

The Franchise Expo

OTTAWA

May 6 & 7, 2022

Ottawa, Ontario

EY Centre Hall#1



EXHIBITOR MANUAL

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

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
The EY Centre
on Thursday May 5, 2022 at noon. Management will be available to assist you for the duration of the show.

MANUAL QUICK LINKS

General Information (Location, Dates, & Times)	2
Check List	2
Move-in Instructions	2
Loading Dock	3
Exhibitor Parking	3
Vehicles on Show Floor	3
Shipping & Deliveries	4
Customs Broker	4
Move-out Instructions	5
Show Decorator (Furniture & Display Rental)	5
Booth Installation & Dismantle	6
Booth Cleaning	6
Electrical	6
Telephone / Internet / WIFI	6
Audiovisual	7
Hotel	7
Food Sampling	7
Lead Retrieval System	8
How to Work a Booth	8
Exhibitor Badges	8
Free Admission Passes	8
Show Guide Ads & Sponsorship	8
Insurance	9
Rules & Regulations	9-10

GENERAL INFORMATION

Show Location

EY Centre, Hall 1
4899 Uplands Drive
Ottawa, Ontario
K1V 2N6
Tel: (613) 822-8800

MAP

DIRECTIONS

Show Dates & Times

Friday, May 6, 2022	11:00 am – 5:00 pm
Saturday, May 7, 2022	11:00 am – 5:00 pm

Exhibitor Move-in Times

Thursday, May 5, 2022	12:00 pm – 6:00 pm
-----------------------	--------------------

Exhibitor Move-Out Dates & Times

Saturday, May 7, 2022	5:00 pm – 8:00 pm
-----------------------	-------------------

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 Coordinator

Joy Gallaiford
905 477-2677 or (800) 891-4859 Ext 284
Email: joy@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: Thursday, May 5, 2022 12:00pm – 6:00 pm

- **All exhibitors must officially register before setting up.** Please come to show office and staff will direct you to your booth.
- **All exhibits must be set up by 6:00 pm Thursday.** Exhibitors will not be permitted to set up during show hours.
- 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

Please note that the loading docks are located at the back (East Side) of the building. Please see map below for details.

Dock level access is available. Dollies and a pump truck will be 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 speak with Dina Latina (dina@nationalevent.com) to discuss your needs. A charge may apply.

[MAP](#)

[DIRECTIONS](#)

EXHIBITOR PARKING

ORDER DEADLINE: April 28, 2022

Exhibitors can pre-purchase a special weekend parking pass, if parking for two consecutive days or more. Weekend Passes ALLOW FOR IN/OUT PRIVILEGE, while non-discounted daily rates are \$8.00 and do NOT. **Parking passes must be picked up during move-in hours at the Exhibitor Registration desk by the loading doors.**

If you require parking passes for the weekend, please [click here to place your order online](#).

If this is your first time ordering from the EY Centre, you must [sign up for an account](#) before you can place your order. If you need assistance with the online ordering system, please contact **Exhibitor Services at 613-822-8800**.

Please note: The exhibitor parking lot at the back of the building (which is closer to the loading docks) has limited parking spaces available. This lot will fill up quickly and may be full by early to mid-morning each day. **Once full, you will need to go through the main parking gate to park in the general lot. The parking passes can be used for either lot.** Please give yourself extra time Friday and Saturday morning as parking is available on a first-come, first-served basis and spaces cannot be reserved. Please see the attached map for entry directions.

[MAP](#)

[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) for approval and to arrange arrival time if you want to display a vehicle.

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.

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.

- 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

Shipping Direct to Show: Thursday May 5, 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
EY Centre - Hall 1
4899 Uplands Drive
Ottawa, Ontario, K1V 2N6

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;

Cross Connect Customs & Logistics

Pat D'Alessandro
info@crossconnectcl.com
Tel: 416-726-7229

Pre-Show Shipping

If you choose the official show carrier as your freight carrier, they will warehouse materials for up to 30 days prior to the Show at no charge and deliver them to the show on move-in day.

Please address advanced warehouse shipments to:

Exhibitor Name, Booth #
c/o Ottawa Franchise Expo
YRC FREIGHT WHSE
1725 Chemin Saint François
Dorval, QC, H9P 2S1

To request a quote, please complete the below order form and email to info@crossconnectcl.com.

CROSS CONNECT ORDER 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

Cross Connect Customs & Logistics is our designated official customs broker to coordinate customs clearance of goods destined for the Franchise Expo. Please make sure you contact them at least one month prior to the event in order to arrange your custom needs.

If you have any questions please contact:

Cross Connect Customs & Logistics

Pat D'Alessandro
info@crossconnectcl.com
Tel: 416-726-7229

CROSS CONNECT ORDER FORMS

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 (ORDER TABLES, CHAIRS, ACCESSORIES, ETC.)

ORDER DEADLINE: April 13, 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:

Stronco Show Services

Exhibitor Services

Tel: (905) 270-6767 ext 2258

Fax: (905) 270-6771

exhibitorservices@stronco.com

To place your order online, view the show schedule or print order forms, go to www.stroncoonline.com.

In order to protect your privacy and restrict access to exhibitors in this event we have assigned the following show code to this event:

Show Code: 510994620

To place online orders, you will be required to enter your Show Code and Booth Number. If you have not registered on the online ordering system before, you must complete the registration process.

Once you have registered your information in the Online Ordering System you will not be required to register again to place online orders for future events serviced by Stronco.

If you need assistance with our online ordering system, please contact Stronco Exhibitor Services Centre at 800-665-2621.

Show Colors:

- Booth drapes: Black
- Aisle Carpet: Teal
- Booth Carpet: Grey

Show Code: 510994620

[FURNITURE & ACCESSORIES ORDER FORM](#)

[PAYMENT AUTHORIZATION](#)

BOOTH INSTALLATION & DISMANTLE SERVICES

ORDER DEADLINE: April 13, 2022

Should you require assistance setting up or dismantling your booth, please submit the below forms to;

Stronco Show Services

Exhibitor Services

Tel: (905) 270-6767 ext. 2258

Fax: (905) 270-6771

exhibitorservices@stronco.com

To place your order online, view the show schedule or print order forms, go to www.stroncoonline.com.

Show Code: 510994620

[BOOTH INSTALLATION & DISMANTLE ORDER FORM](#)

[PAYMENT AUTHORIZATION](#)

BOOTH CLEANING

ORDER DEADLINE: April 14, 2022

Exhibitors are responsible for maintaining their own booth space. If you require in-booth vacuuming, please [click here to place your order online](#).

If this is your first time ordering from the **EY Centre**, you must [sign up for an account](#) before you can place your order. If you need assistance with the online ordering system, please contact Exhibitor Services at 613-822-8800.

[ONLINE ORDERING](#)

ELECTRICAL

ORDER DEADLINE: April 14, 2022

Electrical is not supplied to your booth. If you require an electrical hookup, please [click here to place your order online](#).

If this is your first time ordering from the **EY Centre**, you must [sign up for an account](#) before you can place your order. If you need assistance with the online ordering system, please contact Exhibitor Services at 613-822-8800.

[ONLINE ORDERING](#)

TELEPHONE / INTERNET / WIFI

ORDER DEADLINE: April 25, 2022

Please Note: This venue has paid WIFI only. If you require a telephone or internet line or access to WIFI in your booth, , please [click here to place your order online](#).

If this is your first time ordering from the **EY Centre**, you must [sign up for an account](#) before you can place your order. If you need assistance with the online ordering system, please contact Exhibitor Services at 613-822-8800.

[ONLINE ORDERING](#)

AUDIO / VISUAL RENTALS

ORDER DEADLINE: April 25, 2022

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

AV Canada

Martin Stanfield

Tel: 613-223-0441

Fax: 1.888.294.2067

Email: martin.c@av-canada.com

[AUDIO VISUAL ORDER FORM](#)

HOTEL

BOOKING DEADLINE: April 4, 2022

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

We have obtained a group rate of \$159.00 + taxes for a studio suite and \$169 + taxes for a 1-bedroom suite at **The Homewood Suites**.

The Homewood Suites is located at:

3605 Paul Anka Drive

Ottawa ON K1V 2S6

Reservations may be made by calling 613-422-3678 or follow these steps to reserve your stay online:

1. Go to homewoodsuites.com
2. Enter city and dates
3. Click on “add special rate codes”
4. Enter NSW in the “group code” section

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

FOOD SAMPLING

FORM SUBMISSION DEADLINE: April 11, 2022

If you are planning on sampling food or beverage product(s) in your booth, please note there are **two** necessary forms to complete. Please send a copy of each completed form to joy@nationalevent.com. Food samples are limited to a 2 oz. portion and beverage products to 4 oz.

1. **Please complete the below Sampling Form** and send it to the EY Centre at catering@eycentre.ca

[FOOD SAMPLING FORM](#)

2. **Please click the link below to complete the “Special Event Application for Food Vendors” and print a copy for your records.** There is no fee involved.

Please ensure you are complying with the Food Safety Guidelines below. If you do not complete this form, and do not comply with the guidelines, you could be closed down if an inspector comes to the show. If you have any questions, call 613-580-6744 to speak with Ottawa Public Health.

[COMPLETE ONLINE FORM HERE](#)

[FOOD SAFETY GUIDELINES](#)

LEAD RETRIEVAL SYSTEM

We offer a Lead Collection system at the Franchise Expo. This system uses any smartphone or internet enabled device (no scanners needed). Attendees contact info (name, email and cell if provided) will be pre-populated into the software to make your lead collection easy on-site and your post-show follow-up effortless.

Please send your completed order form to joy@nationalevent.com if you would like to sign up for this system. *Please note: This is not a complete list of attendees. It is a lead retrieval service to help you capture leads quickly and accurately.*

[LEAD RETRIEVAL ORDER FORM](#)

[HOW TO COLLECT LEADS](#)

HOW TO WORK A BOOTH

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

[TIPS FOR SUCCESS](#)

EXHIBITOR BADGES

FORM SUBMISSION DEADLINE: April 25, 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 7 personalized name badges based on the size of your booth.

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

[CLICK HERE TO ORDER BADGES](#)

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 joy@nationalevent.com.

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

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

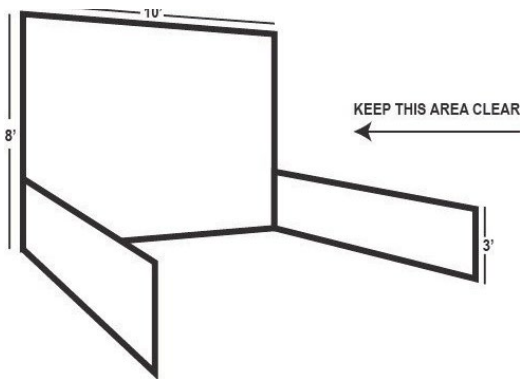
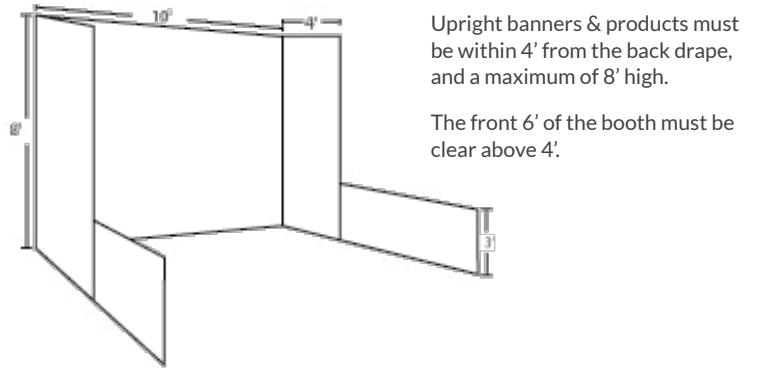


Diagram #2: Sample of display allowance



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).

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 it's 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 confirm 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.

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) 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.