

# The Franchise Show

**MONTREAL**

March 19 & 20, 2022

Palais des Congres - Hall 220E



# EXHIBITOR MANUAL

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

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  
**Palais des Congres**  
on Friday March 18 at 10am and management will be available to assist you for the duration of the Show.

*\*For specific information and guidelines related to COVID19, please refer to the COVID19 section at the end of the manual.\**

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# GENERAL INFORMATION

## Show Location

Palais des Congrès  
Hall 220E  
200 Viger Avenue West  
Montréal PQ H2Z 1X7  
Tel: (514) 871-8122; Fax: (514) 871-9389

## AREA MAP

## MAP TO FACILITY

## Show Dates & Times

Saturday March 19, 2022	11:00 am – 5:00 pm
Sunday March 20, 2022	11:00 am – 5:00 pm

## Exhibitor Move-in Times

Friday March 18, 2022	10:00 am – 6:00 pm
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## Exhibitor Move-Out Dates & Times

Sunday March 20, 2022	5:00 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 Coordinators

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

Joy Gallaiford  
905 477-2677 or (800) 891-4859 Ext 284  
Email: [joy@nationalevent.com](mailto:joy@nationalevent.com)

## Director of Operations

Dina Latina  
905 477-2677 or (800) 891-4859 Ext 224  
Email: [dina@nationalevent.com](mailto: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 March 18, 2022

10:00 am – 6:00 pm

- **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.
- Children 16 years of age or younger will not be permitted in the exhibit area during move-in, set-up, or tear down.

## Social Distancing & Masks

Masks and Social Distancing will be mandatory inside the facility. If you have any reason that prevents you from wearing a mask, please let us know. No one with a fever or symptoms of COVID-19 or known exposure to Covid-19 case in their prior 14 days is permitted inside the venue.

## LOADING DOCKS

Please note that the loading docks are located at 163 St-Antoine W. between de Bleury & St-Urbain streets.

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](mailto:dina@nationalevent.com) with a description of your forklift needs. A charge may apply.

[AREA MAP](#)

[DIRECTIONS](#)

## EXHIBITOR PARKING

The Palais des Congrès does not offer a parking pass. Parking is available in the Palais parking at the corner of Chéneville (1025) and Viger Streets.

[PARKING MAP](#)

[PARKING RATES](#)

[DIRECTIONS](#)

## 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](mailto: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 ½ 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.

When motorized vehicles are approved for use, a protective sheet of visqueen, tarpaulin or comparable material may be required to eliminate damages from leaks of gas, oil, etc., at the exhibitor's expense.

- Running of display vehicles during exhibit is prohibited unless approved by the Fire Department.
- Shows requiring vehicles to run as part of a performance or contest must fill vehicle outdoors from approved safety containers.
- Propane charged cylinders are not permitted on self-propelled vehicles or trailers on display inside buildings.
- If at any time an Inspector deems that equipment is being operated in a manner dangerous to public safety, he shall cancel the privilege of the exhibitor concerned.

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 March 18, 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](mailto:dina@nationalevent.com)) as charges may apply.

### **Please address shipments to:**

Company name Booth number  
The Franchise Expo  
Palais des Congrès  
Hall 220E  
163 St-Antoine W.  
Montréal PQ H2Z 1X8

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](mailto: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](mailto:Glen.Anderson@myyellow.com)

### Pre-Show Shipping

ConsultExpo Inc. has been selected as the official advance shipment receiving service provider for **The Montreal 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://consultexpoinc.com/forms/> or go to their web link and submit customs and transportation form information online: <http://consultexpoinc.com/onlineforms/>.

### **Please address advanced warehouse shipments to:**

Exhibitor Name / Booth Number c/o  
Expo Franchise Montreal c/o  
ConsultExpo / YRC Freight  
1725 Chemin St-Francois  
Dorval, QC  
H9P 2S1

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

### **ConsultExpo**

John Santini  
514.482.8886 ext. 1

[Johns@ConsultExpoinc.com](mailto:Johns@ConsultExpoinc.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 **Montreal 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@consultexpoinc.com](mailto:info@consultexpoinc.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@ConsultExpoinc.com](mailto:Johns@ConsultExpoinc.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: March 4, 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 their Exhibitor Services

Centre at 800-636-8235. For all other questions please contact:

**GES**

Tel: 514.367.4848

Fax: 514.367.5115

Email: [serviceinfo@ges.com](mailto:serviceinfo@ges.com)

[ORDER ONLINE](#)

[Go back to Table of Contents](#)

# BOOTH INSTALLATION & DISMANTLING

## **ORDER DEADLINE: March 4, 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 our Exhibitor Services Centre at 800-636-8235.

For all other questions please contact:

GES

Tel: 514.367.4848

Email: [serviceinfo@ges.com](mailto:serviceinfo@ges.com)

### ORDER ONLINE

## BOOTH CLEANING

## **ORDER DEADLINE: March 4, 2022**

Exhibitors are responsible for maintaining their own booth space. 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 our Exhibitor Services Centre at 800-636-8235.

For all other questions please contact:

GES

Tel: 514.367.4848

Email: [serviceinfo@ges.com](mailto:serviceinfo@ges.com)

### ORDER ONLINE

## ELECTRICAL

## **ORDER DEADLINE: March 4, 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 GES, you must create an account before you can place your first order. If you need assistance with our online ordering system, please contact our Exhibitor Services Centre at 800-636-8235.

For all other questions please contact:

GES

Tel: 514.367.4848

Email: [serviceinfo@ges.com](mailto:serviceinfo@ges.com)

### ORDER ONLINE

## TELEPHONE / INTERNET / WIFI

## **ORDER DEADLINE: March 3, 2022**

Please Note: This venue has free WIFI on ground-level only.

If you require a telephone or internet line or access to WIFI in your booth, please use this [Portal Link](#) to order services.

*(When accessing the link: click on "March", scroll down to "The Franchise Expo 2022" and then click "Order services online")*



# AUDIO / VISUAL RENTALS

## ORDER DEADLINE: March 11, 2022

If you require audio visual equipment in your booth, please send the completed order form to:

### **CCR Solutions**

Contact: Mark Hartshorn

Tel: 416-675-2480 ext. 246

Fax: 416-675 -6997

E-Mail: [mhartshorn@ccrsolutions.com](mailto:mhartshorn@ccrsolutions.com)

[AUDIO VISUAL ORDER FORM](#)

## HOTEL

### BOOKING DEADLINE: February 17, 2022

We have obtained a group rate of \$194 +taxes for a Standard Suite at The Embassy Suites by Hilton Montréal.

#### **The Embassy is located at:**

208 St. Antoine West

Montréal, Québec

H2Y 0A6

Reservations may be made by calling 514-288-8886 or by [booking online here](#).

To receive this rate, you must mention that you are with **The 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

### FORM SUBMISSION DEADLINE: February 17, 2022

If you are planning on sampling food or beverage products in your booth, please note the following updated guidelines:

- Samples must be no larger than 2oz (liquid) or 1oz (solids);
- Samples must be pre-cut and pre-packaged according to MAPAQ standards;
- The packaging is for single use only;
- Distribution of samples must be done to allow for proper distancing between the attendees and between exhibitors and attendees (currently 1m);
- There can be no 'animations' or traffic-stopper activities, to minimize the possibilities of gatherings;

For any distribution, the below **Food Sampling Form** must be submitted at least 3 weeks prior to the event. Please read the guidelines included in the form for important details.

[FOOD SAMPLING FORM](#)

**Your completed form should be sent to [eve@nationalevent.com](mailto:eve@nationalevent.com). We will submit the forms on your behalf.**

In addition to the above guidelines, you must adhere to the below safety requirements.

[FOOD SAFETY REQUIREMENTS](#)

# EXHIBITOR BADGES & BOOTH STAFF REGISTRATION

## FORM SUBMISSION DEADLINE: March 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 6 personalized name badges based on the size of your booth.

10x10 booth - 2 booth staff

10x20 booth - 4 booth staff

300 feet or larger - 6 booth staff

### **\*NEW\* Contact Tracing Requirements**

You will be required to provide contact details for all staff members working the booth to allow for contact tracing. **All booth staff must be pre-registered** with Show Management before move-in using the above digital form. Please notify Show Management if any changes occur after form submission.

For more information, please see the [COVID19 section](#) of the manual.

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 Dorelas](#).

## 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. For the complete Charter, [please visit](#)

***\*\*\*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.***

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# 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.

## 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.

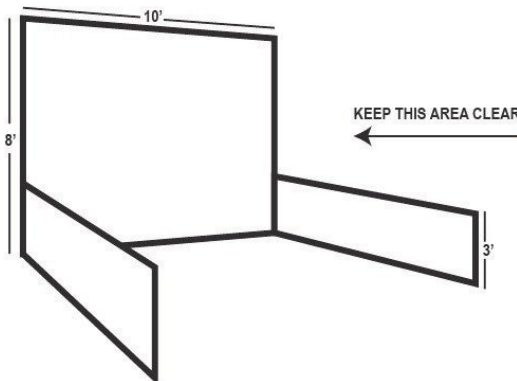
### Liability

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.

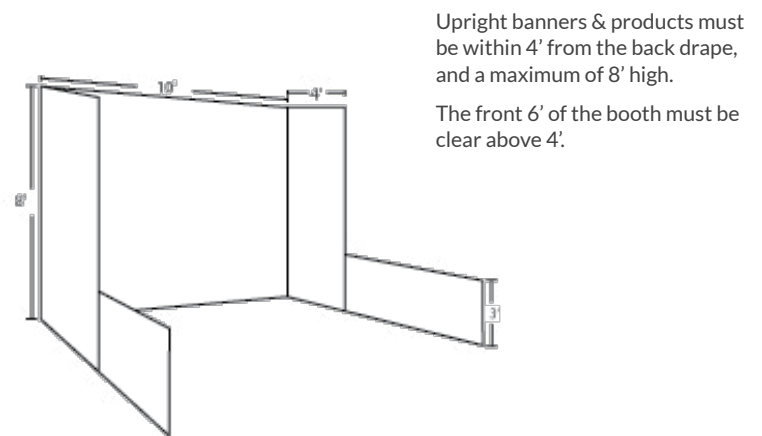
## RULES & REGULATIONS

*\*For specific information and guidelines related to COVID19, please refer to the [COVID19 section of the manual](#).*

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



**Diagram #2: Sample of display allowance**



### 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](mailto: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](mailto: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.

### 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](mailto: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](mailto: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](mailto: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.

# COVID-19 GUIDELINES

The following precautions and regulations have been put in place to ensure the health and safety of all Exhibitors, Staff and Visitors to the show. We are confident in our plans in working with the Palais des congrès staff and all suppliers to ensure a safe and successful show.

- Sanitizing stations will be added at every entrance and exit point, as well as scattered around the hall, along with increased signage to promote safe hand hygiene at the show.
- Masks and Social Distancing will be mandatory inside the facility. If you have any reason that prevents you from wearing a mask, please let us know.
- Posters and signage will be placed throughout the building and show floor encouraging people to physically distance as well as a reminder of our no hand-shaking policy.
- Staff and security will be monitoring the show entrance and show floor to ensure physical distance guidelines are adhered to.
- Increased housekeeping rounds will be implemented by the facility staff for disinfecting shared surfaces and high touch areas like door handles.
- Registration will be sold exclusively online.
- **If an exhibitor is experiencing any flu-like or cold symptoms, including fever, coughing, sneezing, sore throat or shortness of breath, they are required to stay home.**

For more details about the Franchise Expo's Health & Safety Practices, please contact [dina@nationalevent.com](mailto:dina@nationalevent.com)