

# Exhibitor's Kit

2009 Kingston Baby and Kid Show

STATION 14 INC.



## **PLEASE READ CAREFULLY!!**

*The time you take now to review this information will save you time at the show.*

Enclosed is your 2009 Kingston Baby and Kid Show. This manual contains all the necessary information for the preparation and installation of your exhibit.

We are delighted to be working with you on the Kingston Baby and Kid Show.  
Should you have any questions, please call Station14 Inc. at  
613.329.3785

We look forward to seeing you at the show!

**GENERAL SHOW INFORMATION**  
**2009 Kingston Baby & Kid Show**

**SHOW DATES & HOURS**

Saturday, May 2, 2009	10:00 a.m. - 5:00 p.m.
Sunday, May 3, 2009	10:00 a.m. - 4:00 p.m.

**MOVE-IN DATE & HOURS**

Friday, May 1, 2009	12:00 p.m. - 7:00 p.m.
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**MOVE-OUT DATE & HOURS**

Sunday, May 3, 2009	4:00 p.m. – 7:00 p.m.
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**ENTRY TO THE SHOW**

Show Management reserves the right to refuse admission to the show building to any visitor, exhibitor, or contractor who, in the opinion of Show Management, is unfit, intoxicated, or in any way creating a disruption of the show.

**For security reasons, Exhibitors will be required to wear their exhibitor badge in a prominent location when entering the building.**

**SHOW LOCATION**

Cataraqui Community Centre  
1030 Sunnyside Road  
Kingston, Ontario K7L 2Z3

**PRODUCED BY**

Station14 Inc.  
1434 Millenium Court  
Kingston, Ontario  
K7L 4V3  
Tel: (613) 483-5067  
[www.station14.ca](http://www.station14.ca)

**SHOW OFFICE**

Throughout the entire show period, Show Management will maintain a show office in the facility to assist all exhibitors and attendees.

**SHOW MANAGEMENT**

Anthony Agostino – President  
Vagia Agostino - CEO  
Angelina Gencarelli - Show Manager  
Diana Baker – Sales Manager

## Q&A

### **When can I move in and set up for the show?**

Move in Day is Friday, May 1 from 11:00am to 7:00pm. Some minor exceptions can be made in terms of that time being extended but since we all have a long weekend ahead of us we really prefer you to be set up by 7pm. Those who want to set up on the Saturday morning must notify us and must be complete by 9:30 a.m. Exhibitors will be able to move their items into the Cataraqui Arena through the back zamboni entrance which is located at the rear of the building; turn right when entering the parking lot.

### **Where is the Cataraqui Community Centre?**

The Cataraqui Community Centre is located at 1030 Sunnyside Road. Here's how to get there:

From Highway 401 Eastbound:

- Exit Hwy. 401 at Exit 613 (Sydenham Road).
- Turn left (north) onto Sydenham.
- At the first intersection turn left (west) on Mclvor Road.
- Follow Mclvor to Sunnyside Road. Turn left onto Sunnyside. The arena is on the left-hand side of the road.

From Highway 401 Westbound:

- Exit Hwy. 401 at Exit 613 (Sydenham Road).
- Continue straight through the intersection onto Mclvor Road.
- Follow Mclvor to Sunnyside Road. Turn left onto Sunnyside. The arena is on the left-hand side of the road.

### **Who is my contact when I arrive?**

You can contact Angelina Gencarelli 613.329.3785

### **What comes with my booth again?**

A Standard booth is 10'x10' and included with that is pipe and drape (8' curtained backdrop and 3' side railings), one (1) 8' table, one (1) white table cover, 2 folding chairs, and overnight security Friday and Saturday night.

### **Do I get passes for the show?**

Of course, we will be handing out exhibitor badges on Friday, May 1<sup>st</sup>, which are weekend passes made especially for exhibitors. Each exhibitor will be given four (4) passes (4 passes per 10x10 booth) on the Friday. It is the exhibitor's responsibility to distribute these passes to their team members.

### **Will there be a special door for exhibitors to enter on Saturday and Sunday?**

No. Please use the main entrance located at the front of the building. There will be a security guard at the door, your exhibitor badges must be worn and shown to them to gain entrance and by pass any lines.

### **I'm not sure of my booth number, how will I know where I am located?**

There will be a floor plan given to you upon your arrival on Friday, May 1<sup>st</sup> which will show you where you are located. We will also be there on Friday to facilitate the move in and to make sure everyone is in their properly assigned booth.

### **What are the show times again?**

The show runs 10am to 5pm on Saturday, May 2 & 10am to 4pm on Sunday, May 3

### **When do we have to move out?**

Move out begins once the last visitors are out of the building around 4pm on Sunday. Please do not begin to dismantle your booth before 4pm. We have a few hours that evening to move out, but nothing can be left in the building over night. Station 14 Inc., The Kingston Baby & Kid Show and the City of Kingston are NOT responsible for any items left at the Cataraqui Community Centre overnight on Sunday.

### **Can I leave anything behind?**

No. Your space must look exactly like it did before you moved into it. If you require any cleaning of your space or if you leave anything behind and it must be cleaned or removed, you will be charged a cleaning fee.

### **Can I sell anything at my booth?**

Yes by all means. You are allowed to sell. But you are not allowed to stand in the aisles to sell or solicit visitors. We require you to remain in your booth space when you are selling or talking with visitors about your products and services. Please keep the aisles free for flow of traffic.

### **What if I need another electrical outlet or another table?**

Tables have already been ordered but if you require another table and table cover the cost is \$40. An additional electrical outlet will cost \$50. These arrangements must be made by Friday, April 25<sup>th</sup>.

### **Will you have any materials we can use to hang signs or decorate our booth with?**

No. You are responsible for decorating your own booth. No damage must be done to the floor or the pipe and drapes. We do recommend small bungee cords to help display signage.

### **Speaking of flooring, will there be any?**

No. the event will not be carpeted. We recommend that you bring foam interlocking mats or carpet for your own booth if you like but we will not be providing any flooring at all for exhibitors or for any aisles.

### **Are there any other rules or regulations I should know about?**

Yes there are plenty and they are all in the contract that you were required to read before you registered for the show. We encourage you to read over the rules and regulations once again.

**Kingston Baby and Kid Show  
Rules and Regulations**

<p>The Exhibitor agrees to be abide by all the rules and regulations adopted by Station 14 Inc. with the City of Kingston collectively (from hereby forth to be referred to as "management"), and agrees that Management will have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show.</p> <p>The exhibitor agrees to observe all union contracts and labour relations agreements in force, agreements between Management and the official contractors serving the show facility and companies operating in the building in which the show is taking place and to observe the labour laws of the jurisdiction in which the building is located. The exhibitor will not do anything directly or indirectly connected with their display which might be a violation of any laws, bylaws, ordinances or regulations of any government or regulatory body.</p> <p>The exhibitor agree to obtain, at its own expense, any licenses or permits which are required, including without limitation, from government bodies, trade or industry associations, and any other third parties, for the operation of its trade or business during the show and to pay all taxes that may be levied against it as a result of the operation of its trade or business in their space allocated.</p> <p>The exhibitor agrees not to conduct or be associated with a promotional contest in connection with the show, where a prize or prizes having a value in excess of \$50 are offered, unless the exhibitor satisfies Management that the contest is being operated in accordance with the law and provides a letter of credit or other security satisfactory to Management covering the value of the prize(s).</p> <p>The exhibitor agrees to obey all non-smoking regulations in effect at the facility and agrees to ensure that its officers, agents, employees, and those for whom in law they are responsible for, obey any such regulations.</p> <p>Management reserves the right to cancel any Exhibit contract and to withhold possession of the space; or expel the exhibitor there from if the exhibitor fails to comply with any of the show rules and regulations; in which case the exhibitor shall forfeit as liquidated damages and not as a penalty all payments pursuant to the contract, all without limiting Management's other rights and remedies at law as a result of such failure to comply. Management reserves the right to modify or add or delete terms as deemed necessary.</p> <p>The exhibitor agrees that no display may be dismantled or goods removed during the entire run of the show but must remain intact until the close of the show. The exhibitor also agrees to remove his exhibit and equipment from the show building by the final move-out time limit, or in the event of failure to do so, the exhibitor agrees to pay for such additional costs as may be charged. Management reserves the right to reproduce all photographs, images and likeness taken during the show for future purposes.</p> <p>The organizers and other participating sponsors, are not to be held liable for any injury, loss, burglary, additional expenses, delays or any other irregularities, including strikes, which may be caused by factors beyond their control.</p> <p>The exhibitor agrees to occupy the contracted exhibit space during the full term of the show and to exhibit only the products described in this contract. Management reserves the right, in its sole and unregulated discretion to determine the eligibility of exhibitors and exhibits for the show and reject or prohibit exhibits which Management considers objectionable and relocate exhibitors or exhibits when in the opinion of Management such moves are necessary to maintain the character and/or good order of the show.</p> <p>The exhibitor shall not assign any rights under this agreement or sublet the space without the prior written permission of Management which permission may be arbitrarily withheld. Exhibitors are prohibited from booth sharing (one exhibit per booth) and from distributing literature, business cards, display material items and products of any non-exhibitor.</p> <p>All of the exhibitor's property at the show shall be at the sole risk of the exhibitor and Management assumes no responsibility for loss or damage thereto.</p> <p>The exhibitor is liable for any damage they cause to the facility or to any property of Management, its agents or any other exhibitor. The exhibitor may not apply paint, lacquer, adhesive or any other coatings to the facility or to the property of Management, its agents or any other exhibitor.</p> <p>In the event that the exhibitor's cheque is returned by a bank due to insufficient funds, a \$25 administration fee will be charged to the exhibitor.</p>	<p>participation in the show. The exhibitor shall obtain and maintain at its own expense during the period commencing on the first move-in date and terminating on the last move-out date, a policy of insurance acceptable to Management. The policy of insurance shall name Station 14 Inc. and the Kingston Baby and Kid Show as loss-insured and insure the exhibitor against all claims of any kind arising from or in any way connected with the exhibitor's presence or operations at the show. The exhibitor shall carry liability insurance of \$2 million with a \$500 deductible. The exhibitor agrees to furnish immediately to Management upon requests certificates of insurance pertaining to all policies of insurance carried by the exhibitor together with satisfactory evidence from the insurer 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 management at law or under these rules and regulations, management 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.</p> <p>The exhibitor accepts all risks associated with the use of exhibit space and environs. The exhibitor shall not make any claim or demand or take any legal action whatsoever against Station 14, The Kingston Baby and Kid Show, the show sponsors or the facility in which the show is held, for any loss, damage or injury howsoever caused to the exhibitor, its officers, employees, agents or their property. The exhibitor agrees to indemnify and hold harmless Station 14 Inc., The Kingston Baby and Kid Show, show sponsors and the facility, their respective officers, agents, affiliates and employees, against all claims, cost and charges of every kind resulting from their occupancy of the exhibit space or its environs, for personal injuries, death, property damages or any other damage sustained by the exhibitor or its officers, agents, employees or those whom in law they are responsible, or Station 14 Inc., the Kingston Baby and Kid Show, or a visitor the show.</p> <p>The event that the facility in which the show is to be held or is held is destroyed or becomes unavailable for occupancy, for reasons beyond the control of management and sponsors, or if for any reason management is unable to permit the exhibitor to occupy the facility or space, or if the show is cancelled or curtailed, management and sponsors will not be responsible for any loss of business, loss of profits, damage or expense of whatever nature that the exhibitor may suffer. The reasons listed include, but are not limited to, such reasons as: casualty, explosion, fire, lightning, flood, weather, epidemic, earthquake, war or any other Acts of God, acts of public enemies, riots or civil disturbance, strike, lockout or boycott.</p> <p>The exhibitor agrees no display will be dismantled or goods removed during the entire run of the show, but will remain intact until the end of the final closing hour of the last day of the show. The exhibitor also agrees to remove its display and equipment from the show site by the final move-out time limit, or in the event of failure to do so, the exhibitor agrees to pay for such additional costs as may be incurred.</p> <p>Exhibit space may be cancelled provided written notice is received by management prior to April 1, 2009, in which case all monies paid by the exhibitor will be refunded less an administration fee of \$200.00 per booth. If the exhibitor cancels after such a date, the exhibitor will be responsible for the full contract price. In the event the exhibitor fails to make payment as aforesaid or fails to comply in any respect with the terms of this contract, management reserves the right to cancel this contract without any notice and all rights of the exhibitor hereunder shall cease and terminate. Any payment made by the exhibitor on account hereof will be retained by show management as liquidated damages for breach of his contract and show management may thereupon rent said space. Failure to appear at the event does not release exhibitor fro responsibility for payment of the full cost of the space rented.</p> <p>Where exhibitor offers or provides raffles, donations, or other promotional measures that require guests to be present at a specified location or time, or any other unusual promotion plans, they must be first approved by management before April 15, 2009.</p> <p>Food, beverages or unique items either sold or given away must be approved by the organizers and arrangements made directly with the Catarauqui Community Centre and the staff in charge of said facility.</p>
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## **How to Maximize Your Kingston Baby & Kid Show Investment**

### **Increase traffic to your booth BEFORE the show**

- 1) Send press releases/literature to media and prospects
- 2) Send invitations to clients and prospects (5%—10% response)
- 3) Phone clients and prospects (5% - 10% response)
- 4) Customize all advertising pre-show
- 5) Offer a service/discount/special demo/seminar/ gift with any of the above

### **Pre-Show**

- 1) Reiterate goals to self and staff
- 2) Go over scheduling
- 3) Review common questions and problems and be ready to address same
- 4) Nail down pricing and be consistent
- 5) Design a lead card to track contacts (don't forget to collect e-mail addresses!)
- 6) Handle leads—have a database mailer ready to go.

### **3 Second Rule**

In a glance, your exhibit should tell people three things in three seconds:

- 1) Your company name
- 2) Exactly what you do
- 3) At least one benefit of your product or company

### **10 Easy Ways to Better Exhibit**

- 1) Sell your product but also sell your benefits and your company too
- 2) Build, buy or rent a background
- 3) Have a professional attractive sign
- 4) Select the proper setting for your product
- 5) Invite people into your exhibit
- 6) Have free giveaways, samples and/or contests at your exhibit
- 7) Carpet your exhibit
- 8) Use greenery in your exhibit
- 9) Involve people in your exhibit/product
- 10) Create a formal/informal closing area

### **Two Year Pin-Point Literature Plan**

- 1) Follow up on all leads: call them, e-mail them, courier, fax... whatever it takes to ensure you and your company are top of mind!
- 2) After the show, you may be left with the names of good prospects who weren't ready to buy at the show. Make sure you touch base immediately after the show, 2 weeks after, 6 months after, 1 year after, 18 months after and 2 years after.
- 3) This approach has proven to get optimal results for show exhibitors. Remember that awareness and exposure leads to sales which translates into revenue!