



# CSAE 2015 Showcase

October 29, 2015

Calgary Telus Convention Centre, Exhibit Halls CDE

CSAE 2015 Showcase, October 29, 2015

Calgary TELUS Convention Centre, Exhibit Hall CDE

Dear CSAE 2015 Exhibitor,

Welcome to CSAE 2015 National Conference & Showcase, continuing a fine tradition of bringing together Executive and Business delegates from across the country for education and networking experiences. **The showcase will take place at the Calgary TELUS Convention Centre (CTCC), Halls CDE, on Thursday October 29, 2015 from 10AM to 2 PM.** With the support of all our exhibitors and sponsors, CSAE is delighted to be given the opportunity to continue to push the innovation bar in the delivery of an exceptional roster of programs and services for Canada's association community.

To make the logistics of exhibiting at this year's Showcase as simple as possible for you, CSAE has contracted with a number of very experienced companies – providing the full spectrum of services that you could possibly need. From Move-in on Wednesday October 28<sup>th</sup>, to move out on Thursday October 29<sup>th</sup>, the entire showcase team will be available to facilitate the process and help you get set up and dismantled as quickly and efficiently as possible.

In the [For Exhibitors](#) section of the CSAE Website, you will find most of the relevant information about our Official Suppliers, including pricing and order forms. You will see that some providers allow for online ordering. I would encourage you to take advantage of this feature for a more simplified and sustainable way to prepare for the showcase. Whatever the manner of ordering, you need to keep copies – hard or soft - of the forms you send and the confirmations received

**CAUTION: BEWARE OF FRAUDULENT HOTEL OFFERS:** For the past 2 years, poachers have been trying to obtain credit card information from our exhibitors. Please note: CSAE has not hired any third party company to handle accommodation for Exhibitors. The official hotels are The Fairmont Palliser, Calgary Marriott Downtown and Hotel Arts Calgary. Please disregard any organizations which may be offering discounted hotel rates. **These companies are NOT affiliated with CSAE and you should not, under any circumstances, provide them with your payment information. Support our industry partners and book your accommodation [here](#).**



Watch for information on The **BIDDIT GAME**, powered by Plan Ahead Events. This game provides the platform and incentive for attendees to visit booths and engage in meaningful conversation with exhibitors to earn **BIDDIT BUCKS**.

Attendees then use their earned **BUCKS** to bid on gifts donated by Exhibitors. **Plan Ahead Events** will fully explain the intent and expected outcomes and will ask for your participation by donating a mock auction item. The **BIDDIT GAME** is new to Canada, and we are very excited to introduce it at the 2015 Showcase. Please whitelist **Plan Ahead Events** to make their communication with you smoother.

In addition to this **Exhibitor Manual**, exhibitors must also review and comply with **Show's Terms and Conditions** as well as the CTCC's **Building Regulations for Exhibitors**, which carries specific instructions that apply for every show. All documents should be reviewed carefully in their entirety by those setting up your exhibit, your suppliers/contractors and booth personnel prior to the show. Please provide them with copies as well.

So, thank you - again - for your participation and we will see you in Calgary this October.

Geeta Prashad  
Manager, Conference & Events





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## ABOUT THIS eMANUAL:

This e-manual has been created to give you an overview of the tasks necessary to complete your booth set up. It contains useful information about what to order from whom, by when, what rules and regulations govern the showcase and how to reach our suppliers. **Please review this e-manual thoroughly and adhere to deadlines!** It is your responsibility to ensure that all order forms and requests are submitted to the appropriate supplier by the requested deadline date to avoid costly late and overtime labour charges and frustrating delays on site. **Attention to this material will save you both time and money!** The early completion and return of order forms will make the organization of your exhibit easier and more efficient.

## PLEASE SHARE THIS eMANUAL!

This kit is produced to provide a convenient source of information for your participation in the CSAE 2015 National Conference and Showcase. However, often the person receiving this manual and completing the forms is not the same person who attends the show. It is also critical that you tell your booth personnel who will be setting up and/or working in the booth what was ordered – and give them copies of the order forms. Many hours of frustration can be saved by this one step. This one step will help avoid confusion on-site and make for a more productive show for your company and on-site team.

### Your Team:

Forms submitted by: \_\_\_\_\_ Mobile: \_\_\_\_\_

#### Manual Sent to On-site Setup Team

1. \_\_\_\_\_ Mobile: \_\_\_\_\_
2. \_\_\_\_\_ Mobile: \_\_\_\_\_

#### Manual Sent to Booth Personnel:

1. \_\_\_\_\_ Mobile: \_\_\_\_\_
2. \_\_\_\_\_ Mobile: \_\_\_\_\_





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## ABOUT YOUR BOOTH

Each booth package includes the following:

- One 10' x 10' booth space
- Booth carpeting, to cover each 10x10 booth space. Colour: salt & pepper.
- Pipe and draping – 8' back wall drape and 3' sidewall drape. Colour: silver
- One black and white 7" x 44" booth ID sign featuring your company name
- Two orange exhibitor badges per booth (access to the tradeshow only); additional badges are \$50.00 each
- One ticket for the Showcase breakfast per 10' X 10' booth
- One listing of your company on the CSAE 2015 Mobile App and posted on the CSAE website; the form is included in the [CSAE Form Appendix](#).
- Delegate lists – June 30, August 30 and September 24 and post conference, based on CASL requirements.



### Booth floor covering "Salt & Pepper"

For the first time, CSAE will provide booth carpeting in all booths. Aisle carpeting will also be provided and both will be in "salt and pepper" (ie dark grey) at no cost to the exhibitor. If exhibitors wish to select a different floor covering from the one provided, it will be at their own expense.

### Booth Drapery "Silver"

CSAE will supply your booth draping in *silver*, free of charge. The parameters are 8' high back wall draping and 3' high side divider drape. All exposed parts of displays must be draped in trade show drape colour to preserve continuity with adjoining booths. If additional draping is required, refer to the GES Online ordering system ([Expresso by GES](#)) or PDF form in the [GES Kit](#).

### Exhibit Booths and other display accessories (GES)

GES provides rentals of various models of exhibit booth furniture and other display accessories (shelves, counter space, display racks, etc.) Order forms and pricing are included in GES Online ordering system ([Expresso by GES](#)) or the [GES kit](#)

## EXHIBITORS' SERVICES:

### Booth sign (CSAE)

CSAE will provide you with a black and white 7" x 44" sign for your booth with your company name (without a logo) at no charge. The sign will be attached to the pipe over the drape of your booth. The order form is included in the [CSAE Form Appendix](#). If this form is not completed, we will use the name provided with your registration form. This sign will be in place prior to your arrival, and will help you to identify your booth.

### Sign or Banner hanging (CTCC)

Signs and Banners that are to be hung from the ceiling of the exhibit hall is a service provided exclusively by the CTCC. Please refer to the Sign & Banner Hanging Form in the [CTCC Form Appendix](#).

### Booth Height Specifications

For signs and banners being hung over your booth from the ceiling, the distance from the floor to the bottom of the booth may not exceed 15 feet. This applies to all booth types, whether inline or Island. Show Management approval is required **before** the order is placed.



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## Electrical/Mechanical (CTCC)

Electricity, lighting and other mechanical services is provided exclusively by the CTCC. Note that there is no electricity provided with your booth. If any part of your booth needs to be plugged in to an outlet, this must be ordered using the appropriate CTCC Electrical Services form. For further rules and regulations regarding these services, refer to the appropriate form in the [CTCC Form Appendix](#).

## Internet and telecommunications (CTCC)

The Calgary TELUS Convention Centre is the sole supplier of internet, telephone and data services. Both wireless and hard wire internet connections are available at the CTCC. For information and pricing, please refer to the [CTCC Form Appendix](#).

## Audio-Visual and Information Technology (PSAV)

Audio Visual and Information Technology Services can be ordered through PSAV. For equipment and pricing, refer to the PSAV [order form](#). Please place your orders in advance, onsite orders are not guaranteed to arrive at your booth in time for the start of the show. Absolutely no AV equipment set up is to take place after Show Opening at 10:00am.

## Food and Beverage (Calgary Marriott Hotel)

The Calgary Marriott Hotel holds the **exclusive** food and beverage distribution rights within the CTCC. The Calgary Marriott Hotel menus can be accessed at the [CTCC Catering appendix](#). No outside food or beverage may be brought into the Exhibit Hall by exhibitors without written approval by the Calgary Marriott Hotel. If you wish to distribute sample beverages and/or food items as part of your exhibit activity, an authorization request must be submitted.

## Lead retrieval (CONEXSYS)

CONEXSYS Registration Services provides barcode scanners allows exhibitors to track leads in an easy and efficient way. Please see the CONEXSYS order form for the specifics and pricing. You can also order through the [Conexsys online system](#) using the event code: **CSAE1015E**. Advise your booth rep that to get the maximum benefit from the scanner, a CONEXSYS representative will be onsite at the main Conference Registration area to distribute the scanners and to demos prior to use.

## Security (CTCC)

Exhibitor badges must be worn to gain access to the show floor for move-in, move-out and during show hours. CSAE's staff and CTCC security will be on duty in the exhibit area during set up, tear down and show hours. After hours, the area will be secured and no one will be given access to the Hall. Neither Show Management nor the CTCC will assume any responsibility for losses incurred from pilferage or any other cause. Review your own company's insurance to ensure your property is covered. Additional security is available directly from CTCC, at your expense. See [CTCC Form Appendix](#).

## Parking (Calgary Parking Authority)

There are 433 parking spaces underground at the Convention Centre Parkade, operated by the Parking Authority, accessed at 727 1 St SE. Daily parking rate up to 6pm is \$27 and \$4.25 in the evening.

## Building Regulations for Exhibitors (CTCC) – Required Reading

The CTCC has specific Building Regulations of which all Exhibitors need to be aware and to be prepared to follow. For safety of all, please review this document in the [CTCC Form Appendix](#) before making any arrangements for your booth, as these regulations may affect your decisions, and will prevent costly changes on site.



## Fire regulations (CTCC & Calgary Fire Department Indoor Special Event Requirements)

See Point #11 of the above noted Building Regulations for Exhibitors for important information specific to fire regulations and your booth.

## Medical Emergencies (CTCC)

In the event of an urgent medical emergency you are asked to call 333 on any house phone, which is directly connected to the CTCC's Security Department. Once you tell them the nature of the emergency and the location, they will immediately dispatch their team to help with the situation, and THEY will call 911. To do otherwise will slow down the Emergency response system. **Please ensure your entire team is aware of this process.**

## CSAE BOOTH REGULATIONS:

### Maximum Height and other dimension restrictions

**Inline Booths:** The maximum display height for all inline booths is 8'.

**Island booths:** An island is a block of exhibit space with aisles on all 4 sides (minimum of 4 10'x10' booths). To avoid obstruction of sight lines to neighbouring booths, note that the maximum wall height permitted for island booths is 15 feet, set back from the perimeter of the booth by 2' on all sides. If your structure must be placed at the edge of your booth for support, it must not be of solid construction, and display materials may not be affixed to the supports. Please forward plans and schematic for your Island booth for approval prior to ordering.

**Booth Height Specifications:** For signs and banners being hung over your booth, the distance from the floor to the bottom of the booth may not exceed 15 feet. This applies to all booth types, whether inline or an Island. Show Management approval is required before the order is placed.

**'Masking' of unfinished display items:** If your Inline booth backs onto another booth and the display item is not finished, extra draping will be required to 'mask' the unfinished area. Any extra draping will be at the cost of the exhibitor.

**Sight lines/visibility:** Displays must also not block or impede visual sight lines to the booth /display of another exhibitor. The side walls of each booth may not be increased in height; side walls are to remain at 3'. You may remove the side draping to join two or more booths together. **Under no circumstances, panels or drapery or any other siding higher than 3' feet are allowed.** If you are in doubt about any custom made booth configuration, discuss it with the show management prior to ordering any material.

**Keep Displays within booth space:** Aisles are to be kept free and clear of any aspect of your display. Exhibitors are to ensure that display material is set up only within their 10'x10' booth space. Any part of your display found to be in the aisles will be moved.

**Booth Sharing:** If you are considering sharing a booth with another supplier, please advise CSAE first, before arrangements are made, to avoid disappointment. CSAE will closely look at the potential sharing partners, and advise on the feasibility.







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## **Merchandise set up or removal during show hours not allowed:**

No materials may be moved IN whilst the show is in progress and No materials may be moved OUT whilst the show is in progress, between 10:00am and 2:00pm. Do not tear down your booth early. Early tear down could result in forfeiting the right to exhibit in future years.

## **Fire Safety:**

The display must not block or impede fire hose cabinets, or any safety feature deemed as such by the CTCC. The CTCC's Fire Safety team holds the final decision on the need to move any items or parts of a display for Fire Safety and/or operational reasons.

## **Booth Cleaning (CTCC)**

GES will ensure that you receive clean carpeting in your booth. If you decide to clean the carpet, you are responsible for the cleaning of your booth. You may order this service from the CTCC using the Janitorial service order form. Note that if you are renting a booth from GES or have your own booth decorator you may make arrangements with them. Forms are included in the [CSAE Forms Appendix](#).

## **Floor Plan**

The floor plan is posted on the [For Exhibitors](#) section of the website. Please note the Show Management has done their best to accommodate exhibitors' requests keeping in mind safety regulations and exhibit hall restrictions. Should any modifications to the floor plan be required, your booth contact will be advised.



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## Show schedule

Please review carefully the Move-in / Move-out procedures and Guidelines. If there are any changes to this schedule, your booth contact will be notified by email.



Safety is of the utmost importance to all who participate in the Show! Please review carefully the Safety First section of the GES Kit and ensure that all booth staff are aware of their duties to ensure a safe environment.

### SHOW READY:

Aisle carpet will be installed overnight on Wednesday October 28, 2015. All booths are to be completely show-ready by 9:00am on Thursday October 29<sup>th</sup>. No heavy items such as crates or exhibits requiring the use of dollies, fork lifts, loading dock or freight elevators, are allowed to be moved in on Thursday, October 29 prior to the show opening at 10:00am. If the use of the loading dock is required at any time on October 29<sup>th</sup>, you must contact CSAE for approval. It is unlikely that approval will be granted, but if it is, all expenses associated with such use will be the responsibility of the exhibitor.

### EXHIBITOR MOVE IN:

DAY	DATE	HOURS
Wednesday	October 28, 2015	1:00 – 8:00pm*
Thursday	October 29, 2015	7:00-9:00am

\* if you require more time to set up, please discuss with Show Management

### EXHIBIT HOURS:

DATE	HOURS	WHAT'S HAPPENING
October 29, 2015	10:00am – 2:00pm	Show Open
October 29, 2015	10:45am – 11:15am	Refreshment Break
October 29, 2015	12:30pm-1:45pm	Showcase Luncheon

### EXHIBITOR MOVE OUT

DAY	DATE	HOURS
Thursday	October 29, 2015	2:15pm – 8:0pm*



### NO EARLY DISMANTLING OF EXHIBIT BOOTHS:

The CSAE Showcase ends at 2:00pm on Thursday October 29, 2015. Exhibitors must NOT dismantle their booth before 2:00pm. Failure to comply with this request could result in forfeiting the right to exhibit in future years.





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## EXHIBIT MOVE OUT:

At Show Close at 2:00pm, please wait for approximately 15- 30 minutes until GES rolls up all aisle carpet. As soon as the aisle carpet is removed, you may move your display out. All equipment and display materials must be removed by 8:00pm on **Thursday October 29, 2015**. If your materials are not removed from the show floor by 8:00pm, they will be removed by GES and/or St. George Show Service and placed in storage at the exhibitor's expense. Neither CSAE, GES, St. George nor CTCC shall be liable for any loss of materials left in the Calgary TELUS Convention Centre after 8:00pm on Thursday October 29, 2015. For more information on the post-show shipping refer to shipment forms in Expresso by GES and for material handling, refer to St George Show Service.

Both the GES and St. George Service desks will be open from move-in to move-out and their Service Desk Staff will be happy to help you make this process easier for you.

## Shipping, Material Handling and Customs

Please stick to the shipping and material handling procedures to avoid misunderstanding and lost material.

### This year, there is a 2-pronged approach to shipping your materials:

- GES is CSAE's official Show Decorator and is also the official supplier for Shipping & Transportation, Warehousing and Customs Broker Services
- St. George is the CTCC's exclusive provider of Material Handling services at the CTCC.

### Take this approach:

Exhibitors will be working with GES on shipping their booth to Calgary, warehousing prior to delivery at 2:00pm on Wednesday October 28<sup>th</sup>, and all things related to setting up your booth. Should you need furniture or plants for your booth, GES will be able to provide those services.

St. George Show Service is the **only** company allowed to move freight/boxes between your booth and the loading dock, even if you have arranged with GES or another shipper to deliver and pick up your shipment. Therefore, to move your display materials from the loading dock to your booth, you will also need to contract with St. George Show Service. Same will apply in reverse for move-out after 2:00pm on Thursday 29<sup>th</sup>.

## Shipping - GES

Shipment sent through GES Transportation will be delivered directly to the dock at the appropriate time, and moved to your booth by St. George (see below for Material Handling details), ready for the start of the Move-in time of 2:00pm on the 28<sup>th</sup>. GES can also provide Advance Warehousing services to hold shipments booked with them that arrive prior to the

If you use a carrier other than GES, please ensure that your shipments are not scheduled to arrive to the show site, Calgary TELUS Convention Centre, no sooner than 2:00pm on Wednesday, October 28. The convention centre will not accept and hold any material received prior to that time! This includes Couriers.

Shipping labels are included in the [GES Kit](#) or [Expresso by GES](#). You may use GES or your own carrier for transportation of your materials. Neither CTCC nor CSAE provides package delivery service to the exhibit area. GES can ship and store your exhibit inbound and outbound, to ensure correct delivery and pick up time.



## Material Handling – St. George Show Services

Definition: Material handling is the unloading of your exhibit materials from a truck, car or van, and delivery to your booth. They will also move empty containers to and from storage, and at the end of the show, the removal of your materials from your booth to the CTCC docks for reloading onto your outbound carrier. This is not to be confused with the cost to transport your exhibit material to and from the event.

**St. George Show Service** has the exclusive material handling rights at the CTCC, which means they are the **only** ones allowed to move your material to your booth, at an additional cost. Order forms, instructions and pricing for **material handling** are included in the [St. George Show Service form appendix](#). These forms are in PDF, to be printed and scanned or faxed back to St. George.

### Crate storage during the show

Cartons, boxes and crates may not be stored under tables or behind displays. Area for storage of such materials will be designated and coordinated by St. George Show Service, who will ensure you receive labels for storage. Ensure your material is labeled before putting it away in storage.

### Post Show shipments

Once the show is over, we recommend you use GES to have your material shipped back home. Please refer to the [GES kit or Expresso by GES](#) for the shipping labels and material handling order forms and pricing.

You may of course use your own shipper or courier. In this case, you will be responsible for placing their labels, way bills, and scheduling of the pickup. **You will still have to fill out material handling forms included in the [St. George Show Service Form Appendix](#) or to have your material moved from the show floor to the loading dock.** Do not leave your shipment in the booth without making arrangements to have it delivered to the loading dock!

If you use your own shipper, all items must be picked up and removed from the loading dock on **Thursday, October 29, by 8:00pm**. Absolutely no material is to be left on the loading dock past 8:00pm. CTCC will not hold any material in storage and will not be responsible for any lost or damaged items. CSAE will not ship on your behalf. If you have heavy crates to be shipped back, you must inform your carrier to send enough people to complete the job. The Convention Centre personnel are not to be expected to help the carriers with lifting and moving of heavy articles.

## Need more help arranging you shipping and material handling?

If you have any questions regarding shipping you can contact: Doug Kennedy at 403.218.7441 or [dkennedy@ges.com](mailto:dkennedy@ges.com). For material handling questions, contact St. George Show Service: [nancyf@calgary-convention.com](mailto:nancyf@calgary-convention.com). 403-261-8575.

## Customs

### Customs

If you are shipping material to Calgary from outside Canada, refer to the information and appropriate forms in the GES Kit for all your customs needs. You may contact Wes Moroz if you have any questions regarding shipping across the border or the completion of customs documents. By using the appropriate forms, within the appropriate time-frame, you can expect a seamless cross-border experience.





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## Registration and Badge Pick-Up

### Badge Access:

Anyone needing access to work in a booths on the Show Floor at any time will need an orange exhibitor badge.

Each 10' x 10' booth is entitled to two (2) exhibitor badges (orange badges). Please confirm the names for your exhibitor badges by submitting appropriate forms included in the [CSAE Form Appendix](#) by the requested deadline. If you require additional badges, please complete the Additional Badge section on the badge order form. A maximum of two additional badges per 10' x 10' is permitted at \$50 each. Exhibitor badges must be worn to gain access to the show floor for move-in, move-out and during show hours. **Full conference delegates are not permitted on the trade show floor during move-in or move-out, nor permitted work in the booth during the show hours without an exhibitor (orange) badge.**

### Exhibitor Registration for Badge and ticket pick up.

DATE	TIME	LOCATION
Tuesday October 27	1:00pm - 7:00pm	Macleod Room Pre Function
Wednesday October 28	7:00am – 5:00pm	Macleod Room Pre Function
Thursday October 29	7:00am – 10:00am	Macleod Room Pre Function
	10:00am – 2:00pm	Exhibit Hall CDE
	2:00pm – 5:00pm	Macleod Room Pre Function
Friday October 30	7:00am – 2:00pm	Macleod Room Pre Function

To register as a full conference delegate or for individual networking (social) events, a registration form is included in the [CSAE Form Appendix](#). **Conference Program** is available on CSAE's [Conference website](#) OR via the mobile APP.





## Social Events ARE ticketed events:

Your showcase registration does **not** include any of the scheduled social events except the Showcase Breakfast (see below). Tickets to all events must be purchased separately and are required for entrance. If you choose to purchase additional tickets, note that your ticket AND your badge are needed for access to all official CSAE Events. **One or the other is not sufficient to gain access. Ticket with badge access is strictly enforced.**

**The Showcase Breakfast**, sponsored by *Hilton Worldwide* – is a Ticketed Event. Exhibitors receive 1 showcase breakfast ticket per 10x10 booth. This year's Showcase Breakfast Keynote speaker is Kit Grant, a Canadian Speakers Hall of Famer, sponsored by *Tourism Saskatoon*. Mr. Grant's keynote presentation is entitled *Still Flailing after all these Years? ...Success through Responsibility*. Please refer to the [CSAE website](#) for details.



**Orange Exhibitor badges alone do not allow access to the Showcase Breakfast. For F&B guarantee purposes, you must have a ticket as well.** If you wish to purchase tickets for the showcase breakfast, they are \$75 each and may be purchased online or by using the Conference registration form which is included in [CSAE Form Appendix](#).

**Ticketing details:** In order to gain access to this breakfast, Exhibitors must either be:

- using a ticket received with your booth,
- be a fully registered conference delegate,
- have purchased the day registration for October 29<sup>th</sup> or
- have purchased a ticket for the Showcase Breakfast.

## Showcase Break and Luncheon

The break is sponsored by the **Quebec City Business Destination (QCBD)** and luncheon is sponsored by **Banff Lake Louise Tourism**. Exhibitors are invited to attend this luncheon. If you choose to partake in the luncheon, please wait until the majority of delegates have eaten. It is not appropriate to be eating at your booth. There are no tickets for the Break or the Luncheon.





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## Travel and Accommodation

A block of rooms has been reserved at the following hotels. You may link directly to these CSAE Member properties from [Travel and Accommodations](#) on the CSAE Website.

### The Fairmont Palliser Hotel (**Sold Out**)

133 9th Avenue SW, Calgary, AB T2P 2M3

Phone: (403) 262-1234

### The Calgary Downtown Marriott Hotel

110 9th Avenue SE, Calgary, AB T2G 5A6

Phone: (403) 266-7331

### Hotel Arts

119 12 Avenue SW, Calgary, AB T2R 0G8

Phone: (403) 266-4611

### Hyatt Regency Calgary

700 Centre Street SE, Calgary, AB T2G 5P6

To Book Online: [Click Here](#)



## Airline Discount for CSAE Conference Attendees:

Save 10% off your WestJet flight when flying in and out of Calgary for the CSAE2015 National Conference & Showcase, between October 21 and November 6, 2015. To book, go to [www.westjet.com](http://www.westjet.com) and enter the promo code **YYC01** and the coupon code **PORZYW5** at the check-out page. Please note **BOTH** codes need to be used for the discount to apply.





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## Show Checklist and Deadlines – a tool to keep on top of deadlines

### CSAE

- CSAE
- September 18.....Exhibitor Listing.....
- September 28.....Exhibitor Badge Order Form.....
- September 28.....Exhibitor Booth sign form.....
- Ongoing to 10/28/15.....Conference Registration form (optional)

### CALGARY TELUS CONVENTION CENTRE

Note that there is no electricity, internet lines, extra lights in your booth

- October 13.....Internet.....
- October 13.....Telecommunications & Cable TV.....
- October 13.....Electrical & Mechanical.....
- October 13.....Rental Lighting.....
- October 13.....Utility Services (Plumbing, gas, water etc).....
- October 13.....Additional in-booth security.....
- October 13.....Sign and Banner Hanging & Removal.....
- Ongoing to 10/28/15.....A MUST READ: The Building Regulations for Exhibits.....

### CALGARY DOWNTOWN MARRIOTT: CTCC IN-BOOTH CATERING

- October 15.....Exhibitor in-booth Catering Order Form.....

### GES CANADA

Please note this is only a partial list. For full list of forms and deadlines, refer to GES Online ordering system or GES kit..

- October 15..... Carpet & Underpadding (NB: booth carpet is provided ).....
- October 15..... Furnishings.....
- October 15..... Exhibit Accessories & plants.....
- October 15..... Signs/banners.....
- October 15..... Installation, Dismantle Labour Services .....
- October 15..... GES Logistics, shipping, transportation.....
- October 15..... GES Customs Broker Services.....

### ST. GEORGE SHOW SERVICE – MATERIAL HANDLING SERVICES

- October 13.....Material Handling, in-booth Forklift.....

### PSAV – IN-BOOTH AUDIO VISUAL

- October 15..... Audio Visual and computer rentals.....

### CONEXSYS (LEAD RETRIEVAL)

- October 15..... Scanner Order Form.....

Questions? Call Geeta 416-363-3555 x 236 or email [Geeta@csae.com](mailto:Geeta@csae.com)





## Good to Know for the 2015 Showcase:

### Exhibitor Success Centre

#### Find ways to ramp up your Engagement and Delivery – pre-show, onsite and post-show

It is in the best interest of any exhibitor to strive to provide great customer service to the attendees on the show floor. Exhibiting companies go to great expense to be in a show, and everyone is looking for a good Return on Investment. Before the show, make a point to visit the [Exhibitor Success Centre](#) for a variety of tips and tools on how to master your boothmanship and how you and your team can truly stand out and shine at this Showcase.


[CSAE Exhibitor Success Centre](#) *Tips to ensure successful interaction with association executives and generate sales*

- Research your prospective client's website
- Demonstrate understanding of the association sector (know what motivates the decisions and how the associations are structured)
- On site, open with personal questions
- Apply 'soft sell' approach - build a relationship to ensure success
- Note that there is a longer lead time (1-5 years) than in the corporate sector
- Be aware of the ethical code in associations with respect to gifts (not prizes)
- Share the information with your booth staff

### Education session CSAE Business Members and Exhibitors only

We are offering two sessions for CSAE Business Members and Exhibitors (Orange Badge) on Wednesday, October 28, 2015 at the CTCC (Macleod Room A 2/3). These sessions are open to any business members or Exhibitor with a badge, whether registered for the full conference, a one day package or as an exhibitor only. See the [Schedule](#) for more details.

### Exhibitor/Attendee Engagement tool – The Biddit Game

 Watch for information on The **BIDDIT GAME**, powered by Plan Ahead Events. This game provides the platform and incentive for attendees to visit booths and engage in meaningful conversation with exhibitors to earn **BIDDIT BUCKS**. Attendees then use their earned **BUCKS** to bid on gifts donated by Exhibitors. **Plan Ahead Events** will fully explain the intent and expected outcomes and will ask for your participation by donating a mock auction item. The **BIDDIT GAME** is new to Canada, and we are very excited to introduce it at the 2015 Showcase. Please whitelist **Plan Ahead Events** to make their communication with you smoother.

### Delegates' Bags

There will be no official delegates' bags for attendees.



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## Contacts

<b>CSAE Show Management</b> Contact: Geeta Prashad Tel: 416-363-3555 x 236 E-mail: geeta@csae.com	<b>The Fairmont Palliser Hotel (Sold Out)</b> 133 9th Avenue SW, Calgary, AB T2P 2M3 Phone: 403-262-1234
<b>Calgary TELUS Convention Centre (CTCC)</b> Contact: Lisa Massier Tel: 403-261-8559 Fax: 403-261-8581 E-mail: shows@calgary-convention.com	<b>The Calgary Downtown Marriott Hotel</b> 110 9th Avenue SE, Calgary, AB T2G 5A6 Tel: 403-266-7331
<b>Calgary Marriott Hotel – In-Booth catering/F&amp;B</b> Contact: Catering Sales Office Tel: 403-261-8500 Fax: 403-261-8510 E-mail: williamj@calgary-convention.com	<b>Hotel Arts</b> 119 12 Avenue SW, Calgary, AB T2R 0G8 Tel: 403-266-4611
<b>GES Show Services – booth furnishings, shipping, transportation, warehousing, customs</b> Contact: Doug Kennedy Account Manager Tel: 403-218-7441 E-mail: dkennedy@ges.com	<b>Hyatt Regency Calgary</b> 700 Centre Street SE, Calgary, AB T2G 5P6 To Book Online: <a href="#">Click Here</a>
<b>St. George Show Service - Material Handling</b> Contact: Nancy Floris Tel: 403-261-8575 Fax: 403-261-8576 E-mail: nancyf@calgary-convention.com	
<b>PSAV – for in-booth AV equipment rental</b> Contact: Peter Maher Sales Manager Tel: 587.315.3428 E-mail: pmaher@psav.com	
<b>Conexsys Registration Services -Lead retrieval</b> Contact: Troy Bell Tel: 905-405-8415 1-800-661-5319 x 32 E-mail: troy@conexsys.com	



## SHOW RULES AND REGULATIONS

By registering for the CSAE 2015 Showcase the Exhibitor agrees with the following Terms and Conditions. Acceptance by Management of the Contract creates a legally binding document between CSAE and the Exhibitor.

**1. In these Terms and Conditions, the following words shall have the following meaning:**

- a. The term 'Exhibitor' means any Company, Organization, Partnership, Firm or individual to whom space has been allocated for the purpose of exhibiting and who is responsible for appointing an employees, servants or agents to coordinate the Exhibitor's participation (Booth contact). An 'Exhibitor' is an applicant that has been accepted for participation in the Showcase by CSAE. Upon acceptance, the Exhibitor contract shall create a legally binding Contract between CSAE and the Exhibitor.
- b. The term 'Showcase' means CSAE 2015 Showcase.
- c. The term 'Contract' means the Contract for Exhibition Space entered into between CSAE and the Exhibitor, which incorporates these Terms and Conditions.
- d. The term 'CSAE' shall include all employees, servants and agents of CSAE, organizers of CSAE 2015 Showcase.
- e. The term 'Exhibit facility' means Calgary TELUS Convention Centre Niagara, Niagara Falls, ON.
- f. The term 'Official supplier' means any supplier or contractor appointed by CSAE or the Exhibit facility to provide services or products to the exhibitors on exclusive or non-exclusive basis.
- g. The term 'Exhibit space/booth/booth area' means the contracted space as specified on the exhibit registration form.
- h. The term 'Show floor' means the space in the Exhibit facility where CSAE 2015 Showcase is taking place.
- i. The term 'Booth contact' means any employee, servant or agent appointed by the Exhibitor to coordinate the Exhibitor's participation at the Showcase.

**2. The Exhibitor shall comply with all rules and regulations of the Exhibit facility and agrees that CSAE's decision to adopt and enforce any such rule or regulation shall be final and binding.** All rules and regulations established by CSAE will be specified in the Exhibitor manual distributed to the Booth contact provided in the registration form, 3 months prior to show dates.

**3. CSAE reserves the right to cancel this Contract and to withhold possession of the space or to expel the Exhibitor there from if the Exhibitor fails to comply with any terms and conditions of this Contract,** with those outlined in the Exhibitor manual or the show rules and regulations, in which case the Exhibitor shall forfeit as liquidated damages all payments made pursuant to this Contract, all without limiting CSAE's other rights and remedies at law under this Contract as a result of such failure to comply. CSAE shall not be responsible to the Exhibitor for any losses (including consequential losses), costs or expenses which may be brought against or suffered or incurred by the Exhibitor as a result of such cancellation.

**4. The Exhibitor shall indemnify and hold CSAE harmless** from and against any loss, injury or damages whatsoever suffered by CSAE as a result of the Exhibitor's failure to comply with the terms and conditions of this contract or as a result of the Exhibitor's participation in the show including without limitation any claims for loss or theft of property, pilferage, personal injury, or loss of business or profits, whether arising from any act of CSAE, any other Exhibitor, the Exhibit facility, attendees of the show and their respective director, officers, agents and employees. In addition, each Exhibitor is required to indemnify and hold the Exhibit facility harmless from all liability (damage or accident)

which might ensue from any cause resulting from or connected with transportation, placing, removal or display of exhibits.

**5. This Contract may be canceled by the Exhibitor provided a written notice is received by no later than September 2, 2015, in which case all monies paid by the Exhibitors will be refunded less a fee of \$300 per registration.** If the Exhibitor cancels after September 2, 2015, the Exhibitor will be responsible for the full contract price. No refunds will be issued after September 2, 2015.

**6. CSAE has the right to cancel the Showcase for any reason and shall not be liable for any losses (including consequential losses), costs or expenses which may be brought against or suffered or incurred by the Exhibitor by reason of any such changes or cancellation, other than to refund in full of any amounts paid by the Exhibitor to CSAE.**

**7. The Exhibitor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards,** including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Exhibitor so comply.





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8. CSAE reserves the right to alter or change the space assigned to the Exhibitor. CSAE further reserves the right, at its sole discretion to change the date upon which the show is held.
9. The Exhibitor shall not assign this contract or sublet, share or apportion the assigned exhibit space or any part thereof or permit same to be used by any other than the registered organization without the prior written consent of CSAE. Any attempt to do so is null and void and will result in immediate cancellation of this Contract and the forfeiture of any amounts paid by the Exhibitor to CSAE.
10. Access to the show floor for move-in and move-out is strictly limited to Exhibitors wearing Exhibitor badges issued by CSAE. No other form of identification will be accepted. Badges are not transferable. CSAE reserves the right to withdraw any badge issued to any Exhibitor, if complaints have been received regarding his or her conduct.
11. At all times during the show hours, the booth should be staffed by competent personnel. The Exhibitor must provide at least one staff per booth during show hours. The Exhibitor agrees to comply with CSAE's booth personnel policy which allows no more than two (2) personnel per 10'x10' booth space at a time during show hours. CSAE asks the Exhibitors to rotate their staff to comply with this policy. Exhibitor badges must be worn at all times. All booth staff must have an Exhibitor badge; business delegates whose organization is participating in the Showcase are not allowed access on the show floor for move-in or move-out or to work in the booth unless they wear the Exhibitor badge (different from business delegate badge). Furthermore, access to education sessions and networking events is not included in the booth space registration or exhibitor badge registration.
12. Exhibitor's display must comply with all requirements of CSAE including maximum booth height requirement (8 ft.). Requests to exceed this height will be considered upon submission in writing accompanied by a drawing. If your booth backs onto another booth and the display item is not finished, extra draping will be required. Any extra draping required will be at the cost of the Exhibitor. The display must not block or impede other Exhibitors or fire regulations. The side walls of each booth may not be increased in height; side walls are to remain at 3'. You may remove the side panels to join two or more booths together. If Exhibitor fails to submit a booth sign order form, the fascia board sign included in the cost of the exhibit space will be provided stating the name of the Exhibitor's organization as specified on the registration form. CSAE may, at Exhibitor's expense, remove or alter any part of the exhibit materials or physical booth if, in their opinion, it is desirable to do so in the interests of the show.
13. CSAE will provide booth carpeting at no cost to the exhibitor. Exhibitor may choose to order a different carpet and/or underpadding, however this will be at their own expense.
14. The Exhibitor must adhere to the Show schedule. Move-in of the exhibits will take place on Wednesday, October 28, 2015. No heavy items such as crates or exhibits requiring the use of dollies, fork lifts, loading docks or freight elevators, are allowed on Thursday October 29, 2015 prior to the show. If the use of the loading docks or freight elevators is required upon approval from CSAE any expenses associated with such use will be the responsibility of the exhibitor. The booth must be ready and all the installations completed by 9:00 am on Thursday October 29, 2015. In the case that the Exhibitor fails to open the booth or uncover the exhibit, CSAE may arrange for the booth to be removed and the Exhibitor shall be liable for any expenses that may be incurred. CSAE will not be liable for any losses, direct or consequential, sustained by the Exhibitor as a result of this action. No material may be removed from the show floor while the show is in progress. Exhibitors must not dismantle their booth before 2 p.m. on Thursday October 29, 2015. Failure to comply with this requirement could result in forfeiting the right to exhibit in future years. Exhibitor agrees to remove the exhibit, equipment and appurtenances from the Show floor by the final move-out time set forth in the Exhibitor manual. If the Exhibitor fails to do so, Exhibitor agrees to pay for such additional costs as may be incurred by CSAE or the Exhibit facility to remove and/or store any such items.
15. CSAE reserves the right at any time to alter or remove exhibits or any part thereof including printed material, products, signs, entertainment, lights or sound and to expel Exhibitors or their personnel if, in CSAE's opinion, their conduct or presentation is objectionable to CSAE or to other show participants. In addition, Exhibitor agrees to limit the distribution of promotional material or products to their exhibit space. Exhibitors, their agents, representatives or associates are under no circumstances allowed to distribute promotional material or products on the show floor to attendees or other Exhibitors, unless an approval has been obtained from CSAE. CSAE reserves the right to stop any activity on the part of the Exhibitor conducted outside of the contracted exhibit space. Any hospitality or entertainment format activity provided by the Exhibitor should be confined within the booth area only.
16. The Exhibitor agrees not to conduct or permit to be conducted any radio, television broadcasting or video tape production in the exhibit facility without prior approval from CSAE and prior written authorization from the exhibit facility. All expenses incurred in radio or television broadcasting and video tape productions are the responsibility of the Exhibitor and/or the producing company.



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17. Exhibitor agrees to not sell or permit the sale of any concessionable items in the Exhibit facility.
18. The Exhibitor agrees not to bring into the Exhibit facility any vehicles, helium balloons or animals without prior written authorization.
19. **The registration fee is for the booth space only.** It does not include any booth material such as exhibit rental (modular or display), furniture, equipment, or any other accessories or services, unless specifically indicated in the exhibitor prospectus.
20. **Exhibitor shall appoint a Booth contact which will be in receipt of all important exhibitor information prior to the Showcase including but not limited to Exhibitor manual, exhibitor updates, alerts, changes, floor plans and forms.** Should the Booth contact change at any point, it is the responsibility of the Exhibitor to advise CSAE of such change. CSAE is not liable for any losses (direct or consequential), costs or expenses which may be brought against or suffered or incurred by the Exhibitor as a result of failing to report this change of contact.
21. **The receipt of the registration form with or without payment does not automatically constitute acceptance to exhibit.** In order to exhibit, the registration form and the payment must be received and processed. Exhibitors that do not submit their payment will not be considered registered until the amount is paid in full. Should the Showcase be sold out, the Exhibitor whose payment has not been received and processed will be placed on the waitlist. The 2014 Exhibitor and Early Bird pricing applies to those applications **received and paid in full** by the deadline date. Applications that do not comply with this requirement will not receive the discounted pricing. Organizations registering four or more booths are eligible to receive a 10% discount. Such registrations and payments must be submitted at the same time to receive the discount.
22. **Exhibitor listing will be published electronically and distributed to the showcase attendees.** CSAE does not accept responsibility for any omissions, misquotations or any other errors which may occur in the compilation of this publication.
23. **The Exhibitor is responsible for the placement and cost of insurance relating to its participation in the show.** The Exhibitor shall carry Commercial General Liability Insurance against claims for personal injury, death or property damage incident to, in an amount of minimum limit of \$3 million with CSAE and the Exhibit facility as additional insured to the policy with respect to the liability arising out of or in any way connected to the Exhibitor's participation in the Showcase. The Exhibitor agrees to furnish immediately to CSAE, upon request, certificates of insurance pertaining to all policies of insurance carried by the Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. If the Exhibitor fails to comply with any of the foregoing, in addition to any other rights or remedies available to CSAE at law or under this Contract, CSAE shall have the right to take possession of the display space for such purposes as it sees fit and the Exhibitor will be held liable for the full contract price for the said space. The Exhibitor understands that neither CSAE, the Exhibit facility or the Official Supplier maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.
24. **Exhibits which include as part of their exhibit activities target shooting, ball throwing, or any other similar activity,** must provide adequate safeguards to protect participants, equipment and the exhibit facility from injury and damage. Equipment, location and installation must be approved by CSAE and the exhibit facility.
25. **Use of a NON-official Exhibitor Appointed Contractor (EAC)** is subject to approval by CSAE. Should the Exhibitor require a non-official contractor (other than those specified in the Exhibitor manual) for the setup, configuration or décor of the exhibit space, Exhibitor agrees to provide CSAE with the name of the organization that is to perform the above mentioned activity and the number of workers no less than 30 days prior the start of the Showcase. EACs (Exhibitor Appointed Contractors) must carry commercial liability insurance of a minimum to \$3 million with CSAE, the Exhibit facility and the City of Niagara Falls as additional insured to the policy with respect to the liability arising out of the operations conducted during their presence on the tradeshow floor. In addition, the EAC must also be able to provide CSAE with a certificate of insurance upon request. The Exhibitor agrees to indemnify and hold CSAE and the Exhibit facility harmless from and against any and all claims, demands, damages and expenses including any claims or liability for compensation under the Workplace Safety and Insurance Act (WSIA) and other laws arising out of injuries, sustained by any employee, or any contractor or sub-contractor of the Exhibitor, together with attorney's fees incurred by any lawsuits related to any personal injuries or death. Note that certain services are considered exclusive to the exhibit facility and as such only these contractors may be used. The EACs must comply with the showcase schedule times outlined in the Exhibitor manual and carry CSAE issued badge identification to be allowed access on the show floor for move-in and move-out only.





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**26. The Exhibitor agrees to comply with the rules and regulations of any unionized contractors (I.A.T.S.E.) which may be used to service the Exhibitors.**

**27. CSAE will take photographs and video and may use any such material for news or promotional purposes whether in print, electronic, or any other media, including the CSAE website.** By participating in the Showcase, Exhibitor grants CSAE the right to use Exhibitor's name and photograph/video for such purposes. Exhibitor waives the right to inspect or approve the finished product in any format. In addition, all rights to royalties or other compensation arising or related to use of photographs/video are waived by the Exhibitor.

**28. Each Exhibitor is responsible for obtaining all necessary licenses and permits to use any copyrighted material in their booth.** The Exhibitor shall remain liable for and shall indemnify and hold CSAE and its officers, representatives and employees harmless from all claims, suits, damages liability, expenses and costs, arising from or out of violation or infringement by the Exhibitor, Exhibitor's representatives, employees of any patent, copyright, trademark or trade secret rights or privileges. In addition, The Society of Composers, Authors and Music Publishers of Canada, (SOCAN) and Re-Sound Music Licensing Company are empowered to administer the process of the legal use of copyrighted music. Pursuant to a license agreement between the Exhibit facility and SOCAN and Re:Sound, the Exhibit facility is obligated to collect license fees, in accordance with applicable tariffs, from all Exhibitors and users of the facility in respect of the performance of musical works on the premises which are arranged for or authorized by the Exhibitor. Exhibitor is responsible to advise the Exhibit facility if copyrighted music is going to be used during the Showcase and is responsible for any fees arising from or connected with use of such material.

**29. Exhibit space is to be returned by the Exhibitor in the same condition as it was handed over.** No nails, screws or any other fixtures may be driven into any part of the contracted exhibit space including the floors. In the case of any damage including the structure, floor, cable, ducts, etc. or alterations such as paint or any other permanent covering, it shall be repaired or restored to its initial condition at the Exhibitor's expense.

**30. Personal Information Protection and Electronic Documents Act (P.I.P.E.D.A.)** Exhibitor hereby extends permission for CSAE to collect, maintain, and use Exhibitor's information for the purposes of:

- a) Contacting Exhibitor by mail, fax, telephone or e-mail concerning any matter associated with the Showcase, or future Showcases
- b) Maintaining internal records related to the Showcase
- c) Disclosing of Exhibitor's information to third parties for:
  - i. Establishing and processing billing arrangements and payments
  - ii. Providing the information to Official suppliers and the Exhibit facility
  - iii. And for any other purpose which may be deemed necessary by CSAE

CSAE is committed to protecting Exhibitor's information from unauthorized use and access while such information is in CSAE's care, and when such information is disclosed to third parties, in accordance with the CSAE's policy. The Exhibitor, upon signing this Contract, acknowledges and consents to the collection, use and disclosure of Exhibitor's information by the CSAE and by third parties in accordance with the provisions outlined herein.

**31. Each Exhibitor warrants that its booth design and use of space will be in compliance with the Accessibility for Ontarians with Disabilities Act (AODA).** The Exhibitor shall indemnify and hold CSAE its directors, employees, representatives, harmless from and against all claims, including attorney's fees, and litigation expenses, that may be incurred on the basis of the Exhibitor's breach or non-compliance of any provisions of the above mentioned laws, bylaws, ordinances, regulations, requirements, codes and standards.

**32. Any changes additions, alterations, or deletions made to this Contract by any person, organization, company, or corporation, without the express written agreement from CSAE, are prohibited and shall be null and void.**

