates – Toronto Flower Show Project Manager

Tanya Smith – Horticultural Coordinator and Hort Volunteer Coordinator

Barb Ginsberg and Marilyn Maleta – Volunteer Coordinators

Thank you for your support of Canada Blooms 2020.



March 13 – 22, 2020
Enercare Centre, Exhibition Place – Hall G

D A T E S T O R E M E M B E R !

Please use the following checklist to help you remember to submit all necessary forms by the appropriate advanced/deadline date.

REQUEST FORMS	ADVANCED/ DEADLINE DATE	RETURN TO	DONE
Exhibit Space Agreement	Immediately	Canada Blooms	
Move-In Time Request	February 7, 2020	Canada Blooms	
Proof of Insurance	February 7, 2020	Canada Blooms	
Insurance Application (if don't have your own)	February 7, 2020	Exhibitor Insurance	
Name Badges	February 14, 2020	Register On-Line	
Showtech & ECC Supplier forms can be downloaded at http://canadablooms.com/get-involved/become-an-exhibitor Print and fax orders as required, or fill out and pay on-line			
Exhibitor Parking Pass Order Form	February 28, 2020	ECC	
Electrical or Plumbing Order Forms	February 20, 2020	Showtech	
Telecommunication Services	February 28, 2020	ECC	
Internet/Computer Form	February 28, 2020	ECC	
Sample Food and/or Beverage Distribution	February 18, 2020	Spectra	
Sign / Banner Hanging Order Form	February 20, 2020	Showtech	
Cleaning Services	February 28, 2020	ECC	
Additional Lighting – Ceiling/Floor	February 20, 2020	Showtech	
Security Cage Order Form	February 18, 2020	Stronco Group	
Shipping Order Form	February 18, 2020	Stronco Group	
Materials Handling Form	February 18, 2020	Stronco Group	
Booth Furnishings, Carpet, Hardwall	February 18, 2020	Stronco Group	

CANADA BLOOMS STAFF DIRECTORY

Canada Blooms Office:
www.canadablooms.com

7856 Fifth Line S, Milton, ON L9T 2X8
Tel: 416-447-8655 Fax: 416-447-1567

Executive Director	Terry Caddo	terry.caddo@canadablooms.com ext: 7724
Administrative/ Festival Manager	Lisa Pascoe	lisapascoe@canadablooms.com ext: 7721
Horticultural Director	Derrick Hawley	derrickhawley@canadablooms.com ext. 7730
Operations Manager	Jeff Boettcher	operations@canadablooms.com ext. 7721
Sponsorship Director	Kim Daniels-Omoto	sponsorship@canadablooms.com ext. 7721
Garden Marketplace Manager	Kelly Haney	marketplace@canadablooms.com 416-644-5461
Floral Director	Jennifer Harvey	jennifer@jenniferharvey.ca ext. 7721
Toronto Flower Show PM	Kelly Keates	bloomsflowershow@gmail.com 416-909-0633
Volunteer Coordinator	Barbara Ginsberg Marilyn Maleta	bloomsvolunteers@gmail.com Ext. 7721
Horticultural Coordinator/ Horticultural Volunteer Coord.	Tanya Smith	bloomshortvolunteers@gmail.com 905-965-6090

Canada Blooms Board of Directors

Lillian Taggart, Co-Chair
Lou Savoia, Co-Chair

Garden Club of Toronto (GCT)
Landscape Ontario (LO)

Charlie Bancheri – LO
Lindsay Drake Nightingale – LO
Denis Flanagan – LO

Ellen Clark – GCT
Martha Huffman – GCT
Dyann Sheppard – GCT

Member Emeritus: Mark Cullen

FOR YOUR INFORMATION

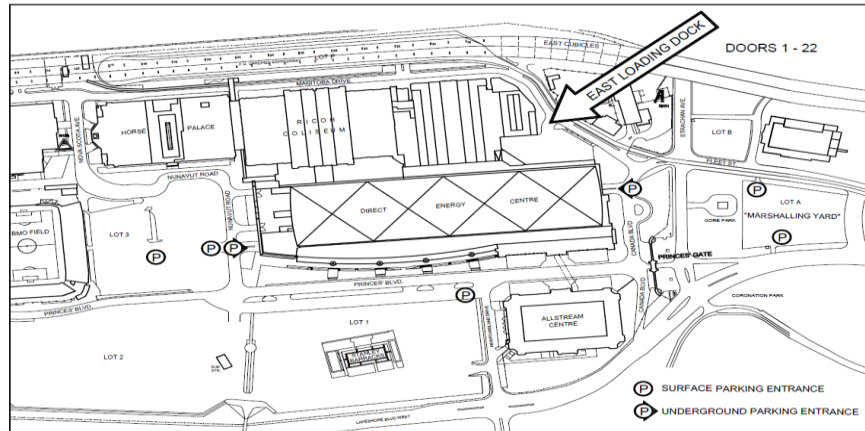
Canada Blooms Move-In Hours:

Wednesday, March 11, 2020 8:00 a.m. – 8:00 p.m.

Note: Hall G is considered a construction zone and protective equipment must be worn on prior to Thursday March 12th

Thursday, March 12, 2020 **8:00 a.m. - 12:00 p.m.** (must be set up by 2:00 p.m.)

Note: Any exhibitor that is part of a judged competition must be off the festival floor by 2:00 p.m. Exhibitors and Garden Builders must be completely set up to allow for judging and carpet laying.



Canada Blooms Show Hours:

Friday, March 13, 2020 to

Saturday, March 14, 2020 10:00 a.m. - 9:00 p.m.

Sunday, March 15, 2020 10:00 a.m. - 6:00 p.m.

Monday, March 16, 2020 to

Wednesday, March 18, 2020 10:00 a.m. – 8:00 p.m.

Thursday, March 19, 2020 to

Saturday, March 21, 2020 10:00 a.m. - 9:00 p.m.

Sunday, March 22, 2020 10:00 a.m. - 5:00 p.m.

Canada Blooms Move-Out Hours:

Sunday, March 22, 2020 **6:00 p.m. – 9:00 p.m. No Dolly, Drive-in or Dock Access**

9:00 p.m. – midnight limited Dock and Dolly Access

Note: Hall G is considered a construction zone and protective equipment must be worn after Sunday March 22nd

Monday, March 23, 2020 8:00 a.m. – 5:00 p.m.

Please note that due to an incoming event, we have limited access to Hall G (East) docks until 8 a.m. on Monday March 23rd. Exhibitors can ONLY hand carry product on Sunday after close of festival. Limited dollies and/or dock services will be available after 9:00 p.m. until midnight on Sunday March 22nd and from 8:00 a.m. – 5:00 p.m. on Monday March 23rd. Please note that as of Monday Hall G is considered a construction zone and personal protective equipment is required.

STAND OUT BEFORE, DURING AND AFTER THE SHOW!

Before the Show:

Promote your participation at Canada Blooms, through your own newsletters and email campaigns, consumers can enjoy a day out and visit your booth at the same time. **We have also developed an e-mail program that can provide your guests with discount coupons and an immediate link to pre-purchase tickets online.** Send a note to Lisa Pascoe at lisapascoe@canadablooms.com and we will send you the email program for your guests.

During and After the Show:

Promotional Opportunities

Canada Blooms Magazine & Guide

Exhibitors registered by January 17, 2020 will have their corporate listing in the **Canada Blooms Magazine, over 80,000 copies will be given away complimentary at the 2020 Festival.** The Canada Blooms Magazine & Guide will be a much used as a source guide covering all aspects of the show.

Drive visitors to your feature and attract them to your purchase services and products from your business with a colourful and dynamic ad in this beautiful resource for consumers, media and industry professionals alike.

To advertise in the **Canada Blooms Magazine**, please contact Lisa Pascoe at 416-447-8655 x 7721 or by email at lisapascoe@canadablooms.com, please put Canada Blooms Magazine in the subject line.

Sponsorship

Sponsorship at a well-respected event like Canada Blooms represents an exceptional marketing opportunity. Brand your company to thousands of visitors each day. Increase your return on investment while also:

- Strengthening visibility and awareness of your company and product.
- Enhancing your image.
- Attracting more visitors to your booth
- Increasing your sales results

We can tailor a sponsorship package to fit any budget. Contact Terry Caddo at 416-447-8655 x 7721 or by email at terry.caddo@canadablooms.com today and increase your bottom line.

Other Opportunities

Free Exposure

If you have new products/services for 2020, or are planning to include a special guest or celebrity in your booth/garden or anything else newsworthy, we want to hear from you! We want to tell consumers and media about you and your special promotion – this is FREE publicity and exposure for you.

The information you send may be used in the following ways:

1. Canada Blooms website
2. Publicity opportunities with media
3. On-site recognition

Please contact Lisa Pascoe at 416-447-8655 x 7721 or info@canadablooms.com to pass along to our PR Team. Canada Blooms cannot guarantee that the information will be used.

Use of Logo

We encourage exhibitors to use the official Festival logo in their marketing efforts; however, Canada Blooms reserves the right to approve all uses of the Festival logo. Please submit any usage of the logo to info@canadablooms.com for approval.



Social Media

Connect with your customers on Canada Blooms Social Media. Relevant information that you provide to us may be posted on all social media platforms so we encourage you to connect with you customers. Make sure to: Like us, retweet us, post on Instagram and upload your videos to Youtube. Let's Get Social @CanadaBlooms and #canadablooms

EXHIBITOR CHECK LIST

1. This is a general check-list designed to help you prepare for exhibiting.
2. Use this partner check-list to eliminate the problems that might confront you in your exhibit space.
3. Please read it carefully and add or delete items according to your particular needs.

8 to 12 weeks in advance of the show:

- Read your exhibitor's manual thoroughly and highlight key areas you need to refer to.
- Order your badges on-line. ***Instructions will be e-mailed to you from Microspec.com. Deadline February 14, 2020.***
- Fill out your Move-in Request Form **Deadline February 14, 2020.**
- Arrange for merchant services and point of sale devices (Visa, Interac, Mastercard, American Express) and make sure you have ordered internet services from the Enercare Centre.
- Check inventories of promotional literature or prepare new literature for booth distribution.
- Check booth construction materials and schedule.
- Arrange for adequate extension of your business insurance for Canada Blooms.
- Place advertising for the Canada Blooms Magazine with Lisa Pascoe (Canada Blooms) at 416-447-8655 x 7721

4 weeks in advance of the show:

- Order booth furnishings and services from Stronco and order Electrical services from Showtech
- Order audio-visual services.
- Make hotel reservations at Canada Blooms official hotel:

Hotel X Toronto

Additional Hotel: **Hyatt Regency Toronto**

- Order from the Enercare Centre booth cleaning services.
- Order parking passes from Enercare Centre
- Request shipping services from Stronco Group.
- Arrange for shipping of literature, equipment and display units.
- Order Signage/Banners from Stronco Group
- *Order forms are listed on-line. Please scroll down.*

10 days in advance of the show:

- Prepare for set-up of booth.
- Prepare tool kit of all items necessary to set-up your booth and perform emergency repairs of display units and/or equipment.
- Check supply of order books, scratch pads, business cards, pencils, cellophane tape, screws and tacks.
- Check Move-in date and time.
- Telephone customers to invite them to the show.
- Hold a pre-show meeting with booth personnel to review objectives.
- Plan post-show follow-up activities.
- Pack a First-Aid kit.

During move-in at Canada Blooms:

- Review exhibitors manual for items pre-ordered from Stronco Group and the Enercare Centre
- Have a good time.

SHOW SERVICES

CANADA BLOOMS 2020

Booth Cleaning

Enercare Centre

100 Princes' Blvd
Toronto, ON M6K 3C3
tel: 416-263-3064 fax: 416-263-3069
ExhibitorServices@enercarecentre.com

Booth Furnishings

Stronco Group

1510-B Caterpillar Road
Mississauga ON L4X 2W9
tel: 905-270-6767, fax: 905-270-6771
exhibitorservices@stronco.com

Custom Brokers

TWI Canada

Shannon Trotter
Unit 101A, Building 1, 7145 W. Credit Avenue
Mississauga, ON Canada L5N 6J7
Tel: 905-812-1124 Fax: 905-812-0133
orders@twigroup.com

Electrical/Water Mechanical Services

Showtech

5675 McLaughlin Rd.
Mississauga, ON L5R 3K5
tel: 905-283-0550 fax: 905-283-0551
info@showtech.ca

Food Service

Ovations Food Services has an exclusive contract for food and beverages at the Enercare Centre. Any food or beverage service from your booth must be arranged with the Centre Plate

Spectra– Enercare Centre

Michelle Barreto
100 Princes' Blvd., Ste. 2
Toronto, ON M6K 3C3
tel: 416-263-3526
michelle.barreto@spectrarp.com

Parking Passes

Enercare Centre

100 Princes' Blvd
Toronto, ON M6K 3C3
tel: 416-263-3064 fax: 416-263-3069
ExhibitorServices@enercarecentre.com

Hotel Reservations

HotelX Toronto

111 Princes' Blvd.

Toronto, ON M6K 3C3

647-943-9300

Group Code – CANA031120

link:

<https://hotelxtoronto.reztrip.com/ext/promoRate?property=981&mode=b&pm=true&sr=515942&vr=3>

Rates:

March 6-22

Signature King Room \$195

Reduced self-parking rate \$15

Rates held until February 10, 2020

Additional Recommended Hotel

Hyatt Regency Toronto

370 King St. West

Toronto, ON M5V 1J9

416-343-1234 or 1-877-806-0006 (US/Can)

Group Code – Canada Blooms

*link: check - <https://canadablooms.com/getting-here/hotel/>

Rates:

March 6-March 22

\$142 Single/Double, \$167 Triple, \$192 Quad

Rates held until February 28, 2020

Shipping

Stronco Group

1510-B Caterpillar Road

Mississauga ON L4X 2W9

tel: 905-270-6767, fax: 905-270-6771

torontoexhibitorservices@stronco.com

Telephone Service

Enercare Centre

100 Princes' Blvd

Toronto ON M6K 3C3

tel: 416-263-3064 fax: 416-263-3069

ExhibitorServices@enercarecentre.com

Insurance Brokers Inc.

Exhibitor Insurance.

John Neo

434 North Rivermede, Ste.3

Concord, ON L4K 3M9

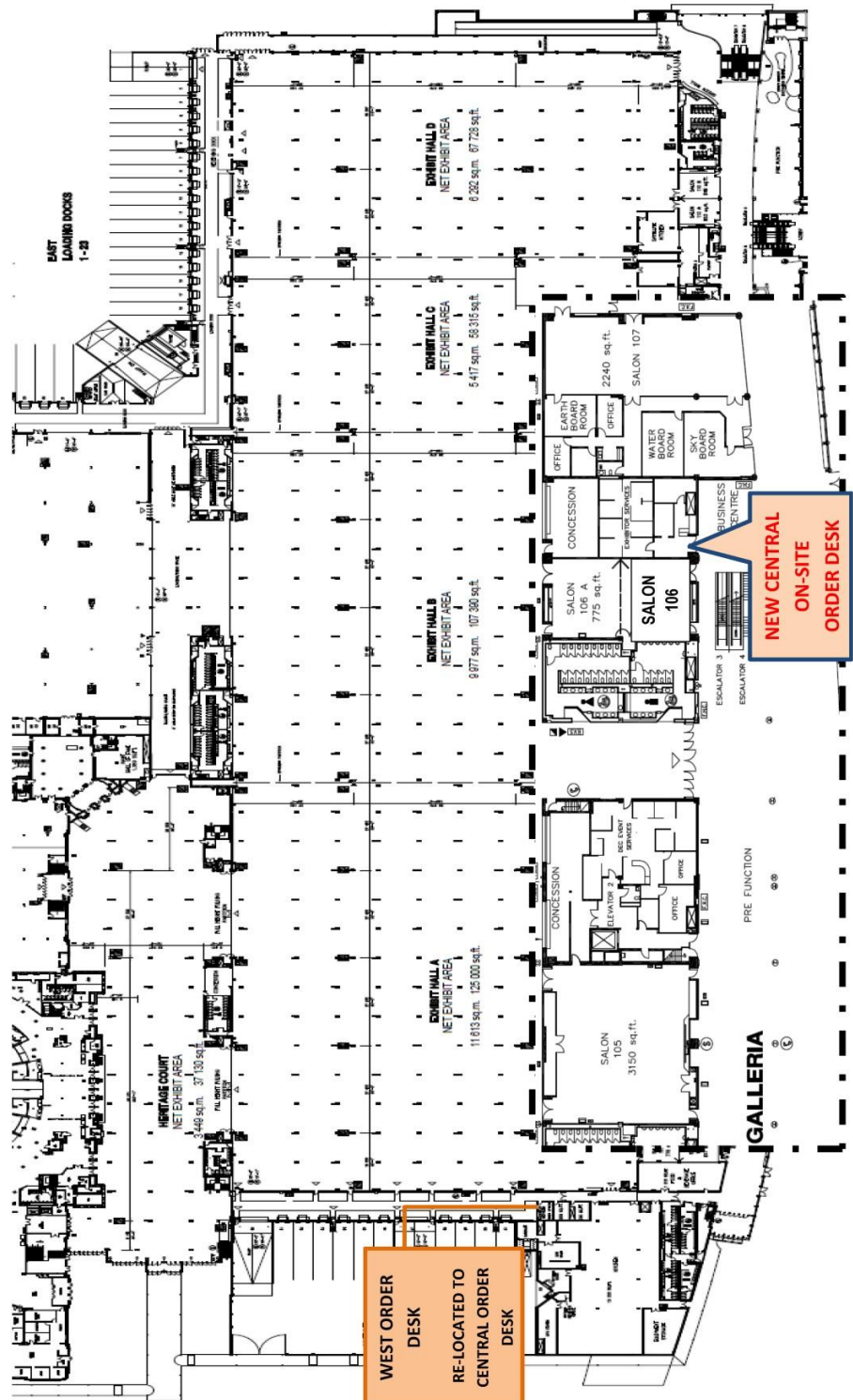
Tel: 905-695-2971 fax: 905-760-2260

johnn@exhibitorinsurance.com

West Order desk has now been conveniently *re-located to a central location.*

The new on-site **order desk** is located beside Salon 106 and Exhibitor Support Center in the Galleria by the escalator of Hall B, across from the Information desk.

Please call (416) 263 – 3064 for assistance between 8:00am – 5:00pm, Monday – Friday and an Exhibitor Support Representative will assist you.



FACILITY INFORMATION

Location: **Enercare Centre: Hall G**
(Note: Heritage Court (Hall H), Hall F and Hall B Exhibitors will work with Marketplace Events – presenters of The National Home Show)
100 Princes Blvd., Toronto, Ontario M5V 2W6
tel: 416-263-3000 fax: 416-263-3049

Facility: **Loading Bays** – 10 Loading Bays H 9'10" x 7'10"
Drive-In Doors – 2 – #1 H 20'x W 20', #20 H 29'10" x W 23'x 9"
Door 28 Hall G for on floor move in/out – H 14'8"x W 30'
Drive in will not be allowed on Wednesday or Thursday.

Main Floor – Please note that ceiling heights in Hall G vary throughout the floor.

- **0-30 ft** from the wall on either side **12' high**
- **30 - 66 ft** from wall on either side **18' high**
- **66-106 ft** from wall on either side **25' high**
- **106-132 (building centre) ft** from wall on either side **31' high**

Maximum loading dock Weight 25000lbs

Main Floor: Weight Capacity – unlimited, Ceiling Height at center – 48'.4"
With a ceiling load points of 5000Lb & 2000Lb

Parking: Please fill in the **Parking Pass Order Form** (available on-line) in order to purchase your passes for the show, passes are not required for move-in or move-out.

Trucks

See the Vehicle Marshalling information for truck parking. Marshalling lot to be located in Lot A.

Exhibitors

Option #1. Exhibitor can purchase a 10-day exhibitor parking passes for surface/outside ONLY, no in and out privileges.

Option #2. Parking in one of the general admission parking lots for \$15 surface/\$18 underground per day Monday-Friday, \$18 surface/\$21 underground per day Saturday-Sunday, FREE Monday-Friday AFTER 4pm.

Dock Rental & Vehicle Storage:

Arrangements must be made in advance through the show Management.

Wheel Chair access:

Fully wheel chair accessible from all entrances.
Some gardens may not be wheel chair accessible.

MOVE-IN INFORMATION AT A GLANCE

Enercare Centre – HALL G (East Docks)
Partner Area, Horticultural Societies & Educational Institutions

MOVE-IN DATES AND TIMES

Partner Area, Horticultural Societies & Educational Institutions

****Horticultural Happenings Week 1 ****

Wednesday, March 11, 2020 8am-8pm

Note: Hall G is considered a construction zone and protective equipment must be worn prior to Thursday March 7th

Thursday, March 12, 2020 8am-12pm (noon)

(Note: All booths must be set up and the floor cleared by 2 pm on Thursday, March 8, 2018, to allow for judging and carpet laying)

****Horticultural Happenings Week 2 ONLY ****

Wednesday, March 18, 2020 8 pm- Midnight (Note: Week one exhibitors will be moving out as you are moving in. Please be courteous.)
(final touches may be put on Thursday morning before 9 am)

MOVE-IN SCHEDULE

Please fill out the **questionnaire (including move-in schedule)** and email: info@canadablooms.com or fax back to 416-447-1567

ACCESS TO THE LOADING DOCKS

Please read the Vehicle Marshalling information located after Move-Out Information.

MATERIAL HANDLING

Dollies are available at no charge with a driver's license, or credit card as a deposit.

You will get your deposit back when you return the dolly.

Capacity of forklifts is 5,000 and 8,000 lbs.

Please have sufficient help to unload your vehicle and transport goods to your booth to ensure a quick and efficient move-in.

RESTOCKING

Restocking of booths can only be done from **7:30 am to 9:30 am daily**. This is for the safety of the Canada Blooms visitors and the protection of the exhibitor.

DAMAGE TO BOOTH SPACE

Please check your booth for damage to the floor, wall or carpet before you start to move-in. Report any damage to the show office. Damage found after the show that was not reported will be the financial responsibility of the exhibitor.

MOVE- OUT INFORMATION AT A GLANCE

Enercare Centre – Hall G (East Docks)

MOVE-OUT DATES & TIMES

*** Horticultural Happenings Week 1 ONLY***

Tuesday, March 17, 2020

9:00 pm – 12:00 am *(Note: Horticultural Happenings Week 2 Exhibitors will be moving in as you are moving out, please be courteous).*

*** Horticultural Happenings Week 2 and all exhibitors***

Sunday, March 22, 2020

6:00 pm – 9:00 pm **(No Dollies, Docks or forklifts will be available)**

9:00pm – 12:00 am **(limited Dollies & Docks will be available)**

Note: Hall A is considered a construction zone and protective equipment must be worn after Sunday March 22nd

Monday, March 23, 2020

8:00 a.m. – 5:00 pm *(Construction Zone, PPE MUST be worn)*

DISMANTLING EXHIBITS

Dismantling of booths prior to the official closing **Sunday March 22nd at 5:00 pm** is **NOT** permitted. Failure to comply with this regulation will result in the exhibitor being barred from participation at future exhibitions produced by Canada Blooms.

EXHIBIT REMOVAL

- Please read the Vehicle Marshalling information located after Move-Out Information.
- **Limited dollies will be available at from 9:00 p.m. on Sunday, March 22nd until Midnight and from 8:00 a.m. Monday, March 23rd, with a driver's license or credit card as a deposit. You will get your deposit back when you return the dolly.**

SECURITY DURING MOVE-OUT

- During tear down and move-out remain with your exhibit and merchandise until it is removed from the floor.
- Properly identify all goods in case they are lost.
- Please advise the show office if the exhibit is to be picked up at a later date.
- Be sure to wrap and protect your booth if you are leaving it overnight to pack the next day
- Remove all plants and valuables

CANADA BLOOMS DESIGN POLICY

HALL G PARTNERSHIP AREA ONLY

Use of Space & Restrictions

The space contracted for use is to be used solely by the exhibitor whose name appears on the application, as agreed to by both parties, and only products and/or services of the exhibitor may be exhibited. Any promotion of other products or services is strictly prohibited and could result in ejection from the exhibition without refund or other appeal, if not removed. No exhibit will be permitted which interferes with the exhibits of other exhibitors or obstructs the visibility of other exhibits. Exhibits must be confined to the exact space allocated, and where an exhibitor's display is built beyond limitations set forth in the contract, Festival Management reserves the right to correct such violations by having the exhibitor alter, remove or rearrange any or all of the display so that it will comply with the regulations or, if the exhibitor is not available, to make such corrections at the exhibitor's expense. Show Management reserves the right to restrict exhibits which because of noise, operation of equipment, creation of safety hazards or any other reason, become objectionable or otherwise distract from neighboring exhibits. No representation of the exhibitor, his products or services may be carried on in the aisles, corridors, or other designated common areas of the facility.

Noise

Exhibitors are expected to be respectful to their neighbouring booths in terms of noise levels. Sound effects, loud speakers, juke boxes, pianos, and audio/visual equipment will only be permitted if such sounds and activities do not interfere with the activities of neighbouring exhibits. Festival management will be the final arbitrator when deciding if noise is too loud. If an exhibitor refuses to lower their sound level, they will be removed from the festival without any refund of rental fee or final subsidy.

Installation, Exhibit Hours and Dismantling

Dates and hours for installation, exhibiting and dismantling will be as specified by Festival Management. Goods received after the opening of the exposition must be delivered to the booth and arranged at a time other than official exhibit hours. Exhibits shall be staffed at all times when the exhibition is officially open. No exhibitor will be permitted to commence dismantling any portion of the exhibit whatsoever, to commence packing crates or cartons, or to abandon his display prior to the official closing. Failure to comply with this regulation will result in the exhibitor being barred from participation at future exhibitions conducted by Canada Blooms. All exhibits must be removed by **4:00 pm, Monday March 23, 2020**, and all storage and handling charges for failure to remove exhibit material by that time shall be the responsibility of the exhibitor. Canada Blooms reserves the right to remove any exhibit not removed by the conclusion of the exhibition and charge the expenses to the exhibitor.

Height of Structures

It is important to work with your neighbours to ensure that the height of structures do not unreasonably interfere with the garden. As a guideline, side walls and fences should not exceed 6'–6" (2m). At the front of the exhibit, side walls or fences should be a maximum height of 4' (1.22m) to a distance of 8' (2.44m) from the front of the allocated site.

Buildings and structures exceeding 6'–6" (2m) must be positioned at least 3' (0.9m) from perimeter walls or fences which form a common boundary with neighbouring exhibits. As a general guideline, the higher the structure the further away it should be from the common boundary. In all cases, please work with your neighbours on the treatment of common boundaries.

If an exhibitor erects a structure or boundary partition which is visible from their neighbour's exhibit, then the structure must be finished to the same high standard on both sides. In the event of a dispute Canada Blooms management will act as the final arbiter.

*****NEW*** Structures with a Solid Roof**

All exhibitors must comply with the City of Toronto By-Law in accordance to structures with a solid roof. Any structure over 108 sq.ft. with a solid roof must have a City of Toronto building permit. The staff at the Enercare Centre will work with garden builders to help obtain a building permit. Please remember to leave yourself time to obtain the permit.

Move in/out at the ECC

A reminder to all that during Move-in and **Move-out Halls G, F and Heritage Court** at the Enercare Centre will be **treated as a construction zone.** **Exhibitors must read the Exhibitor Health and Safety Requirements and Compliance Declaration included in the manual and fax back the first to pages to the Canada Blooms Office at 416-447-1567.**

Exhibitors are cautioned to wear proper personal protective equipment (PPE) when constructing their booths as well as to be aware of their surroundings at all times. For their own protection, minors under the age of 16 will not be allowed in the exhibit and garden halls during set up and dismantling.

Fire Regulations

All exhibitors must comply with local fire regulations. Only fireproof materials may be used in displays and wiring must conform to Canadian Standards Association or Underwriters' Laboratories specifications. Fire exits and aisles must be kept clear at all times. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards.

See Exhibition Place recommendations for gas or propane fired outdoor fireplaces page 28.

Electrical

Exhibitors are not supplied electrical power. Power can be ordered from Showtech. All exhibitors must comply with the electrical safety code requirements of Ontario Hydro. Please read the materials provided. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards.

*****NEW*** Lighting**

Canada Blooms will **NOT** be lowering the lighting levels (darkening) as in past years in Hall G. **House lights will remain on throughout the festival.** Exhibitors in large booths may request that lighting be turned off above their booth, if request made prior to March 1st. Lighting is the responsibility of the exhibitor.

Projection and Sound Equipment

Audio visual equipment must be kept at sound levels that do not interfere with other exhibitors, stages or features. Large screen audio visual presentations must be designed and regulated such that the viewing audience is contained within the confines of the exhibit space only. **Please note: All multiple screen A/V presentations or moving lights must be approved in advance by Festival Management and require union labour (IATSE).**

Exhibitors are expected to be respectful to their neighbouring booths in terms of noise levels. Sound effects, loudspeakers, juke boxes, pianos, and audio/visual equipment will only be permitted if such sound and activities do not interfere with the activities of neighbouring exhibits. Festival management will be the final arbitrator when deciding if noise is too loud. If an exhibitor refuses to lower their sound level, they will be removed from the festival without any refund of fees or final subsidy.

Booth Cleaning

Carpeting is not required in Hall G and exhibitors are free to sweep/vacuum their space themselves with their own equipment in order to keep costs minimal. Outside cleaning companies are not permitted, if you require booth cleaning contact Enercare Centre Exhibit Services.

Damage To Property

Exhibitors are liable for all damage caused by them to the exhibit facility, booth equipment or to other exhibitors' property and shall indemnify the facility management, Festival Management, and/or the official services contractor against, and hold them harmless from, any complaints, suits or liabilities resulting from negligence of the exhibitor in connection with the exhibitors use of exhibit space.

Care of Building

Painting, nailing or drilling of floors, walls, ceilings or any other part of the building is not permitted. Exhibitors laying any floor covering must use an adhesive that will not damage the floor and is easily removed. No signs or other articles are to be fastened to ceilings, walls, pipes or electrical fixtures. The floor is a concrete and floor load is unlimited. Sand can be used directly on the floor however; it must be protected from material which can cause damage. No masonry or concrete should be used directly on the floor. Any direct damage to the building will be charged to the contractor involved.

Waste

Exhibitors are responsible for removal of all materials from their booths after the festival. Disposal bins are for use of festival (non-garden) cleanup only. The cost for waste haulage is significant and cannot be borne by the festival. Failure to comply will result in waste charges to the individual garden builders.

Storage

Storage is provided for empty crates, cartons, skids, etc. Storage stickers can be obtained from Stronco or the Floor Manager. Indicate your company name and booth number on each sticker, and on each crate, and leave the items in the aisles. They will be picked up, stored throughout the festival and returned on Monday, March 20. Due to lack of storage space for large items like rocks and other building materials, exhibitors should make arrangements to remove these items from the facility either back to their own place of business or make arrangements with Stronco for off-site storage.

Security

Security is available 24 hours. Canada Blooms, Landscape Ontario, The Garden Club of Toronto and the Enercare Centre will not assume any responsibility for lost, stolen or misplaced materials. Exhibitors are urged to contact their insurance companies to ensure that their exhibits and products are insured during this period. It is a good idea to remove all cash and cover displays daily. Please make sure all product is within your booth lines for cleaning and security reasons.

Liability and Insurance

Neither the Canada Blooms Horticultural Society, nor any of its officers, directors, employees, volunteers or agents, nor owners, employees, or representatives of the exhibit facility will be responsible for any injury, loss or damage that may occur to the exhibitor, or the exhibitor's employees or property from any cause whatsoever prior, during or subsequent to the period covered by the exhibit contract. The exhibitor, on signing the contract, expressly releases the foregoing Associations, individuals and firms from and agrees to indemnify same against any or all claims for such loss, damage or injury. Exhibitors desiring to carry insurance on their exhibits will place it at their own expense.

Shipments Prior to March 13, 2020

The Enercare Centre and Canada Blooms will not accept any deliveries before Sunday, March 8th, 2020. Canada Blooms and the Enercare Centre will not accept responsibility for any lost, stolen or damaged goods.

All deliveries must include the following information:

Canada Blooms: The Flower and Garden Festival
The Enercare Centre, Exhibition Place
Hall G – East Loading Docks
100 Princes' Blvd
Toronto, ON M6K 3C3
Company Name
Booth #
Facility Contact: Alba Mercury, Tel: 416-263-3561

Goods received after the opening of the show must be delivered to the booth and arranged at a time other than official show hours.

Parking

There is parking available at the Enercare Centre for 4,000 cars. Parking passes may be purchased from the ECC, visit the Canada Blooms website for more information:

<http://canadablooms.com/get-involved/become-an-exhibitor/>

Parking during set-up and dismantling times are free of charge for surface lots. Free parking will be provided to attending guests After 4 pm on Friday, March 13th and from Monday, March 16th until Friday, March 20th.

NEW PARKING PASSES & DOCK PASSES

Parking at the Enercare Centre during move-in/out is complimentary, however you must park in the designated lots – Lot 1, Lot 3, Lot P (under the Gardiner) or Lot A, otherwise you are subject to ticketing and towing.

Included at the end of this manual (page 29) is a copy of the 2020 Canada Blooms Dock pass, this allows your trucks to bypass the National Home Show loading/unloading line. Please use one dock pass per vehicle. Remember that you are to unload/load as quickly as possible and move your vehicle to the parking lot to allow others to unload.

Camper Parking

There is camper parking available for a fee, for exhibitors who wish to stay overnight on the EC grounds during the show. Space is limited, so if you are interested please contact Lisa at 416-447-8655 ext 7721 or info@canadablooms.com prior to February 28, 2020 and we will forward the details to you.

Host Hotel

Canada Blooms' out of town visitors can take advantage of our special Canada Blooms room rate at our host hotel the Hotel X Toronto, directly across from the Enercare Centre. Or at our additional recommended hotel the Hyatt Regency Toronto on King. Discover the excitement of Downtown Toronto's Entertainment District, steps from the business and financial district and 5 minutes car ride from the Enercare Centre.

HotelX Toronto

111 Princes' Blvd.
Toronto, ON M6K 3C3
647-943-9300
Group Code – CANA031120

link:

<https://hotelxtoronto.reztrip.com/ext/promoRate?property=981&mode=b&pm=true&sr=515942&vr=3>

Rates:

March 6-22

Signature King Room \$195

Reduced self-parking rate \$15

Rates held until February 10, 2020

Additional Recommended Hotel

Hyatt Regency Toronto

370 King St. West
Toronto, ON M5V 1J9
416-343-1234 or 1-877-806-0006 (US/Can)
Group Code – Canada Blooms

*link: check - <https://canadablooms.com/getting-here/hotel/>

Rates:

March 6-March 22

\$142 Single/Double, \$167 Triple, \$192 Quad

Rates held until February 28, 2020

Food and/or Alcoholic Beverages

The preparation and/or serving of food or beverage of any kind without the written permission of Canada Blooms and the Enercare Centre are prohibited.

Food Service & Sampling

Food services at the festival are contracted to Spectra by Comcast Spectacor, under an exclusive contract with the Enercare Centre. All catering requirements within your display and any special receptions must be handled by Spectra. Outside food service vendors are not permitted to bring food into the Enercare Centre (which includes exhibits). Any exhibitor planning to conduct food and beverage sampling in their exhibit must first notify and receive approval from Festival Management and Spectra prior to February 28, 2019.

Specta: Enercare Centre, 100 Princes' Blvd., Ste 1, Toronto, ON M6K 3C3

Contact: Michelle Barreto, General 416-263-3526 or michelle.barreto@spectraxy.com

Entry to the Festival

Canada Blooms reserves the right to refuse admission to any visitor, exhibitor or exhibitor's employee who, in the opinion of the Festival Management, is unfit, intoxicated or in any way creating a disruption of the festival.

Outstanding Balance

No exhibitor will be able to obtain passes or be permitted to move in until the balance on their agreement is paid in full. Outstanding balances need to be paid in full with either cash, credit card or money order during set-up. No personal cheques will be accepted unless Festival Management has given prior permission. If you have any questions as to the balance you may owe, please contact Lisa Pascoe at 416-447-8655 x 7721 or info@canadablooms.com.

Will Call

The Will Call Desk is located at the Exhibitor Badge desk, in the Galleria near the ticket booths. Note that if arrangements have been made ahead of time, tickets and badges may be held in the Festival Office.

You can leave tickets for your guest and/or badges for your staff at the Will Call Desk, please bring tickets in envelopes to the Will Call desk later in the afternoon when the lines are shorter to ensure that staff can have tickets ready and waiting for your customers when they arrive the following morning or later in the week. Please print legibly, and arrange large number of Will calls by last name, in alphabetical order, so processing can be done quickly.

Festival Office

Salon 107, Hall B - The Festival Office will open one and half hours before festival opening and close one half hour after festival closing each day. Our staff is eager to help with any question or issues you have before during and after the festival. The Festival Office phone number is our regular general number 416-447-8655.

Media Room Salon 107:

Promote your business, service or product in the media room. More than 180 media representatives visit Canada Blooms. If you have some great media stories related to new product launches please tell our PR firm your story. Contact **Lisa Pascoe** at lisapascoe@canadablooms.com. Please take your information to the Media Room (note that this will be a co-located media room for both Canada Blooms and The National Home Show). The Canada Blooms festival office will not take responsibility for exhibitor media packages, please pick up your literature at the end of the show.

Exhibitor's Lounge

The primary food and beverage area for guests of Canada Blooms will be located beside the main stage (for the National Home Show it will be the Food Court located in Hall F), concessions in the Galleria and along the south wall. To serve our dedicated sponsors and partners, a quiet space for sponsors, partners, exhibitors, volunteers and feature garden exhibitors area has been created in Salon 102 to allow you to take a break.

Customs Brokers

"Out of Country" exhibitors who are coming into Canada with product and/or display material are required to process paperwork through customs. Exhibitors can do this on their own, or utilize a Certified Customs Broker for a fee. The Festival strongly encourages exhibitors from outside of Canada to utilize TWI Canada to make the experience smoother.

Visitors taking plant material to the USA

Visitors are not allowed to take live plants into the United States unless the vendor is part of a Canadian Food Inspection Agency (CFIA) program and the plants have been inspected by CFIA and a phytosanitary certificate has been issued for the specific plants.

Please post signage in your booth to inform our visitors of this rule.

Meeting Rooms/Lounge

There are a limited number of meeting rooms available at the Enercare Centre. The rooms cost is \$400 per day /meeting (plus HST). The Wine Lounge at Canada Blooms may also be reserved for meeting, cost will depend on the number of visitors. Additional charges apply for audiovisual equipment and food service. Please contact Lisa Pascoe at 416-447-8655 for further information.

Giveaways, Draws & Promotions

Exhibitors are permitted to offer promotional prizes as a means to encourage sales of displayed products or services.

1. You must have the rules posted in the area where the registration takes place
2. Prizes offered must be given as state in the contest
3. Prizes must be offered without purchase necessary in order to comply with Ontario Laws.
4. Festival management cannot make announcements concerning winners.

Raffles and contest requiring a “payment to win” or for “fundraising” purposes are not permitted without the express permission of Festival Management.

Emergency Evacuation Procedures

The Enercare Centre has a two stage alarm system.

- **Stage One Alarm:** you will hear a slow bell and see flashing lights – you are to remain calm and listen for instructions over the public address system. There is no need to evacuate at this stage, but you are to stand by and listen for further instructions.
- **Stage Two Alarm:** you will hear a series of fast bells and the lights will continue to flash – this is the signal to evacuate the building. Remain calm and exit the building using the nearest fire exit, proceed immediately to the parking lot at the front of the building. Once you are in the parking lot pay attention for further instructions from security.
- **Re-entry Following Evacuation:** The “All Clear” report will be determined by the Fire Department in conjunction with the Enercare Centre. Security will advise you of the “all clear” and then you may re-enter the facility.

Medical Emergencies

All accidents that take place on-site must be reported to Festival Management immediately.

First aid services are on-site during move-in, move-out and festival days to respond to medical emergencies and can be quickly contacted by Festival Management by calling the festival office at 416-447-8655 or visiting the Festival Office in salon 107.

If the accident results in a serious or critical injury, the local Provincial health and safety enforcement agency may need to be contacted immediately. It is the Contractors responsibility to comply with the local Provincial health and safety enforcement agency reporting requirements.

Enercare Business Centre

A place for all your business needs including photocopying, faxing, computer station, and a full range of office supplies and items for all those little emergencies can be found at the JM Exhibitor Support Centre, as well as wheelchair and scooter rentals. Jennifer can even help you make restaurant and transportation arrangements in the Toronto area.

The JM Exhibitor Centre is located at the east end of the Galleria adjacent to Hall D. For additional information contact Jennifer Monteith, Phone/Fax: 416-410-6612, jennifer.tesc@gmail.com

Hours of Operation:

Festival Days: Opens one hour prior to festival open

Move-in/out: 10am-5pm

December 1, 2014

CANADA BLOOMS SIGNAGE POLICY

HANGING OF SIGNS

All signs must be contained in the boundaries of the space allocated. Signs are to be professionally created and no hand writing is permitted. All additional sponsor logos must be in alignment with the Canada Blooms Sponsorship policy.

Signs must be hung by Showtech as per the Enercare Centre. To order your signage hanging, please call 905-283-0550/site office: 416-263-3594 after obtaining approval by Canada Blooms Festival Manager.

All booth exhibitors must strictly adhere to signage regulations. If an exhibitor's signage does not follow these regulations, the signage will be removed at the exhibitor's expense.

BADGE INFORMATION

Exhibitor Badge Policy

- Exhibitor badges are non – transferable. They are for use only by the person they are issued to. Personal identification may be requested at anytime.
- All exhibitors and volunteers must have a badge or ticket to enter the show.
- **Badges not picked up during move-in will be at the Will Call/Badge Information Desk in Galleria near the NHS Show Office (Salon 105).**

Hall G Partnership Area: 5 badges per 10'X10' booth, maximum 30

A representative from **Microspec.com** will contact you via e-mail with instructions for registering your badges on-line. Those who are not on-line call the office to make special arrangements. Please note that by requesting badges on-line reduces the chance of spelling errors, allows you to request your badges day or night up until **Friday February 14, 2020** however, *changes* can be made up until March 1, 2019. Badges will be available for pick-up beginning 10:00 am Wednesday March 6th at the Exhibitors Desk in the Galleria.

Horticultural Happenings & Education

5 badges per organization

Exhibitors in Gardeners Fare & Education are required to fill out a badge request form.

Badges for each organization will be supplied by Canada Blooms, they will be available at the Information Desk **in the Galleria**. Gardeners Fare Exhibitors will receive 5 badges designated as Volunteer that can be rotated with volunteer staff.

A list of volunteers who will be manning the Gardeners Fare location over the duration of the event, will be required to be submitted to Canada Blooms before the start of the festival. A copy of this list will be forwarded to the Information desk to aid in distributing volunteer badges.

Volunteers must have their badge to enter the festival and **must** return their badge to the Information Desk at the end of each shift in order that the next volunteer has a badge. Five badges per organization is the limit and lost badges will not be replaced.

Please Note

- Badges requested after the February 14, 2020 deadline will have a charge of \$15.00 each. Mastercard and Visa will be accepted for payment.
- Badges ordered at the show will be subject to a charge of **\$15.00 per badge**. (Be sure you order your badges on-line to avoid this hefty charge!).



RE: CERTIFICATE OF LIABILITY INSURANCE

As you may know, as an exhibitor participating in a show, you must have adequate Liability Insurance with a **minimum \$2,000,000** limit to protect the Exhibitors, the attending public, the show organizer and yourself.

Our insurance policy does not extend coverage to any exhibits and requires you to submit a Certificate of Insurance upon receipt of the exhibitor's manual.

There are (2) ways to arrange the required Insurance:

OPTION #1: SINGLE EVENT INSURANCE

Canada Blooms appointed **Exhibitor Insurance.com** as the recommended Insurance contractor for exhibitors. Order directly online at www.exhibitorinsurance.com and scroll to: **Canada Blooms 2020**

OPTION #2: YOUR OWN INSURANCE

- Contact your own Insurance Company, request a certificate of Insurance with the following requirements below:
- **Canada Blooms: The Flower & Garden Festival, The Enercare Centre, BILD – Building Industry and Land Development Association listed as additional insureds.**
- listed as an additional insured.
- Dates of the show: **Mar 6 – Mar 24, 2020** (includes move in and out dates)
- Comprehensive General Liability of \$2,000,000
- Bodily Injury and Property Damage Liability subject to a maximum \$1,000 Deductible.
- Products and Completed Operations Liability
- Contingent Employers Liability
- Broad form Property Damage
- Cross Liability clause
- Severability of Interest Clause

Your understanding and compliance with this requirement, is greatly appreciated and we thank you for your effort in ensuring the well being of everyone.

Have a prosperous and safe show.

PLEASE FAX YOUR CERTIFICATES TO: 416-447-1567

*Our office must receive a copy of your certificate of Insurance by **February 7, 2020***

March 22, 2012

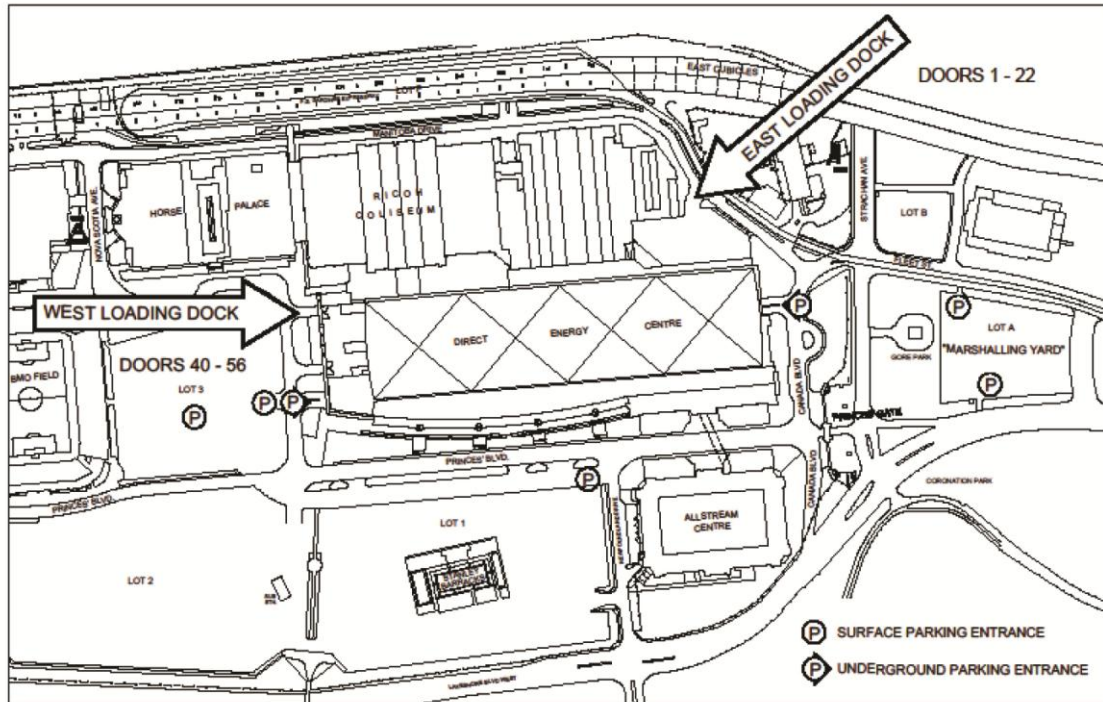
From the Board of Governors of Exhibition Place
Recommendations for the display of gas or propane fired outdoor fireplaces

Please find attached recommendations for the display of gas or propane fired outdoor fireplaces:

1. Gas installation by a license gas fitter
2. **The appliance to be surrounded by a fence or guard three (3) feet from appliance**
3. **Only one appliance can be demonstrated for a very short period at one time as requested by customer. Appliance cannot be continuously burning**
4. The appliance must be three (3) feet from any combustibles
5. Ventilation must be increased in the area through fresh make up air units in the vicinity of the appliance
6. Minimum of two (2) 10-B, C rating fire extinguishers must be visible and available at all times
7. The level of carbon monoxide in the vicinity of the appliance shall be measured at intervals not exceeding three (3) hours and be measured four (4) feet horizontally from appliance. Readings shall be recorded with date and time the measurements were made. The appliance must be shut down if the carbon monoxide levels exceed 25 ppm.
8. The appliance must be place on a secure surface
9. For propane appliances, when appliance not in use, valve on propane tank must be shut off as well. Maximum of five (5) lb propane tank allowed connected to an appliance. Propane tanks cannot be stored in booth.
10. **Continuous monitoring of the appliance must be done at all times** to ensure compliance of the above recommendations.

ENERCARE CENTRE, EXHIBITION PLACE

EAST LOADING DOCK & PARKING INFO:



Canada Blooms



Parking/Dock Pass 2020

East Loading Docks/Lot P/Door 28

Date: _____

Company Name: _____

Booth or Feature Garden Number: _____

Contact Phone number on site: _____