



Mode Accessories EXHIBITOR MANUAL

August 12-14, 2018 Show

IMPORTANT

This kit contains detailed information regarding move-in and move-out of the Mode Accessories Show.

PLEASE MAKE NOTE OF THE DEADLINE DATES.

Failure to meet these deadlines **may result in surcharges or unavailability of services or products.**



Index Of Deadline Dates

Deadline

(Appearing in sequence as listed below)

Show Directory Free Listing	June 29, 2018
Show Directory Print Advertising	June 29
Web Advertising	June 29
Final Payment for Booth Space	July 3
Hotel & Travel Arrangements	July 11
Exhibit Display Rental & Sign Orders	July 20
Booth Cleaning (Stronco)	July 20
Labour (Stronco)	July 20
Secured Storage Cages (Stronco)	July 20
Freight Shipments - Advance or Direct Shipments	July 30
Show Insurance	July 31
Health & Safety Policy Form	July 31
Electrical Outlets & Lights (Freeman) <i><u>Booth cost does not include lights or electrical outlets</u></i>	August 3
Exhibitor Badges	August 3
Flameproofing of Display Material	August 11
Press Kits	August 11

SHOW SERVICES - Contact Names and Phone Numbers



The following are show services that will be available on site. For electrical rental and services, you must use Stronco Electric, since they are the exclusive electrical contractor for the venue. As for all the other services listed below, they are recommended and will be onsite. However, you may appoint other companies according to your preference.

Advance Warehousing (Stronco)	Exhibitor Services	Tel: (905) 270-6767 Toll Free: 800-665-2621 Fax: (905) 270-6771
Booth Cleaning (Stronco)	Exhibitor Services	Tel: (905) 270-6767 Toll Free: 800-665-2621 Fax: (905) 270-6771
Electrical (Freeman)	Lighting and Power Services	Tel: (416) 677-6164 stephen.everison@freeman.com
Exhibit Display Rental & Services (Stronco)	Exhibitor Services	Tel: (905) 270-6767 Toll Free: 800-665-2621 Fax: (905) 270-6771
Fire & Building Regulations Delta Hotels by Marriott Toronto Airport	Bill Powers	Tel: (416) 246-7911 Toll Free: 800-668-3656 Fax: (416) 244-9584
Freight Shipments & Customs (Stronco)	Domestic & International	Tel: (905) 270-6767 Toll Free: 800-665-2621 Fax: (905) 270-6771
Hotels: Delta Hotel by Marriott Toronto Airport Holiday Inn Toronto Airport East	\$152 S/D Deadline: Jul 12 \$127 S/D Deadline: Jul 11	Reservations: 1-800-668-3656 Reservations: 1-800-491-4656
Labour for booth set-up and dismantling (Stronco)	Exhibitor Services	Tel: (905) 270-6767 Toll Free: 800-665-2621 Fax: (905) 270-6771
Press Kits, Advertising, Show Directory (Show Management)	Alice Chee	Tel: (416) 510-0114 Fax: (416) 510-0165
Secured Storage Cages (Stronco)	Exhibitor Services	Tel: (905) 270-6767 Toll Free: 800-665-2621 Fax: (905) 270-6771
Show Management	Alice Chee/Ann Dutchburn	Tel: (416) 510-0114 Fax: (416) 510-0165

GENERAL INFORMATION

SHOW DATES & HOURS

Sunday, August 12, 2018, 9 a.m. - 8 p.m.
Monday, August 13, 2018, 9 a.m. - 6 p.m.
Tuesday, August 14, 2018, 9 a.m. - 5 p.m.

SHOW LOCATION

Delta Hotels by Marriott Toronto Airport & Conference Centre
655 Dixon Road
Toronto, Ontario M9W 1J4
Tel: 416-244-1711 or toll free 1-800-668-3656

ADMISSION

TRADE ONLY

All attendees must be verified with business identification. Children under the age of 16 will not be allowed on the show floor at anytime during **move-in, show days and move-out. This rule will be strictly enforced.** (Nursing Infants will be allowed on the show floor during show days only if held in a baby body-pack. Strollers are not allowed on the show floor.)

MOVE-IN SCHEDULE

Move-in/Set-up: Saturday, August 11, 2018, 6:30 am – 9 pm*

The loading dock will be open from 6:30 am – 7 pm. The dock will be closed at 7 pm. *Exhibitors can continue to work on their booth but must finish by 9 pm and vacate the building.

Show Management will provide material handling and dollies during Move-in and Move-out to assist exhibitors with their movement of products. (See Material Handling.)

MOVE-OUT SCHEDULE

**Move-out/Dismantle: Tuesday, August 14, 2018
5:00 p.m. to 10:00 p.m.**

IMPORTANT: No removal or dismantling of exhibit materials will be permitted before 5:00 p.m. on closing day. Exhibitors must adhere to the show hours as advertised. Following show closing and after visitors have been cleared, exhibitors will have access to their empty containers.

Exhibitors are reminded that all products, equipment, and exhibit material must be removed from the show venue prior to 10:00 p.m. on Tuesday. **Any articles not removed at this time will be removed by Stronco Show Services at the exhibitor's own expense.** Show Management and Stronco Show Services will not be responsible or liable, for any loss or damage to articles removed after the deadline.

MATERIAL & EQUIPMENT HANDLING

Show Management will provide a fork lift service for exhibitors who require assistance during **move-in and move-out.**

Dollies will be provided for movement of cartons. Please return dollies promptly after use, in consideration for other exhibitors who may be waiting for access to one.

All crates must have wheels in good working condition, or they will not be allowed to leave the dock area. Crates and cartons on dollies must not exceed 30" in width, 72" in length, and 81" in height, to ensure clearance through doorways. Exhibitors will be responsible for repair costs of damages to walls, door frames, or carpet, due to uneven or oversized loads or careless handling by exhibitor's personnel.

ELECTRICAL REQUIREMENTS

Show Management does not furnish each booth with lights or an electrical outlet. Exhibitors may bring their own lights (must be CSA approved), but must rent an electrical outlet with sufficient power for their lighting requirements from the exclusive electrical contractor for the venue. **Reminder: The use of high wattage halogen or flood lights in your exhibit space is FORBIDDEN as they create higher than normal room temperatures. All lighting is restricted to incandescent lights of 100 watts and halogen lights of MR16 bulbs only, to a maximum of 500 watts per 10'X'8' booth.**

Freeman is the exclusive electrical contractor for the venue. If you choose to rent lights, power is included in the rental fee. In most cases, labour is included in the cost, unless there are extraordinary requirements. Electrical Instructions and Order Form are available online with the Exhibitor Kit. Deadline is August 3, 2018.

EXHIBIT BOOTH & DISPLAY LIMITATIONS

Show Management provides a standard 8' high draped booth. Drape colour is white. The booth floor is carpeted or hardwood, depending on the location.

Exhibitors must provide their own company sign, matching the name on the show contract. Each booth is provided with a booth number sign affixed to the floor in front of the booth.

Stronco Show Services is the on-site official contractor, providing display rentals, signs and other services. Please consult their brochure and order forms online at www.mode-accessories.com, "Fall Show", "Exhibitor Kit"; or go directly to www.stroncoonline.com, using the **show code 487563270** and your booth number.

Please Note: - Exhibitors who have appointed another display contractor must notify Show Management by **July 27, 2018**. It is imperative that you request proof of liability insurance from your contractor. Any damage to the show venue caused by your contractor will be billed directly to the exhibitor.

When planning or erecting your booth, please note that the booth must not extend above 2.5 meters in height (8'). **All sides and surfaces of exhibits walls and signs which are exposed to view must be properly finished and covered.** Exhibit structure must be constructed to allow sufficient clearance on all sides of the booth for construction of adjoining booths and installation of utility services (2" - 5cm - Minimum clearance on the back and sides of the booth). No holes may be drilled, nails driven, hooks, screws or push pins tacked into any part of the building or equipment contained therein.

The use of double-sided tape for carpet is permitted on floors, provided it is cloth reinforced 2-sided tape, or cloth reinforced duct tape, and must be removed at the conclusion of the show. Under no circumstances may banners, decorations or signs and similar material be nailed, stapled, screwed, taped or attached to the ceilings, walls or other finished surfaces of the building. **Booth displays MUST NOT ENCROACH ON EXIT DOORWAYS. No portion of the display shall project into any aisle and all exits must be kept clear.**

Mode Accessories is a respected trade show bringing qualified buyers and sellers together. Exhibitors are expected to present their booth as a "showroom", in a creative and professional manner. Although Cash & Carry is an option available to the exhibitors, "flea market-like" displays are unacceptable. Show Management will assess booth displays, and where necessary, issue warnings to exhibitors who fail to have proper displays. If these exhibitors do not show improvement in the subsequent show, management will terminate their participation in the show.

COUNTERFEITS & INFRINGEMENTS

Counterfeit products, infringement on trademarks and licensing will not be tolerated. It is show management's policy to expel exhibitors with counterfeit products or illegal business practices.

BOOTH SIGNAGE

All exhibitors must furnish their own company sign or order a sign from the show's display service company (Stronco). The sign should correspond to the name on the application/contract for booth space in the show. **The sign must be prominent and visible. THIS IS MANDATORY.** Each booth is provided with a booth number sign which will be affixed on the floor in front of the booth.

EXHIBITOR BADGES

All exhibiting personnel must be visibly identified by wearing an exhibitor badge. You may register online at www.mode-accessories.com, select "Fall Show", select "Exhibitor Kit", then click the link "Exhibitor Badges" to register. Once completed, you will receive an email confirmation and a link to self-print your badge after your registration has been verified.

FIRE & BUILDING REGULATIONS FLAMEPROOFING

All display material must meet safety standards and be flame retardant. Use of foam core is prohibited unless covered or treated and has been approved by the Fire Marshall. Display material can be sprayed with flame retardant solution, available at hardware stores.

FREIGHT SHIPMENT

Stronco Show Services is the official carrier for Mode Accessories. However, you may choose to use other freight/transportation companies. Please ensure that the carrier you use is aware of the one-day move-in on Saturday, as well as move-out on Tuesday evening, and have adequate insurance to cover any damages during shipping.

No shipments will be received at the show venue prior to the designated move-in day.

Advance Show Receiving - Stronco has a warehouse to receive goods up to 30 days prior to the show's move-in. Stronco can accept goods from across Canada or the U.S. as they have a bonded warehouse. This will allow exhibitors to ship with their regular carrier and still avoid line-ups at the show. Please see Advance Receiving form online, deadline is July, 30, 2018.

Please finalize **domestic freight services** by July 30, 2018.

HOTEL ACCOMMODATION

A limited number of rooms at the special rates are available on a first come, first served basis. Please make reservations as soon as possible by calling the hotel of your choice directly, quoting the Mode Accessories rate, guaranteed only until the deadline dates stated below.

Delta Hotels by Marriott Toronto Airport & Conference Centre
655 Dixon Road, Toronto, ON M9W 1J3
\$152.00 Single/Double Deadline: July 12, 2018 Rate Code: MSH
Free WiFi, Free Airport Shuttle, Discounted Exhibitor Parking \$14/day
Telephone: 1-800-668-3656
marriott.com/YZDA

Holiday Inn Toronto Airport East
600 Dixon Road, Toronto, ON M9W 1J1
\$127.00 Single/Double Deadline: July 11, 2018
Free WiFi, 24Hr Free Airport Shuttle, Discounted Parking \$7/day
Telephone: 1-800-491-4656
www.hitorontoairport.ca

INSURANCE

Exhibitors who have business insurance should check that their policy covers their participation in the Mode Accessories Show. Usually, the policy can issue a rider to cover your business at the show at no extra fee.

If you do not have insurance, you should purchase specific coverage for the show. The following companies provide special insurance coverage for exhibitors in shows:

www.exhibitorinsurance.com

www.hubinternational.com

ORDER FORMS SHOW SERVICES

Order forms are available online at www.mode-accessories.com. Select "Fall Show", then "Exhibitor Kit" and follow the links for the various forms. Rental and services from Stronco can also be ordered online at www.stroncoonline.com by using **Show Code: 487563270**. Deadline for most of the services is July 20, 2018.

PRESS KITS

The show office will have a press table for media personnel. Take this opportunity to promote your company by providing Press Kits. Prepare about 5 kits and bring them to the show office during move-in.

A press kit may include: press release, press clippings, photos, business card, brochure, contact information, booth number, profile of designer/owner, and product sample, etc.

SAFETY REQUIREMENTS

All persons using the dock area during move-in and move-out will be required to wear CSA approved safety boots, in accordance with the Health & Safety Act. Past exhibitors have signed a Health & Safety Form to acknowledge the rules and are not required to sign again. New exhibitors must submit this form, which can be downloaded from www.mode-accessories.com within the "Exhibitor Kit" page. Please ensure that it is completed and returned to Show Management's office prior to the show.

SECURITY

Show Management provides 24-hour surveillance to secure the show. Storage cages are available for rental if you wish to lockup and secure your stock each night. Exhibitors are permitted to remove products from the show as long as they are identified by their exhibitor badge.

SHOW DIRECTORY LISTING

Each exhibiting company will received a free text listing in the show directory. Please complete and return the "**Free Show Directory Listing Form**" by the deadline date to ensure inclusion. This form is available online with the "Exhibitor Kit". Deadline is June 29, 2018.

SHOW DIRECTORY ADVERTISING

In addition to the free text listing, paid advertising in the show directory is available exclusively to the exhibitors. Please refer to the "**Show Directory Print Advertising**" form online for details. Other advertising opportunities may be available from time to time, ex. Banners, shuttle, showcases, etc. Call us with your ideas or watch for special bulletins. Deadline is June 29, 2018.

SHOW OFFICE/PRESS AREA

Show Management maintains a show office on-site from move-in through to move-out. The show office is located in the South Lobby of the hotel. A Media table within the Show Office will display press kits from the exhibitors, available to media personnel only.

SHOW RULES & REGULATIONS

For full details, please refer to the copy of Rules & Regulations attached to your **signed application/contract** for the show.

STORAGE FACILITIES

Show Management provides a storage service in trailers. All cartons and crates must have storage labels on them, supplied by **Stronco** from their service desk at the show. Once labelled, emptied crates and cartons will be taken by Show Management's material handlers to storage. Please do not store any cartons or crates with products in them as we do not take responsibility for loss of, or damage to, goods. Crates, boxes and packing material **MUST** be removed from the booths. **Any packing materials stowed behind booths or left in corridors will be disposed of by the hotel in accordance to fire regulations.**

WEB MEDIA

There are two main Web representations for Mode Accessories:

- 1) Show's website www.mode-accessories.com
- 2) Wholesale portal for buyers www.modeonline.ca

www.mode-accessories.com

This is the show's public website where visitors can access general show information, the exhibitor list, floor plans, and online registration for buyers to attend the show. Each exhibitor's company name, booth number, and product categories will be shown as part of the Exhibitor List.

Exhibitors can upgrade to include a profile on the online wholesale platform where only verified buyers can browse products anytime via www.modeonline.ca.

www.modeonline.ca

This is the wholesale portal, a digital extension of the Mode Accessories Show. Exhibitors can have their own "virtual exhibit platform", accessible to verified buyers anytime. Buyers can view products and place order queries which are sent directly to the exhibitors. Exhibitors can follow up to make the decision to accept and fulfill the order, or to decline.

Buyers are verified before they have full access to this site. Once approved, they can access at their convenience to source for products, to plan their show visit, to re-order, or to check for suppliers they might have missed at the show.

It is an important benefit for exhibitors take part in this digital extension of the show. Increasingly, buyers expect to do their research for products online, and to re-order online.

Consider it an online outreach to the buyers. It ultimately drives traffic to your booth and your own website. Web participation is an essential tie-in to the physical exhibit at the show.

Subscribe so that buyers can click on your company name from the "Exhibitor List" displayed at www.mode-accessories.com and be connected to your own digital wholesale platform at www.modeonline.ca.

Cost: \$250.00 (Exhibitor Profile Platform)

Duration: 6 months, a 10-product platform with unlimited rotation/changes

Note: Larger platforms for more products are available. Please see the Web Advertising Form for rates and package detail.