

**2009 SOUTHERN ONTARIO  
LIQUIDATION  
& OUTLET Super Sale!**

Dear: Exhibitor,

Please find enclosed our Liquidation & Outlet Super Sale Exhibitor Manual for your review.

We at the Liquidation & Outlet Super Sale will do our very best to ensure that you, our valued exhibitor, meet thousands of highly potential clients. Our advertising campaign is already underway in several community newspapers which include The Oakville Beaver, Oakville Today, Milton Shopping News, The Hamilton Spectator, Burlington Post, Niagara This Week, West of the City Magazine, Kitchener-Waterloo Record, Forever Young Magazine, Grand River Sachem, etc. Web based campaigns include; topsales.com, shoestringshopping.com, canadianredflagdeals.com, 701goldbook.com, Facebook & Twitter! Radio advertising will involve select Hamilton based radio stations.

As Exhibitors in our show we ask that you also be actively involved in promoting your participation. We would be happy to provide a PDF of our flyer for you to print and supply to your clients.

Please do not hesitate to contact us if you have any questions. We look forward to working with you to make our Super Sale a great success for all.

Sincerely,

Brad Dean  
Show Manager  
[bdean@quadrainnovations.com](mailto:bdean@quadrainnovations.com)  
(905) 842-6591 Ext. 370

Kelly Christensen  
Operations & Events Coordinator  
[kchristensen@metrolandwest.com](mailto:kchristensen@metrolandwest.com)  
(905) 842-6591 Ext. 365

# EXHIBITOR INFORMATION MANUAL

**Liquidation Outlet & Super Sale – November 20-22, 2009**

[www.liquidationsupersale.com](http://www.liquidationsupersale.com)

**Produced By:**

Premier Consumer Shows  
447 Speers Road, Suite 4, Oakville, Ontario, L6K 3S7  
Telephone Number: 905-842-6591  
Fax Number: 905-842-6843

**Location of Show:**

Careport Centre  
270 Longwood Road, South  
Hamilton, Ontario  
L8P 1A6  
Website: [www.caregoholdings.com](http://www.caregoholdings.com)

**Show Office Phone Number: TBD**

**Show Dates:**

- Friday November 20, 2009 – Sunday November 22, 2009

**Show Hours:**

Friday November 20, 2009	5:00pm – 9:00pm
Saturday November 21, 2009	9:00am – 7:00pm
Sunday November 22, 2009	10:00am – 5:00pm

**Move In:**

- Friday November 20<sup>th</sup> from 7:00am – 3:00pm (The Show opens at 5:00pm)

**PLEASE NOTE: NO ACCESS TO THE BUILDING WILL BE PERMITTED PRIOR TO THE ABOVE TIMES.**

Hand carried merchandise is permitted to be brought into the warehouse through the loading dock doors (street level). Heavier items can be moved in through 14 loading bays or the main loading dock door located on the Southwest side of the building (by the Consumer entrance). Should you require a dolly, hand truck, material handling or forklift service please contact Kevin Lagallis from Show Services at 416-938-1063 or visit our website at [www.liquidationsupersale.com](http://www.liquidationsupersale.com) to

obtain a Show Services Form. Our Show staff will be onsite during move-in, throughout the show and during move-out to assist you!  
Vehicles will be permitted on the floor for drop off and unloading of merchandise. Please use the Southwest loading dock door, located at the front of the building (by the consumer entrance). All vehicles must be off the show floor by 1pm on Friday November 20<sup>th</sup>. No vehicles will be permitted on the show floor during the show. **Please note:** The warehouse floor is concrete and will **not** be carpeted in common areas.

### **When you arrive on site at the Careport Centre:**

Before bringing your exhibit material into the warehouse, you must first register at the show office, located on the main floor near the front of the building (Southwest corner). At that time you will:

- 1) Receive all passes and badges (you cannot access the floor without a badge),
- 2) Receive any additional show information and instructions,
- 3) Be directed to your appointed booth space

### **Shipments:**

No shipments will be accepted at the Careport Centre prior to Friday November 20<sup>th</sup> at 7am unless otherwise approved by Show Management. All exhibit material must be delivered during move in at the loading bays. Show Management will not accept C.O.D shipments. Livingston Event Logistics can supply your Transportation and Customs needs; please contact Livingston Event Logistics at 416-863-9339.

Should you need to ship products directly to the Careport Centre, please ensure the following information is included:

Show: Liquidation & Outlet Super Sale

Attention: Careport Centre

Address: 270 Longwood Road, South

Hamilton, Ontario

L8P 1A6

### **Parking is *FREE* and there is plenty of it!**

### **Move Out:**

- Sunday November 22<sup>nd</sup> from 5:00pm – 12:00am

All materials must be removed from the show on Sunday October 22<sup>nd</sup> immediately following the close of the show at 5pm. **All vendors must remain intact and fully staffed until the show closing at 5:00pm on Sunday November 22<sup>nd</sup>.** All material handling is the responsibility of each individual exhibitor. Any items left after midnight will be removed by Show management and discarded of. Please ensure

you remove all of your belongings and throw out your garage in the designated locations and recyclable areas.

### **Booth Rental:**

10x10, 10x20 and 10x30 Exhibitor booths will include 8 foot back pipe and draping. **Please note: Bulk Space will not include draping.** Should you wish to purchase draping, carpet, signage, décor, etc, please contact Kevin Legallais from Boneyard at 416-938-1063. You can also find the Show Services form on our website, [www.liquidationsupersale.com](http://www.liquidationsupersale.com).

### **Entry to Show:**

Show management reserves the right to refuse admission to the show. Any visitors, exhibitors, or exhibitor employee's who, in the opinion of the Show Management, is under the influence of drugs or alcohol or in any way creating a disruption of the show.

### **Display Information & Regulations:**

- A. Use of nails, screws or any material in a fashion that can mark floors walls or ceiling of the exhibit hall is prohibited.
- B. The only tape exhibitors are allowed to use for securing carpet or material to the hall floor is "double sided cloth tape".
- C. Exhibitors planning to use special equipment or construction techniques are urged to submit plans to the Show Management well in advance, to ensure compliance with all regulations.
- D. Aisle space may not be used for exhibit purpose, or for general solicitation of business. Distribution of literature or other exhibit material is prohibited outside of your exhibit area.
- E. Audio-visual devices must not interfere with other surrounding exhibitors.
- F. **The use of stickers or balloons of any type (including deflated, helium filled, air filled, on sticks, etc.) as give-away is absolutely forbidden.**

### **Exhibitor Badges:**

Four exhibitor badges containing the exhibitor's company name and personalized first and last names will be issued per exhibitor. You can pick your exhibitor badges up at the Show Office during move in on Friday November 20<sup>th</sup>. Please note: Exhibitors will need to show ID when picking up their badges. An Exhibitor Badge Request Form will be emailed to you directly by October 30<sup>th</sup>. Exhibitor Badge Request forms can also be found on our website at [www.liquidationsupersale.com](http://www.liquidationsupersale.com). Should you require additional badges, please send a request to Kelly Christensen at [kchristensen@metrolandwest.com](mailto:kchristensen@metrolandwest.com) no later than Friday November 6, 2009. Extra badges will cost \$10.00 each.

**Electricity:**

Please note **hydro is not included** in your booth space. Should you wish to purchase power and lighting, please contact Randy Jackson from Stronco Electrical Services at 905-270-6767 or visit our website at [www.liquidationsupersale.com](http://www.liquidationsupersale.com) to fill out a form and fax back to them directly. Please note the booking deadline date is Friday November 13, 2009.

**Telephone & Internet Services:** Should you require Telephone or Internet Services at the show, please contact Massimo Caponi from Carelynx Corporation at (905) 529-8217 x 326. You can also find this form on our website, [www.liquidationsupersale.com](http://www.liquidationsupersale.com)

**Material Handling:**

Material handling inside the building is the responsibility of each exhibitor. In order to facilitate the move-in and move-out, forklift service will be available for those who have requested the service. Please request this service if needed, while coordinating your move-in time with our office. Please contact Dawyn Mckillop at 905-527-7469.

**Storage:** Show management has arranged to have limited storage areas for our Exhibitors to use. Please use at own risk. Exhibitors are encouraged to secure their own products in a safe, trusted place. For extra storage room, please contact Kelly Christensen at 905-842-6591 Ext. 365.

**Sub-Letting Booths:**

No exhibitor, under any circumstances, may sublet any portion of his/her booth space without prior written permission of Show Management. Please contact Brad Dean should you have any questions at 905-842-6591 Ext. 370.

**Staff of Exhibit Space:**

Exhibitors are required to have staff at their exhibit at all times during the show hours.

**Signs:**

Exhibitors are permitted to display signs representing their product only, in those areas for which they have contracted space. All signage must be professionally done. Should you wish to have a sign hung from the ceiling, please contact Debby Romanet from Stronco at 905-270-6767 directly.

**Damage to Property:**

Use of nails, screws or any material which can mark floors, walls, columns ceilings is prohibited. No tape is allowed on the walls, blue stick tac only. Exhibitor's wishing to lay any floor coverings may not adhere to the building floor. Exhibitor's are liable

for any damages caused to building floors, walls, columns, or ceilings or to standard booth equipment and will be billed to the exhibitor.

**Insurance:**

Show Management does not accept responsibility for injury to persons, loss of, or damage to products, exhibits, equipment or decorations, by fire, accident, theft, or any other causes while in the building. Exhibitors, or their own agents insurance is highly recommended but not mandatory to cover third party liability including their own personnel, and for exhibits and materials against all other hazards. Need an insurance company? Please contact Nacora at 905-307-0307 and they will assist you. Once finalized with Nacora, please send Insurance form directly to Kelly Christensen at 905-842-6843 to keep on file at show.

**POS Machine Rentals:** Should you need to rent a POS Machine to use on-site at the Liquidation Sale, please contact Dwayne McKillop from Continuum at 905-527-7469.

**Security:**

Security guards from GSS Security will be on duty from 7 a.m. on Friday November 20th and will continue around the clock until midnight Sunday November 22nd. Should you wish to have your booth personally supervised, please contact John Le Roy from GSS Security at 905-547-5552.

**Premier Consumer Shows does not assume responsibility for loss or stolen items. Exhibitors should take all possible precautions and purchase insurance to protect their own property.**

**Contests/Draws:**

Contests and draws conducted by exhibitors in conjunction with their exhibit at the show must be free of any obligations on the part of their winners. **Prize winners must not be required to place an order before collecting the prize offered.** The listing of prizes and terms of the draws must be clearly stated on the entry form. Exhibitors wishing to conduct a contest or draw in association with/at the Liquidation Outlet & Sale Show must follow all rules under **section 59 of the Competition Act** obtainable from Consumers and Corporate Affairs. Failure to comply with the rules of this Act constitutes a criminal offence.

Any exhibitor running a contest, a draw or merchandise give-away in their exhibit must first receive approval from the Management of the Liquidation Outlet & Super Sale Show (prior to the opening day of the show). For further information, please contact Kelly Christensen at 905-842-6591 Ext. 365.

**Obstructions of Aisles and Booths:**

Any demonstrations or activities that result in excessive obstruction of aisle, or prevents ready access to an exhibitor's booth, shall be removed by Show Management. Distribution of literature or other exhibit material is prohibited outside your immediate exhibit area.

**Sound, Noise & General Behaviour:**

In order to have a harmonious relationship with other exhibitors; please refrain from any loud or disturbing noise, which may be irritating to nearby exhibitors or potential customers.

Exhibitors showing or demonstrating any apparatus, the operation of which causes noise must regulate their operation to suitable intervals in order to minimise unnecessary noise that may interfere with neighbouring exhibitors.

**Food & Beverage:** The Careport Centre will have an on-site café serving food, snacks and beverages throughout the duration of the show.

**Fire Safety:**

Fire hose cabinets and emergency doors are not to be obstructed. Fire regulations require that all decorative material used must be flame-proof. No open flames are permitted.

**Default in Occupancy:**

Any exhibitor failing to occupy space contracted for is not relieved of the obligation to pay full rental of such space. If the space is not occupied, and paid for in full, by the time of the show, such space may be possessed by the Show Management and reallocated or assigned for such purpose as the may see fit.

**Payment of Account:**

Show Management reserves the right to refuse entry to any exhibitor whose accounts have not been paid in full. Wishing to pay your outstanding balance? Please contact Shirley Dyc at 905-815-0017 or via email at [sdyc@oakvillebeaver.com](mailto:sdyc@oakvillebeaver.com) and she will be happy to assist you.

## **Quick Reference Contact List:**

- **Liquidation Outlet & Super Sale Management**
  - Brad Dean, Show Manager: 905-842-6591 Ext. 370
  - Kelly Christensen, Events & Operations Coordinator: 905-842-6591 Ext. 365
  - Amanda Wedgewood, Marketing, Communications & Media Coordinator: 905-842-6591 Ext. 235
  
- **Event Services, Boneyard Event Services**
  - Kevin Legallais: 416-938-1063
- **Electrical (Power & Hydro), Stronco**
  - Randy Jackson: 905-270-6767
- **Internet & Telephone Services, Carelynx Corporation**
  - Massimo Caponi: 905-529-8217 x 326
- **Banner Hanging & Flypoint, Stronco**
  - Randy Jackson: 905-270-6767
- **Material Handling, Continuum**
  - Dwayne Mckillop: 905-527-7469
- **Cleaning Services, Continuum**
  - Dwayn Mckillop: 905-527-7469
- **Food & Beverage, Continuum**
  - Dwayn Mckillop: 905-527-7469
- **Security, GSS**
  - John Le Roy: 905-547-5552