

# Exhibitor Kit



February 8 to 11, 2024

# Table of content

<b>1</b>	<b>General Information</b>	<b>4</b>
1.1	Location	4
1.2	Show Hours	4
1.3	Move-In and Move-Out	4
1.4	Merchandise deliveries	5
1.5	Storage	5
1.6	Construction and safety standards	6
1.7	Stationnement	6
1.8	Hôtel	6
1.9	Exhibitor Accreditations	6
1.10	Assurance	6
<b>2</b>	<b>General Conditions</b>	<b>7</b>
2.1	Attitude, behaviour and respect	7
2.2	Payment of Accounts	7
2.3	Article 46 of the Building Act	7
2.4	Security	7
2.5	Samples, solicitations and souvenirs	7
2.6	Maintenance and cleaning of booths	8
2.7	Contests	8
2.8	Noise	8
2.9	Booth Presence	8
2.10	Food Samples and Food Policy	8
2.11	Official Language	8
2.12	Copyright	8
2.13	Electricity	9
2.14	Exclusif services	9
2.15	Vehicles on the site	9
2.16	Photography	9
<b>3</b>	<b>Booth Layout Regulations</b>	<b>10</b>
3.1	Mandatory Floor Covering	10
3.2	Mandatory Hardwall (8 feet height)	10
3.3	Maintaining the integrity of the premises	11

3.4	Booth plans .....	11
3.5	Banners & Signage .....	11
3.6	Fire safety.....	11
<b>4</b>	<b>Service Suppliers and Order Forms .....</b>	<b>11</b>
4.1	Electricity (Électro-performance).....	11
4.2	Internet (Wi-Fi).....	12
❖	Internet (Wi-Fi).....	12
4.3	Gypsum Walls .....	12
❖	Gypse walls .....	12
4.4	Furniture, carpet and custom booth rental (GES) .....	12
<b>5</b>	<b>Increase your visibility .....</b>	<b>12</b>
5.1	Exhibitor Listing.....	12
5.2	Marketing Kit.....	12
❖	Marketing Kit.....	12
5.3	Talk about your presence at the show! .....	12
5.4	Personalized promo code .....	13
5.5	Complimentary tickets .....	13
<b>6</b>	<b>To-Do List .....</b>	<b>14</b>

# 1 General Information

## 1.1 Location

Olympic Stadium  
4545 Pierre-de Coubertin,  
Montreal, QC  
H1C 0B2

## 1.2 Show Hours

Thursday, February 8, from 12pm to 9pm  
Friday, February 9, from 12pm to 9pm  
Saturday, February 10, from 10am to 7pm  
Sunday, February 11 from 10am to 5pm

\*Please note that the doors will open for participants 1 hour before the start of the show and will close 30 minutes after the closing time.

## 1.3 Move-In and Move-Out

To reserve a delivery schedule (move-in) & material pick-up (move-out), exhibitors must register online [expohabmtl.sumlogin.ca](http://expohabmtl.sumlogin.ca), in order to:

- Complete a technical profile: provide the logistics team with details regarding the set up / installation / dismantling of the booth
- Choose and print the delivery / pick-up schedule

Deliveries with a reservation, during the time periods in question, will have priority access to the door giving access to the Olympic Stadium (Access on Bennett Street, or Secteur Marathon). Please note that the reservation site will be online until the Monday before the set-up period. **Exhibitors who have not made a reservation will have access according to the availability of space.** If not, **as there is no waiting area**, vehicles will have to leave the site and arrange a delivery/pick-up time with the SUM Logistik team on site.

### **MOVE-IN: MATERIAL DELIVERIES AND BOOTH SET-UP**

**Tuesday, February 6 to Wednesday, February 7**

**In order to avoid congestion and/or delays**, exhibitors must adhere to their own chosen **schedule** and unload their exhibit material as quickly as possible. Vehicles must leave the loading dock immediately once the merchandise has been removed or loaded, **WITHOUT EXCEPTION**. The loading dock will be accessible according to the schedule available via the operational site during the set-up/dismantling periods (24 hours).

**Forklift services** are available, free of charge, to unload and load heavy merchandise (during set-up and tear-down). However, **the service must be booked through the [operations site](#)**. Any operation requiring handling services for assembly and/or placement inside the booth is at the exhibitor's expense (send your request to [info@sumpro.ca](mailto:info@sumpro.ca) before January 16th). The same provisions apply for dismantling.

**Exhibitors must ensure that their space is set up within their booth space.** Exhibitors are also required to use easily removable tape to hold any floor covering in place. Failure to do so may result in a clean-up charge. **All set-ups must be completed by 6:00 p.m. Wednesday, February 7**, to allow for the cleaning of

the exhibit hall and installation of aisle carpets.

#### **ENTRY AND EXIT OF GOODS DURING THE SHOW**

Authorized deliveries can be made one hour before the show opens to the public. Any departure of a large quantity of material can be done after the closing of the show, given approval by the logistics manager of SUM Logistik on site.

#### **MOVE-OUT: DISMANTLING AND PICK-UP**

**Sunday, February 11 (after 5pm) and Monday, February 12 (before 2pm)**

##### **Booth Dismantling**

Out of respect for visitors, it is **strictly forbidden** to dismantle the booth before the show closes at 5pm on Sunday, February 11, 2024. All material will be kept inside the exhibition hall until closing time.

##### **Security**

The security measures in effect during the Show will be lifted at the end of the Show; no valuables are to be left on the premises; in case of breakage or theft, the promoter, the Olympic Stadium and/or their representatives cannot be held responsible.

**Move-Out Procedures** are available on the operational site: <https://expohabmtl.sumlogin.ca>

All exhibitors must have removed their merchandise by Monday, February 12, 2024, 2:00 PM, at the latest. After this time, the merchandise will be picked up by the official carrier and delivered to the exhibitor at his expense.

##### **Demolition and garbage disposal**

Exhibitors are responsible for the demolition of their booths and the management of their waste, and must vacate their space by 2:00 PM on Monday, February 12. Failure to do so will result in the promoter disposing of any materials left on site at the **exhibitor's expense**.

FOR ALL ADDITIONAL INFORMATION CONCERNING THE MOVE-IN AND MOVE-OUT: [info@sumpro.ca](mailto:info@sumpro.ca) or 514.282.8743 ext. 236

## 1.4 Merchandise deliveries

Merchandise must be delivered to the Olympic Stadium and will be accepted on February 6, 7 and 8 only, depending on your reserved schedule selected on the [Operations site](#). The Olympic Stadium will return any merchandise received before February 6. Expo Media is not responsible for delivery charges, and you must ensure that you make the necessary arrangements for the delivery of materials directly to your booth. Please note the delivery address as follows (on EACH BOX): ExpoHabitation de Montreal – Olympic Stadium – The name of your company – Your name – Your phone number – Your booth number – Delivery address: 4545 Pierre de Coubertin Montreal, Quebec, H1V 0B2

## 1.5 Storage

All packaging containers must be removed from the booths before the aisle carpets are placed. The storage of cardboard boxes or any other container around the booth is strictly prohibited by the City of Montreal Fire Department. Once the containers are empty and ready for storage, please obtain storage labels from SUM

Logistik onsite. Containers will then be picked up, stored for the duration of the show, and returned to the booths at the end of the show.

## 1.6 Construction and safety standards

The move-in and move-out of an exhibition is considered by law to be a construction site. Therefore, the wearing of safety shoes, safety glasses, helmets and safety harnesses is strongly recommended in some situations, and mandatory in others. To learn more, please visit this link. [www.csst.qc.ca](http://www.csst.qc.ca)

## 1.7 Stationnement

Visit the link below to order a parking pass with the Olympic Stadium.

[Parking form](#)

## 1.8 Hôtel

Reserve your room at the Hotel Universel before January 6, 2024 to take advantage of our special group rate!

- ❖ To reserve your room , please contact them by email at [info@hoteluniverselmontreal.com](mailto:info@hoteluniverselmontreal.com) or by phone at 514-252-3365 (toll free at 1-800-567-0223) and mention the code: **Salon Expo**.

Reservations made after the deadline will be accepted and offered at the rate based on availability.

## 1.9 Exhibitor Accreditations

Each exhibitor gets **4 accreditation cards per 100 sq. ft.** of booth space according to the contract. These will be available at the promoter's office starting Tuesday February 6<sup>th</sup> at 10am. Anyone who leaves during the day or evening with no intention of returning may leave their card at the accreditation desk to be picked up the next day by another member of the team. Additional cards are available at a reduced cost by completing the following form:

- ❖ [Formulaire d'accréditations supplémentaires](#)

Please note that accreditation cards are mandatory for access during the opening days of the show. These policies are issued by the RIO (Régie des installations olympiques) authorities and are strictly and rigorously enforced by the Stadium staff.

## 1.10 Assurance

Marketplace Events (and it's representatives) shall not be liable at any time for accidents, injury to persons in the booths, loss or damage to products or booths due to fire, theft, or any other cause.

Marketplace Events requires proof of insurance from the exhibitor covering these risks for the duration of the show. Each exhibitor must carry a minimum of two million dollars (\$2,000,000) of public liability insurance coverage for the duration of the Show. Exhibitors are required to obtain a comprehensive exhibition policy at their own expense. We strongly suggest that you contact your insurer as soon as possible to make the necessary arrangements.

**MANDATORY:** Please send your proof of insurance before January 22, 2024 to [exposants@expomediainc.com](mailto:exposants@expomediainc.com)

## 2 General Conditions

The following rules are intended to facilitate your participation in the Montreal HomeExpo. They are intended to provide a framework for your preparations for the show and to ensure that adequate safety standards are met for exhibitors and the public. These guidelines are an integral part of your space and service rental contract and you are required to read it carefully.

### 2.1 Attitude, behaviour and respect

Exhibitors are responsible for their staff, their behavior and attitude. Therefore, in order to maintain a harmonious show, any person deemed violent, aggressive, unpleasant or undesirable, will be expelled from the premises. No aggressive behaviour will be tolerated, whether with other exhibitors, visitors, or the promoter's staff. Show management reserves the right to deny access to the exhibit hall to any visitor, exhibitor or employee of an exhibitor who, in the opinion of management, is undesirable, intoxicated, or in any way interferes with the proper functioning of the show.

### 2.2 Payment of Accounts

The exhibitor must comply with the payment terms indicated on the approved contract. The exhibitor will be given his accreditation cards and will be admitted to the exhibition site provided he has paid the amounts due to Marketplace Events, in full.

### 2.3 Article 46 of the Building Act

Each exhibitor declares to be in compliance with the law and releases Expo Media and MarketPlace Events from any responsibility. Art 46. No person may act as a building contractor, take the title of building contractor or give reason to believe that he is a construction contractor, unless he holds a valid license. No contractor shall use the services of another contractor who does not hold a current licence to perform any work. for the performance of construction work.

### 2.4 Security

Marketplace Events shall not be liable at any time for any loss or damage that may occur. The exhibitor must take all necessary measures to protect his goods and to ensure the physical integrity of the people in and around his stand.

### 2.5 Samples, solicitations and souvenirs

No bag, of any material, may be distributed by the exhibitor without prior written authorization from the Show Management. The distribution of samples, souvenirs and advertising material, as well as commercial solicitation, is only permitted inside your booth. All self-adhesive advertising material is prohibited outside the booths. All distribution is subject to approval by Marketplace Events. Any distribution deemed illegal will be stopped immediately and those responsible may be expelled from the site, if deemed necessary by the Show Management.

## 2.6 Maintenance and cleaning of booths

Booths must be cleaned daily before opening to the public. Waste must be deposited in the aisle in front of the stand at the end of each day for collection by the exhibition hall maintenance service.

## 2.7 Contests

Commercial claims and contests conducted by exhibitors must never bind Marketplace Events. Contests must be authorized by Marketplace Events and the Régie des alcools, des courses et des jeux (for any prize valued at \$100 or more). Additional information can be obtained from the Régie by calling 514-873-3577 or 1-800-363-0320.

## 2.8 Noise

The municipal by-law on noise in commercial premises limits the sound power. Show management reserves the right to enforce an acceptable noise level of 85 decibels at 5 meters from the source, in order to promote good neighbourliness. The use of microphones in the booths is subject to the approval of the Show management.

## 2.9 Booth Presence

The exhibitor must ensure the presence of personnel in its booth during all the opening hours of the Show.

## 2.10 Food Samples and Food Policy

Exhibitors wishing to cook food in their booths must submit a written request to Show Management specifying the nature of the product and the type of equipment used, as well as the frequency of use.

[Food policy](#)

## 2.11 Official Language

The exhibitor agrees to distribute French documentation in sufficient quantity for the duration of the event, as stipulated in the following article:

Article 58 of the Charter of the French Language: "Public signs and commercial advertising must be in French. They may also be done both in French and in another language provided that French is clearly predominant."  
<https://www.oqlf.gouv.qc.ca/charte/reglements/index.html>

## 2.12 Copyright

Exhibitors are responsible for obtaining all licenses and permits for the use of soundtracks, photographs, films and other media subject to copyright protection. The Show Management reserves the right to remove any productions deemed offensive or not in compliance with the regulations in force.



### 2.13 Electricity

Electrical installation inside the booths, after connection, must be performed by a certified electrical contractor. All electrical installations must comply with the various building codes in force. The exhibitor must comply with all safety regulations. The exclusive supplier of the Olympic Stadium will distribute the electrical power if the exhibitor's installations comply with the regulations and building codes. Each exhibitor is responsible for ordering their electrical service from the exclusive supplier (see section 4 for ordering your electrical outlets).

### 2.14 Exclusif services

Many services are provided exclusively by Marketplace Events, Expo Media Inc or the designated Olympic Stadium suppliers. Exhibitors must fill out order forms for all requests regarding: material handling, power supply, catering and Wi-Fi internet. See section 4 to order your services.

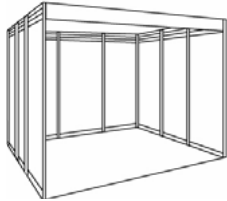
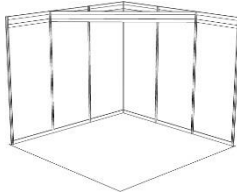
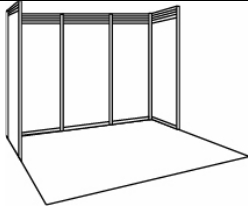
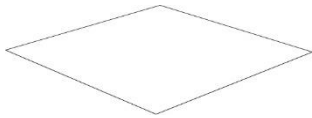
### 2.15 Vehicles on the site

Demonstration vehicles must be authorized in advance by the Show Management, and their placement in the booth must be under the supervision of Sum Logistik, please communicate this information to the logistics team while registering for your move-in and move-out (section 1.3). The exhibitor will be required to return the vehicle key to the promoter's office and must comply with the regulations established by the City of Montreal Fire Department.

### 2.16 Photography

Photography is permitted during the exhibition with the exhibitor's permission. Marketplace Events reserves the right to prohibit the taking of photographs of any person deemed undesirable or harmful to the smooth running of the exhibition.

### 3 Booth Layout Regulations

<b>BOOTH SET-UP EXAMPLES</b>	
	
<b>BOOTH BETWEEN TWO NEIGHBOURS:</b> <u>one rear</u> and <u>two side</u> walls required	<b>BOOTH OPEN ON TWO SIDES (CORNER) :</b> <u>one rear</u> and <u>one side</u> wall required
	
<b>BOOTH OPEN ON THREE SIDES:</b> <u>one rear</u> wall required	<b>BOOTH OPEN ON FOUR SIDES (ISLAND):</b> <u>no wall</u> required

#### 3.1 Mandatory Floor Covering

The floor covering of your booth space is mandatory. Unless you have ordered a turnkey booth (carpet included), you can use your own material (carpet, tiles, etc.) or rent a carpet from the official show decorator (GES Canada) (order form found in section 6). We ask that you **use good quality tape for the installation** of carpets to avoid damaging the floor.

#### 3.2 Mandatory Hardwall (8 feet height)

Exhibitors are required to have hard walls for their booth set-up, **curtains are not allowed**. The walls of your booth, as well as any other equipment, must be self-supporting and finished on both sides. When setting up, **it is important to build your walls within your space** (see floor markings). Unless otherwise authorized in writing by the Show promoter, the maximum height allowed for booths is 8 feet. Unless you have ordered a turnkey booth or rented the necessary quantity of panels from the official show decorator (GES Canada) you may use or build your own booth, provided it meets the current standards required by the City of Montreal Fire Department.

Pop-up style booths are accepted, provided they cover the entire width of your booth space. All exhibitors must comply with the required regulations or rent a turnkey booth from GES Canada, the Show's official decorator (see section 4 to place your orders).

### 3.3 Maintaining the integrity of the premises

It is forbidden to screw or nail on the walls or floor of the Olympic Stadium. The exhibitor must take the necessary measures to prevent any deterioration of the rented premises or the property of others, for which he will be held responsible if necessary.

### 3.4 Booth plans

Booth layout plans are required for any booth or attraction larger than 300 square feet. These plans must be submitted to operations team for approval at least 15 days prior to the event ([exposants@expomediainc.com](mailto:exposants@expomediainc.com)). Any unapproved set-up may result in a rearrangement fee, at the discretion of Show Management.

### 3.5 Banners & Signage

Any banner or sign must be installed inside the booth, at a maximum height of 8 feet. Banners hung on the wall of the booth must be professionally made and aesthetically pleasing. The Show management reserves the right to refuse or remove any banner that is deemed to be detrimental to the smooth running and/or image of the Show. All hanging work on the Olympic Stadium structure (columns, mezzanine, other) or from the ceiling must be done by the Olympic Stadium team and approved by the Show operations ([exposants@expomediainc.com](mailto:exposants@expomediainc.com)). A visibility fee applies for aerial banners.

French is the predominant language and must be reflected on the signage inside the Show (see section 2.10).

**Any deviation from these rules must be agreed upon in advance with the Show management.**

### 3.6 Fire safety

The City of Montreal Fire Department requires, among other things, that all objects, materials and fabrics used in your booth be fireproof. Wood is tolerated as long as it has a minimum thickness of ¼ inch. Each booth covered by a ceiling must be protected by a sprinkler system if it exceeds 300 square feet. Inspectors may require the dismantling of booths that are found to be non-compliant with these standards.

If in doubt, consult the following website: <http://ville.montreal.qc.ca/sim/occupation-temporaire-dun-batiment-exposition>. For general information: 514-872-3800

## 4 Service Suppliers and Order Forms

### 4.1 Electricity (Électro-performance)

Électro-performance is the exclusive supplier of electricity at the Olympic Stadium. Please fill out the form below and email it to [electro@electroperf.com](mailto:electro@electroperf.com) or fax it to 450-447-4722 before **January 30<sup>th</sup> 2024** to take advantage of the early bird price.

❖ [Electrical order form](#)

## 4.2 Internet (Wi-Fi)

Order your wireless internet with Olympic Stadium through the link below. Place your order before **February 1<sup>st</sup> 2024** to take advantage of the early bird price.

❖ [Internet \(Wi-Fi\)](#)

## 4.3 Gypsum Walls

To If you wish, you can order rigid gypsum walls with our official supplier. Take note that the construction of gypsum walls takes away about 8" from each side where a wall is built, slightly reducing your booth space.

It is also important to confirm with the drywall supplier the date and time your walls will be ready for walls will be ready during the installation period to avoid any confusion.

Regular prices until January 9, 2024.

❖ [Gypse walls](#)

## 4.4 Furniture, carpet and custom booth rental (GES)

GES is the official on-site decorator for the Montreal Home Show. Use the forms below for carpet rental, booth furnishings or for a custom booth. You have until **January 18, 2024** to take advantage of the best prices!

❖ [Order online with GES](#)

# 5 Increase your visibility

## 5.1 Exhibitor Listing

Check that the information on your profile in the [exhibitor listing](#) is up to date. If you are not yet registered, or if you wish to update your profile, [click here](#) to submit your information.

The exhibitor list is an important part of your space contract! The only way to guarantee your listing on our website is to register your company. Insert images of your product, talk about your promotions at the Show, and invite visitors to come and see you on site.

Take advantage of this great visibility before and after the Show for which you have already paid. For any questions, please write to: [exposants@expomediainc.com](mailto:exposants@expomediainc.com)

## 5.2 Marketing Kit

If you would like to increase your visibility before or during the show, become a presenter of an attraction or a contest, please consult our marketing kit. We have several options for you.

❖ [Marketing Kit](#)

## 5.3 Talk about your presence at the show!

Find us on social media! Tag us in your publications before and during the show, we will be happy to share you. Post pictures of your booth and announce your contests and promotions, all using the hashtag #expohabitation!

 @salonhabitation  @expohabitation

Contact us if you need our logo for the creation of your content [exposants@expomediainc.com](mailto:exposants@expomediainc.com).

#### 5.4 Personalized promo code

Offer your customers a promotional code for ticket purchases with your own personalized code. Contact [exposants@expomediainc.com](mailto:exposants@expomediainc.com) to receive your promo code!

#### 5.5 Complimentary tickets

Each exhibitor receives **20 complimentary tickets** for the show to invite clients, friends or family. Many exhibitors use social networks to organize contests and promote their presence at the Montreal Home Show. If you wish to have more courtesy tickets than the basic amount, please contact [exposants@expomediainc.com](mailto:exposants@expomediainc.com).

## 6 To-Do List

Use this simply to-do list to ensure a successful and hassle-free show!

- Step 1: Read the [Exhibitor Kit](#) and take into account all rules and regulations.
  - Step 2: Complete your [technical profile](#), reserve your time slot for the move-in and move-out and plan your set-up and tear-down needs (section 1.3 of the exhibitor manual).
  - Step 3: Check that the information on your profile in the [exhibitor list](#) is up to date. If you are not yet registered, or if you wish to update your profile, [click here](#) to submit your information (section 5.1 of the exhibitor manual).
  - Step 4: Consult the [Marketing Kit](#) and order your additional visibility by **January 27** to benefit from our extensive marketing campaign (section 5.2 of the exhibitor manual).
  - Step 5: Book your [hotel room](#) with Hotel Universel by **January 6** to take advantage of the group discount (section 1.8 of the exhibitor manual).
  - Step 6: Send your proof of insurance to [exposants@expomediainc.com](mailto:exposants@expomediainc.com) by **January 26** (section 1.10 of the Exhibitor Manual).
  - Step 7: Make sure your booth set-up meets the required standards (section 2 of the exhibitor manual) and that you have ordered everything you need for your booth set-up from our suppliers (section 3 of the exhibitor manual)
    - **Pay attention to supplier deadlines for early bird pricing:**
      - Wi-Fi orders – **February 1<sup>st</sup>**
      - Gypse Walls – **January 9<sup>th</sup>**
      - Furniture, carpet and custom booths with GES – **January 19<sup>th</sup>**
      - Electricity orders – **January 30<sup>th</sup>**
- Send your booth layout plan for approval to [exposants@expomediainc.com](mailto:exposants@expomediainc.com) (for all booths over 300 square feet).
- Step 8: Order your parking passes from the Olympic Stadium (section 1.8 of the exhibitor manual).
  - Step 9: Promote your presence at the show through on social media and your various marketing platforms (section 4.3 of the exhibitor manual).