

The Franchise Expo

QUEBEC

May 14 & 15, 2022

Expo Cité, Centre de foires - Hall E



EXHIBITOR MANUAL

WELCOME AND THANK YOU **for choosing to be a participant in** **The Franchise Show - Quebec.**

Please take a moment to read the exhibitor manual, which will provide you with all of the necessary information for the preparation and installation of your exhibit. Processing your orders at your earliest convenience will allow us and the service-contractors time to provide you with the best possible rates & service.

The Show Office will be set up at
Expo Cité, Centre de foires
on Friday May 13 at noon and management will be available to assist you for the duration of the Show.

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GENERAL INFORMATION

Show Location

Expo Cité, Centre de foires
Hall E
250, boulevard Wilfrid-Hamel
Quebec QC G1L 5A7
Tel: (418) 691-7110; Fax: (418) 693-7249

EXPO CITÉ SITE MAP

DIRECTIONS TO FACILITY

Show Dates & Times

Saturday May 14, 2022	11:00 am – 5:00 pm
Sunday May 15, 2022	11:00 am – 4:00 pm

Exhibitor Move-in Times

Friday May 13, 2022	12:00 pm – 6:00 pm
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Exhibitor Move-Out Dates & Times

Sunday May 15, 2022	4:00 pm – 8:00 pm
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Produced By

National Event Management
Suite #102
260 Town Centre Blvd.,
Markham ON
L3R 8H8
Tel: (905) 477-2677 or (800) 891-4859
Fax: (905) 477-7872

Exhibitor Services Coordinator

Eve Dorelas
905 477-2677 or (800) 891-4859 Ext 285
Email: eve@nationalevent.com

Director of Operations

Dina Latina
905 477-2677 or (800) 891-4859 Ext 224
Email: dina@nationalevent.com

EXHIBITOR CHECK LIST

Please print a copy of this checklist to assist you in planning for the Show. To take advantage of “early booking discounts” please note booking deadlines.

CHECK LIST

MOVE-IN INSTRUCTIONS

Move-in Times

Friday May 13, 2022	12:00 pm – 6:00 pm
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- **All exhibitors must officially register before setting up.** Please come to the show office and staff will direct you to your booth.
- **All exhibits must be set up by 6:00 pm Friday.** Exhibitors will not be permitted to set up during show hours.
- The aisle carpet will be in place Saturday morning. **Dollies and carts WILL NOT be permitted on the carpet.** Hand carried items only may be brought in on Saturday.
- Children 15 years of age or younger will not be permitted in the exhibit area during move-in, set-up, or tear down.

LOADING DOCKS

The loading docks for Hall E can be accessed via Rue de l'exposition, using the North entrance on Rue soumande. Please see the loading dock map showing the location.

Dock level access is available. There are a limited number of dollies and a pump truck available for your use. If you require a forklift to move material from the dock to your booth, a forklift will be available to you. However, if you have excessive forklift requirements, please e-mail dina@nationalevent.com with a description of your forklift needs. A charge may apply.

[EXPO CITÉ SITE MAP](#)

EXHIBITOR PARKING

Areas P9 and P10 are now exclusively reserved for exhibitors. The Parking Rate is \$10.00 per day at ExpoCité. Let the guard know that you are an exhibitor and you will receive 3 free returns on the ticket

[EXPO CITÉ SITE MAP](#)

[DIRECTIONS TO FACILITY](#)

VEHICLES ON SHOW FLOOR

All vehicles must abide by the arrival and departure schedules and procedures established by Show Management. Please contact Dina Latina (dina@nationalevent.com) for approval and to arrange arrival time if you want to display a vehicle.

Motor vehicles or gasoline-powered equipment on display must be equipped with lock-on type gasoline tank caps and batteries are to be disconnected. Gasoline tanks must not be filled beyond the 1/3 mark in order to allow for expansion of product. Vehicles unable to be equipped with lock-on type caps must have caps sealed in a manner acceptable to the Fire Department.

- The caps of fuel tanks must be locked or inaccessible to the public, unless the tank has never contained fuel.
- The caps of fuel tanks must not be taped shut since the tape could keep the security valve from functioning properly
- Tanks do not have to be kept completely full nor should they be left empty but they should be filled to a 1/3 capacity maximum.
- Batteries must be disconnected. In the case of engines without a battery, the spark plug must be removed.
- It is prohibited to start up a combustion engine during an exhibition.

Exhibitors are responsible for oil, grease, or any general damage to the carpeted area.

Exhibitors must provide a set of keys, the contact name, and phone number of the person responsible to remove the vehicle(s) to Show Management.

SHIPPING & DELIVERIES TO THE SHOW

Shipping Direct To Show: Friday May 13, 2022

PLEASE NOTE: **The facility will NOT accept shipments prior to the Show move-in date.** Show Management will sign for the delivery on your behalf during move-in hours only. Your materials will be left at the dock until you arrive. To move your items to your booth space, pump trucks and dollies will be available at no charge. Should you require assistance or the use of a forklift, please contact Dina Latina (dina@nationalevent.com) as charges may apply.

Please address shipments to:

Company name Booth number
The Franchise Expo
Expo Cité, Centre de foires
Hall E
250, boulevard Wilfrid-Hamel
Quebec PQ G1L 5A7

The most cost-effective way to ship your items to the show is to arrange delivery during move in hours with our Official Show Carrier;

If you would like a transportation quote please contact:

YRC Freight Customer Care

1-877-610-6500

Customercare.canada@yrcfreight.com

If you require additional assistance, please contact:

Glen Anderson

Manager Exhibit Services

YRC Freight

Cell: 514-968-1812

Email: Glen.Anderson@myyellow.com

Pre-Show Shipping

ConsultExpo Inc. has been selected as the official advance shipment receiving service provider for **The Quebec Franchise Expo**. Please complete the **ConsultExpo Order Form** and **Canada Customs Invoice (for international shipments)** and return to their office. For your convenience, you may download their forms from <http://consultexpo.com/forms/> or go to their web link and submit customs and transportation form information online: <http://consultexpo.com/onlineforms/>.

Please address advanced warehouse shipments to:

Exhibitor Name / Booth Number c/o

Expo Franchise Quebec c/o

ConsultExpo / Transkid

1800 Leon-Harmel

Quebec, QC

G1N 4R9

To request a quote, please complete the below order form and email to:

ConsultExpo

John Santini

514.482.8886 ext. 1

Johns@ConsultExpo.com

ADVANCED WAREHOUSE FORMS

Shipping enquiries must be finalized 14 days prior to show move in date. **Be sure your shipment is labeled clearly.**

You may choose to use another carrier however, keep in mind that not all carriers deliver and pick up during our scheduled move in/move out times.

CUSTOMS BROKER

ConsultExpo Inc. is our designated official Customs Broker for the **Quebec Franchise Expo** and will be pleased to assist with the customs clearance of your display material to Canada. They offer round-trip simple and user-friendly customs assistance. **Please note:** If shipping via courier you will still require customs clearance - please provide ConsultExpo with your tracking number and complete their forms.

Follow this link to complete and submit the [Online ConsultExpo Order Form and Canada Customs Invoice](#), or [download their forms](#) and submit them via email: info@consultexpo.com or by fax: 888-629-9008. For “live” assistance they have a Chat feature on their website.

For personalized service, please contact:

John Santini

Tel: 514-482-8886 Ext. 1

Email: Johns@ConsultExpo.com

CUSTOMS ORDER FORMS

EXHIBITOR MOVE-OUT INSTRUCTIONS

Please note that move-out will begin once the show has closed, the aisles are cleared and the aisle carpets removed. If you are able to hand carry your supplies out to your car, we encourage you to do so. Dismantling or removing your exhibit/exhibit materials before the end of the show is strictly prohibited.

All material must be removed by 8:00 pm

Items left on the show floor after move-out time will be forced off the floor. Show Management reserves the right to reroute shipments that are not picked-up or refused by carriers. Should this occur, you will be responsible for any charges incurred.

Exhibitors are encouraged to remove small items and open cases of products from the show floor first. Show Management will take all reasonable security precautions, but immediate removal of these items is the best way to prevent pilferage.

SHOW DECORATOR (TO ORDER TABLES, CHAIRS, ACCESSORIES, ETC.)

ORDER DEADLINE: April 29, 2022

Carpet, 8ft back drape and 3 ft side drape are supplied for your exhibit space. If you require tables, chairs or additional booth supplies, these items can be rented from The Show Decorator or you are welcome to bring your own.

Show Colours

- **Booth Drapes: Black**
- **Aisle Carpet: Green**
- **Booth Carpet: Grey**

To place an order with the show decorator, please click the link below.

[ORDER ONLINE](#)

If this is your first time ordering from GES, you must create an account before you can place your first order. If you need assistance with their online ordering system, please contact Exhibitor Services:

GES

Tel: 1 (877) 877-2744

Email: serviceinfo@ges.com

[ORDER ONLINE](#)

BOOTH INSTALLATION & DISMANTLING

ORDER DEADLINE: April 29, 2022

Should you require assistance setting up or dismantling your booth, please click the link below.

[ORDER ONLINE](#)

If this is your first time ordering from GES, you must create an account before you can place your first order. If you need assistance with our online ordering system, please contact the Exhibitor Services Centre:

GES

Tel: 1 (877) 877-2744

Email: serviceinfo@ges.com

[ORDER ONLINE](#)

BOOTH CLEANING

ORDER DEADLINE: April 29, 2022

If you require in-booth vacuuming, please click the link below.

ORDER ONLINE

If this is your first time ordering from GES, you must create an account before you can place your first order. If you need assistance with our online ordering system, please contact Exhibitor Services:

GES

Tel: 1 (877) 877-2744

Email: serviceinfo@ges.com

ORDER ONLINE

ELECTRICAL

ORDER DEADLINE: May 3, 2022

Electrical is not supplied to your booth. If you require an electrical hookup, please click the link below.

ORDER ONLINE

If this is your first time ordering from Solotech, [click here to create a new account](#). For all questions please contact:

SOLOTECH INC

Exhibitor Services

Tel: 1-866-922-9466, ext. 3695

Email: cdf@solotech.com

Please note, classic order forms no longer exist. Only online orders are accepted.

TELEPHONE / INTERNET / WIFI

ORDER DEADLINE: April 29, 2022

Please Note: This venue does NOT have free wifi.

If you require a telephone or internet line or access to WIFI in your booth, please complete and submit the below form to telecommunication@expocite.com to order services. For more information, please contact:

Expo Cité

Tel: (418) 691-7250

Email: info@expocite.com

TELECOMMUNICATIONS ORDER FORM

AUDIO / VISUAL RENTALS

ORDER DEADLINE: May 3, 2022

If you require audio visual equipment in your booth, please click the link below.

ORDER ONLINE

If this is your first time ordering from Solotech, [click here to create a new account](#). For all questions please contact:

SOLOTECH INC

Exhibitor Services

Tel: 1-866-922-9466, ext. 3695

Email: cdf@solotech.com

Please note, classic order forms no longer exist. Only online orders are accepted.

HOTEL

BOOKING DEADLINE: May 10, 2022

We have obtained a group rate of \$135 +taxes per night for a single or double and \$169 + taxes per night for a King suite at The Hotel & Suites Normandin. This rate includes free WIFI, a continental breakfast and free parking.

The Normandin is located at:

4700 Boul. Pierre-Bertrand
Québec, QC, G2J 1A4

Book online by following the steps below:

1. Go to <https://hotelnormandin.com/en/home-hotel-et-suites-normandin-quebec/>
2. Click “Online Booking”, choose your dates and click “book now”
3. Click the “Groups & Companies” button in the promo code field.
4. Use the following login details to receive the discounted rate
Username: expofranchise22
Password: expofranchise22

Reservations may also be made by calling 1-800-463-6721.

To receive this rate, you must mention that you are with **The Quebec City Franchise Expo** when booking. Rates cannot be changed at check-in/check-out times if you fail to identify your affiliation at the time of booking.

Rooms and discounted rate will only be held until the specified date. Rooms will then be subject to availability at prevailing rates.

FOOD SAMPLING

If you are sampling a food product in your booth, you must comply with the below rules and review the sampling guidelines:

- Exhibitors must comply with a sample size of 2 oz.
- Exhibitors must comply with MAPAQ food safety rules and those of all other government entities to prevent illness outbreaks and food poisoning.

SAMPLING GUIDELINES

EXHIBITOR BADGES

FORM SUBMISSION DEADLINE: May 3, 2022

We have implemented a new automatic badge system to simplify the request process. Please [follow this link](#) to complete your badge request form. You will receive a confirmation email upon completion.

Exhibitors are provided with up to a maximum of 7 personalized name badges based on the size of your booth.

10x10 booth - 3 booth staff
10x20 booth - 5 booth staff
300 feet or larger - 7 booth staff

Badges will be available for pick up at the Show Office during move-in and must be worn to gain admittance to the Show.

SUBMIT YOUR BADGE REQUEST

FREE ADMISSION PASSES

Raise awareness of your franchising initiatives and increase traffic to your booth by distributing Customized FREE ADMISSION passes to the Show. There is no limit to the number of FREE passes you may distribute to your professional and personal databases.

Please email your high-resolution logo in **.jpeg**, **.eps**, or **.pdf** format to eve@nationalevent.com.

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QUÉBEC LANGUAGE LAWS

For those exhibiting in any public shows in the Province of Québec, you should be aware that there are language laws found in the Charter of the French Language, which are in effect when doing business in the Province of Québec. These laws were amended in May 2011. The changes clarified that all companies showcasing at a public event (all National Event Management Shows are deemed public events) regardless of whether you are based outside of Québec or outside of Canada you must comply with French language laws. What does this mean for exhibitors?

HANDOUTS AT THE SHOW

Catalogues, brochures, folders and commercial directories must be available in French at the show. Handouts can be bilingual or publications may be in 2 separate versions, one exclusively in French, the other exclusively in another language, provided that the material presentation of the French version is available under no less favourable conditions of accessibility and quality than the version in the other language.

DISPLAYS, SIGNS AND POSTERS

Public signs and posters may be exclusively in French or both in French and in another language, provided that French appears at least as prominently (twice as big or as present).

BOOTH STAFF

Since French is the official language of Québec, there should be at least one French speaking staff person available in your booth during all show hours. Consumers of goods and services have a right to be informed and served in French. There are a few exceptions to these rules, based on trademarked names, showcasing of company name, etc.

****Please refer to the Commerce and Business Section (Chapter VII), and the Exceptions to Section 51 for situations where English is permitted (Company Name, Trademark, etc.) Please review the legislation changes and your booth signage, materials and staffing plan to ensure you are in compliance with the new regulations.*

SHOW GUIDE AD & SPONSORSHIP OPPORTUNITIES

There are a number of ways to increase your brand awareness at our shows. Additional ad space is available in our Show Guides that are distributed to attendees and sponsorship recognition includes show guide space, on-site signage, & online presence. Speak to your sales rep for more information.

TIPS FOR SUCCESS

Please review the “Tips for Success” pdf below for important information on how to make the most out of exhibiting with us!

[TIPS FOR SUCCESS](#)

INSURANCE

Insurance for booth/show

Exhibitors must have their own liability insurance covering a minimum of \$1 million in damages. Please list National Event Management as “additional insured”.

Transportation Insurance

Show Management is NOT responsible for damages caused during the transportation of your products. We strongly recommend purchasing transportation insurance when booking your shipments.

Liability

Exhibitors will be liable for, will indemnify, and will hold harmless Show Management from any loss or damage whatsoever occurring to, or suffered by, any person or company. This includes, without limiting the generality of the foregoing, exhibitor, other exhibitors, management, the owners of the building and their respective agents, servants and employees, and members of the public attending the show, either (a) on the said space or (b) elsewhere. Neither the facility nor Show Management will be responsible for loss or damage to persons, exhibits, or decorations by fire, accident, theft, or any cause while in the exhibition buildings.

RULES & REGULATIONS

Diagram #1: Sample of the drape provided for your booth

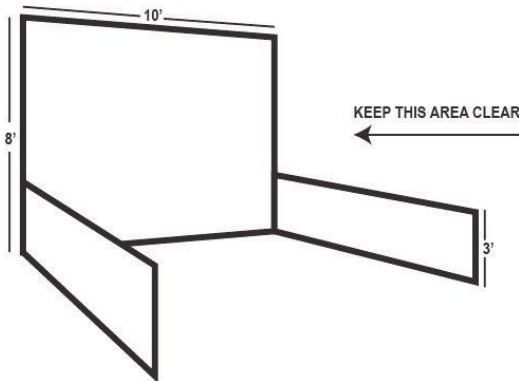
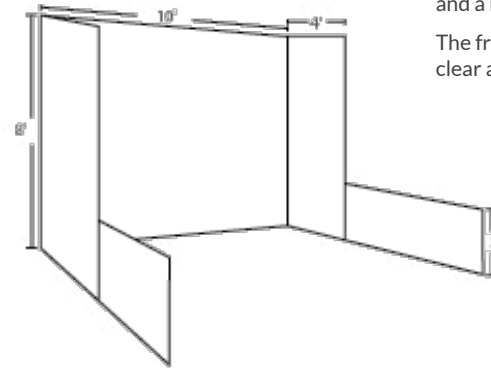


Diagram #2: Sample of display allowance



Upright banners & products must be within 4' from the back drape, and a maximum of 8' high.

The front 6' of the booth must be clear above 4'.

Booth Display & Restrictions

- Diagram#1 shows the drapes that are provided as a part of your booth cost.
- Diagram#2 shows the allowed clearance for displays, banners and products within your booth.
- No exhibit may exceed a maximum height of 8 ft.
- Side panels 8 ft. high, must not exceed a depth of 4 ft. extending from the back of the display.
- The remainder of the 6 ft depth from the front of the booth must not exceed a 4 ft. height.
- Any exceptions to this must have pre-approval from Dina Latina (dina@nationalevent.com).

Prefab booth partitions must be finished on both sides. If they are not, please request drapes prior to the show.

Signage

No signage or material may be extended above the 8ft height at the back of your booth nor hung from the ceiling or across the aisle, without approval from Show Management. All signs must be printed on one side only. Your brand messaging can only face the inner walls of your exhibit space.

Carpet or Flooring

Grey carpet is provided within your booth space. If you would like to change the colour, you may order different flooring through our decorator at your own cost or you may bring your own. *Please be sure to review the Tape Restrictions below.

Tape (Floor, Wall, and Carpet Damage)

This only applies to companies that choose to place carpet or flooring on top of the existing carpet.

It is important that you use the proper carpet tape in your booth. If you do not use the correct tape there will be a charge for tape removal. Here are the models of two-faced tapes that are authorized by the facility.

- Polyken 105c LPDE
- Scapa 274004
- DC W002A

If you bring your own carpet, you must adhere to the above Tape Restrictions. If you do not have the proper tape, please notify Show Management before installing your carpet or tiles.

If you would like to install your carpet on top of the existing carpet, please contact Dina Latina, dina@nationalevent.com, 905-477-2677 or 1-800-891-4859 ext 224.

Restrictions for Booth Installation

Painting, nailing, drilling, or screwing to the floors, walls or any other part of the building is not permitted. Exhibitors are also responsible for oil, grease, or any general damage to the carpeted area. Exhibitors wishing to lay any floor coverings may not fasten the coverings to the building floor. It is suggested that building paper or the approved tape (Polyken 105c LPDE OR Scapa 274004 OR DC W002A) is used instead.

Demonstrations/Distributions

Displays, demonstrations or distribution of advertising materials, are not permitted outside the confines of your booth. If audio visual equipment is used, the sound must be subdued to such an extent as to ensure its having no nuisance effect on neighbouring exhibitors. The use of microphones is not permitted without prior management approval.

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Fire Regulations

All exhibitors planning to use any type of fuel (such as gas, oil, helium gas, or propane) in their exhibits are requested to contact Show Management. All displays or exhibited materials must be fireproof to conform to Federal, Provincial, and City Fire Laws.

National Event Management is obligated to abide by the Fire Code regulations in each city. We therefore retain the right to refuse any material or object that does not conform to code. If you have a question or need information re the Fire Code please contact Dina Latina, dina@nationalevent.com, 905-477-2677 or 1-800-891-4859, ext. 224.

FIRE REGULATIONS

Animals in the Show

The facility's policy prohibits the presence of animals unless they are used as a working dog for the blind. Permission must be obtained from the facility for any exception. Please contact Dina Latina (dina@nationalevent.com ; 905 477-2677 ex: 224) regarding the necessary forms.

Helium Balloons

Helium balloons are prohibited in most venues. There is a large retrieval fee, charged to the exhibitor, when balloons are lost. Please contact Dina Latina (dina@nationalevent.com) for approval if you wish to use helium balloons in your display.

Mechanical Conveyances

Mechanical Conveyances such as electric carts, scooters, or bicycles will not be allowed in the aisles during the show hours. The only exceptions to this rule will be in the case of handicapped persons visiting the show, or those with authorization from Show Management.

Non-Compliance

National Event Management reserves the right to make changes, amendments, and additions to the rules and regulations without notice, as considered necessary to the efficient and proper conduct of the show. Interpretation of these rules and regulations shall rest with Show Management and non-compliance can result in ejection of the offending exhibitor or in the closing of his/her exhibit.