

Exhibitor Kit 2024



March 21 to 24, 2024

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1 To-Do Checklist

Please use our checklist below to make sure you have a successful and stress-free show. Call your Exhibit Consultant, Gord, Chris or Rob if you have any question.

- Step 1: Read the exhibitor kit, including all rules and regulations
- Step 2: What's your game plan onsite, leads, sales, brand awareness? Have a set plan and a strategy to maximize the show. Check out the Digital Marketing Tips and Tricks from **One Core Media** in section 6 of the Exhibitor Kit.
- Step 3: Fill out your online exhibitor listing to ensure visibility on our website, if you have not received a link, please reach out to your sales rep to resend.
- Step 4: Take a look at our sponsorship packages and order by **March 1**
- Step 5: Book your hotel by **February 24th** for preferential pricing
- Step 6: Review your move in delivery time and contact Julia.Blais3@Gmail.com for any special requests.
- Step 7: Submit your proof of Insurance by **March 1st**
- Step 8: What your flooring plan, floor covering is mandatory.
- Step 9: If your booth is located on the main aisle, hard walls are mandatory.
- Step 10: Do you have everything you need? Submit all supplier order forms for your booth (electrical, carpet, furniture, wi-fi, parking pass, etc.) (**pay attention to individual supplier deadlines for early bird pricing**)
 - Stronco preferential pricing deadline – **February 26th**
 - Order online with Stronco: [click Here](#)
 - Show Code: **510974627**
 - Ey Center preferential pricing deadline – **February 27th**
 - [EY Center's online platform](#)
- Step 11: Submit your contest for approval if necessary
- Step 12: Promote your presence at the Ottawa Home and Garden show on social medias!

2 General information

2.1 Location

EY Centre
4899 Uplands Drive,
Ottawa, ON
K1V 2N6

2.2 Show hours

Thursday, March 21: 12pm - 9pm
Friday, March 22: 12pm - 9pm
Saturday, March 23: 10am - 7pm
Sunday, March 24: 10am - 5pm

*Please take note doors open 1h before the start of the show and close 30min after the end of the show

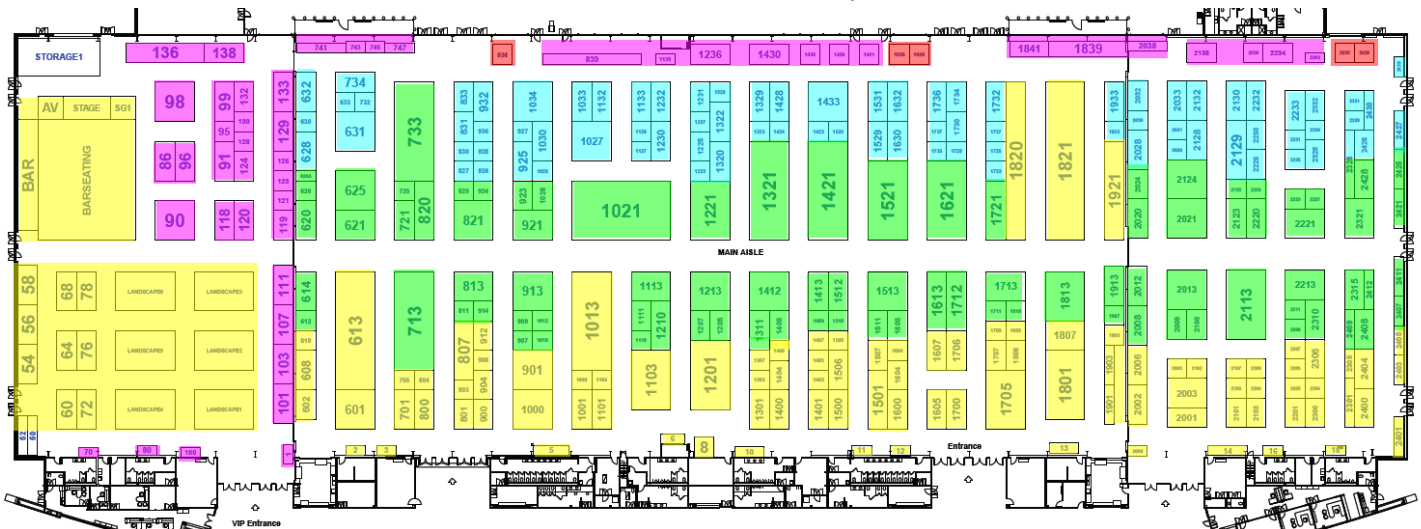
2.3 Move-in

You may only deliver according to the color-coded schedule below. Please reach out to Julia for special requests. Julia.Blais3@Gmail.com.

Tuesday, March 19, 2024: 8am – 8pm
Wednesday, March 20, 2024: 8am - 8pm
Thursday, March 21, 2024: 8am - 11am (Hand Carry Only)

Please refer to the below OHGS Floor Plan to view your scheduled delivery time. Scheduled delivery times are as followed:

- Booths highlighted **yellow**: Tuesday, March 19 from 8:00AM to 1:00PM;
- Booths highlighted **green**: Tuesday, March 19 from 1:00PM to 8:00PM;
- Booths highlighted **blue**: Wednesday, March 20 from 8:00AM to 2:00PM.
- Booths highlighted **pink**: Wednesday, March 20 from 1:00PM to 6:00PM
- Booths highlighted **RED**: Thursday, March 21 from 8:00AM to 11:00AM. (DUE TO BOOTH LOCATED INFRONT OF ROLL UP DOOR)



Access to loading docks, bringing vehicles into the building, and complimentary forklifts will be on a first come, first serve, basis. However, **exhibitors who arrive during their scheduled move-in time will have priority access** to these services. Reminder emails will be sent to each designated contact person to remind them of their scheduled move-in time.

Once you have delivered your stock you may continue to work in your booth until 11am on Thursday March 21st.

Reminder: If exhibitors are not done setting up their booth before show open, or do not have carpets to cover their booth space, your booth will be draped off until these are completed.

Should you have any concern with your scheduled move-in time, or require exceptions due to your booth set-up, please contact **Julia** from Ottawa Event Management at Julia.Blais3@gmail.com.

We thank you in advance for working with us to ensure a smooth, successful move in for the 2024 Ottawa Home and Garden Show!

2.4 Move-out

Sunday March 24, 2024: 6pm -10pm

Monday March 25, 2024: 8am - 1pm

No tear-down will be permitted before the end of the show on Sunday, March 24th at 5pm to respect all visitors of the show. Aisle carpets will be removed right when the show closes. Dollies and forklifts will only be allowed to circulate once the aisle carpets have been removed.

2.5 EY Center Parking

EY Centre parking is \$10.00 per day, tax included. This option is available onsite and is a single-entry ticket.

Please use the EY Center's online portal to purchase a parking pass, which allows to come in and out as many times as you need for the whole duration of the show. There are limited parking passes available, they are sold on a first come, first served basis.

❖ [EY Center's online platform](#)

For any questions concerning your orders with the EY Center or any inquiries while using this platform please contact 613-822-8800 or eventservices@eycentre.ca.

2.6 Hotel Partner

[The Sandman Signature Ottawa Airport Hotel.](#)

Book your hotel room **before February 24th 2024**, and receive preferential pricing!

Here are your booking options:

- 1) Call the hotel directly (613-216-7263) and provide dates and block **code 2403EXPO** and the front desk staff will take care of the rest;
- 2) Email them at res_signatureyow@sandman.ca and mention the code **2403EXPO**.

2.7 Exhibitor Badges

You have 3 exhibitor badges included every 100sqft. Ex: If your booth space is a 10' x 20' you get 6 exhibitor badges. If you think you need more please reach out to your sales rep.

3 Regulations

3.1 Insurance

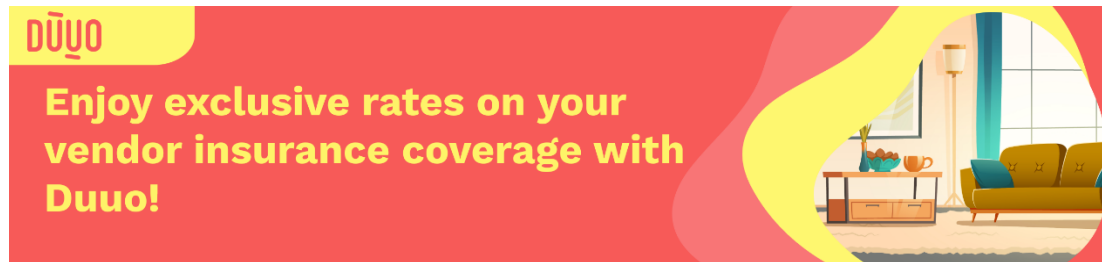
All participants are required to be insured for the duration of the show, including the move-in and move-out period as per your contract. If you don't have any insurance, you can benefit from [our partnership with Duuo Insurance](#) to get insured at a preferred rate.

The following must be included in your insurance policy:

- Naming of "Ottawa Home and Garden Show" and "Marketplace Events" as additional insured. Exact wording of the show name is required and the address is 370 Guy Street, Suite 210, Montreal, QC, H3J 1S6
- The expiry date of the policy: show dates, including set-up and tear-down, must be covered (From March 19th to March 25th 2024).
- Your full company name, as listed on your space rental contract.
- Your insurance should cover at least the following but is not restricted to:
 - Coverage of Third Party Bodily-Injury and Property-Damage
 - Blanket Contractual Liability
 - Employees as Additional Insured
 - Contingent Employers Liability
 - Broad-Form Property Damage
 - Personal Injury Liability
 - Cross Liability/Severability of Interest Clause.
 - Products and Completed Operations Liability (\$2,000,000 sublimit)

Please have your insurer e-mail your insurance certificate to the Ottawa Home and Garden Show exhibitorservices@expomediainc.com **before March 1, 2024**. Exhibitors who have not submitted their proof of insurance will not be allowed to move in.

Need a temporary exhibit insurance? Our partners at **Duuo** are providing our exhibitors with an exclusive rate on the cost of vendor insurance for the Ottawa Home & Garden Show. [Click here](#) to purchase your coverage in just a few clicks!



3.2 Contest

Show Management will be strictly adhering to the guidelines for running contests and competitions as stated in the Competition Act and in the Exhibitor Manual. All contests must be approved by Show Management. Please send your contest rules & regulations and a copy of the ballot for approval to exhibitorservices@expomediainc.com prior to **March 1, 2024**.

The following conditions must be clearly stated on the ballots (see example on next page):

- Approximate retail value of prize
- No purchase necessary
- Not redeemable for cash
- Delivery/Installation included/not included
- Information obtained from ballots is to be used in the following manner:
 - Solely by the exhibitor who collected the information
 - Solely for the purpose mentioned on the ballot
 - Every coupon must have the following text:
 - Yes, I would like to receive future information from _____ (company)

Show Management reserves the right to terminate any contest, by removing ballots and ballot boxes from the booth, if it does not comply with the competition act, or with Show Management regulations.

This policy is in effect to protect the consumers, as well as yourselves. It is in the best interest of all concerned to adhere to the Competition Act and show regulations. If you have any questions please contact: exhibitorservices@expomediainc.com.

Example of a contest ballot (Must be attached to your contest form)

Prize (detailed): Approximate retail value of prize – No purchase necessary – Not redeemable for cash – Delivery/Installation included/Not included	
First Name:	_____
Last Name:	_____
Age:	_____ Phone#: _____
Email Address:	_____
<input type="checkbox"/> Yes, I would like to receive future information from (company)	

The competition act as ruled by the Government Federal State.

“Competitions and like promotions conducted by exhibitors in conjunction with their displays shall be of a clear-cut nature, and free of any obligation to the winner. The award of awards, and the terms of same, must be clearly stated on the entry/ballot form. Awards which are conditional upon the placing of an order, or which represent a credit to be applied as part of payment of an order, are not permissible”.

For more information on the Competition Act please contact the Competition Bureau at 1-800-348-5358.

3.3 Food and Beverage sample or sale

If you wish to offer or sell food and beverage sample during the show, you have to complete the authorization form from the EY Centre.

- ❖ [Food and Beverage Sampling authorization from EY Centre](#)

4 Rules and Regulations from the

4.1 Adhesives

The only tapes authorized for use on exhibit hall floors are; Double stick V (2-sided tape), Rainbow (1- sided 7ml vinyl), masking tape, #618 Suretape (cloth duct tape), and/or #174 high-adhesion double-faced tape. “Stick-on” floor decals, floor signs or similar promotional items, meant as floor décor, may not be used in or about the facility unless approved by the Show management by the EY. Acceptable wall adhesives are Lepage Fun Tak or similar putty adhesive. Prohibited tapes include clear packaging tape, generic duct tape, and electrical tape on the exhibit hall floors. Heat tape or double-faced tape is prohibited on the carpets. All adhesive products must be removable without damage to the surfaces or building finishes. Charges will apply for all tape damage and for cleaning and removal by the facility of non-approved adhesives

4.2 Alcohol

EY Centre is a licensed facility. All alcoholic beverages must be provided by the EY Centre. Alcoholic beverages will be served in accordance with the regulations of the Alcohol and Gaming Commission of Ontario. *** **EY Centre has a zero-tolerance policy with respect to alcohol policy infractions.** Alcohol will be seized and discarded. Exhibitors are responsible for the conduct of their staff at all times while participating in the Show, including move-in and move-out periods.

4.3 Animals

Animals or pets, with the exception of service animals, are not permitted inside EY Centre facilities.

4.4 Balloons

Helium or lighter-than-air- balloons are prohibited inside and outside the building.

4.5 Battery Packs

No batty packs are allowed on show floor to power booth equipment. Only devices that have inbuilt batteries will be allowed.

4.6 Copywriting Material

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in their booth or display. For more information, please visit www.socan.ca

4.7 Custom Broker

USA and Foreign Exhibitors can arrange custom clearance through Stronco. No form required please call directly 613-822-8800 x230.

4.8 Electrical Safety Requirements

Please read the following regulations carefully. Inspectors from Electrical Safety Authority will inspect your display. Each Exhibitor who displays or offers for sale any electrical

equipment in the province of Ontario is subject to the requirements of the Electrical Safety Code of Ontario and compliance with these regulations is mandatory. The following requirements must be adhered to in the installation of all temporary electrical and lighting equipment or services.

1. All electrical connections, installations, assemblies, motors and any electrical operating gear must conform to all Federal, Provincial, and Municipal electrical and fire codes.
2. No battery packs are allowed on show floor to power booth equipment. Only devices that have inbuilt batteries will be allowed
3. All electrical fixtures, fittings, and appliances must be CSA approved.
4. Latex wire cord, duplex, and triplex plugs are not allowed
5. Exhibitors may not store materials on or around any electrical equipment or connections of any kind.
6. Equipment that trips circuits due to overload may not be restarted until FES has found the source and corrected the problem.
7. Specialized equipment requiring company engineers and technicians may be used with prior written approval of EY Centre.
8. Wall and pillar plugs distributed around the building are for the specific use of EY Centre and their exclusive service providers and are not for the use of exhibitors. A fee will be charged if these outlets are used, or they may be disconnected at the discretion of the Building and/or FES.

4.9 Electrical Safety Authority

The Ontario Electrical Safety Code is the provincial regulation that defines the minimum requirements for electrical installations and electrical products in Ontario. The Electrical Safety Authority is responsible for enforcement of the Ontario Electrical Safety Code. The Electrical Safety Authority (ESA) is authorized by provincial legislation to conduct electrical inspections at facilities in Ontario including EY Centre. Electrical inspections are required on temporary electrical installations, and all electrical equipment must be certified with a recognized standards label (i.e.: CSA monogram) before it may be used (either for display purposes or as part of a presentation.)

For more information, visit the ESA web site at www.esasafe.com or speak with our Exclusive Electrical Service Provider Freeman Electrical Services.

*** To contact an Electrical Safety Authority representative for more information or to apply for an inspection, call 1-877-ESA-SAFE.

Electrical equipment that fails to comply with the safety code requirements may be refused connection to a power source and may be ordered to be removed from the display.

4.10 Fire regulations - General

1. All involved parties with any show exhibit must comply with Federal, Provincial and Municipal building and fire codes.
2. All fire and emergency equipment located in the building may not be hidden or obstructed in any way.

3. Emergency exits and aisles must be kept clear and unobstructed.
4. All electrical equipment must be CSA or UL approved.
5. Draping, table covering, booth partitioning and carpeting used in a show must be of flame-retardant material.
6. All material is subject to inspection and flame-testing at any time by the Ottawa Fire Department and/or the Building's Director of Fire Safety.
7. Plastic fabrics and other materials that are not fire retardant are prohibited.
8. Boxes, packaging and other unused exhibitor material must not be stored on top of, or around any electrical connections, fittings, or transformers.
9. Any equipment that uses open flame as part of an exhibit must be approved in writing by Show Management and the EY Centre.

4.11 Flammable materials

No flammable material will be allowed in any part of the EY Centre and no goods or materials that conflict with the rules of the Ottawa Fire Department or any relevant governmental authority may be exhibited or brought into the building. Only non-flammable or flame retardant treated materials can be used for table skirting, exhibit drapes, or decoration

5 Order forms

5.1 Floor covering (with Stronco)

Floor covering (same size as your booth) is mandatory for your booth. It could be carpets, tiles, etc. and it has to be the same size as your booth space. If you don't have any, you can rent it with **Stronco**, our official supplier for furniture, carpets and more. Preferential pricing before **February 26 at 11:59pm**.

Order online with Stronco: [click Here](#) Show Code: **510974627**

5.2 Booth Walls (with Stronco)

Black partitions are provided by the Show Management except if you are located on the main aisle. Rigid walls are mandatory for booths located on the main aisle. You can rent rigid walls or custom booths with Stronco (see order form below). If your walls are higher than 8', they must be finished on both sides. No publicity is allowed on the back side. Any walls higher than 12' have to be approved by the show management (please contact exhibitorservices@expomediainc.com). Preferential pricing before **February 26 at 11:59pm**.

Order online with Stronco: [click Here](#) Show Code: **510974627**

5.3 Furniture rental, graphics, material handling and transport services (with Stronco)

Please use the following forms to order furniture, signs & graphics, or transportation and early receipt from Stronco, the official show decorator. Preferential pricing before **February 26 at 11:59pm**.

Order online with Stronco: [click Here](#) Show Code: **510974627**

5.4 Audio-visual (with AV-Canada)

If you wish to rent audio-visual equipment or services for your booth, you may use our official Audio-Visual supplier, AV-Canada. Please fill out the form below and send it to gene.h@av-canada.com. Early bird pricing ends on **March 5**.

❖ [Audio-Visual Order Form](#)

5.5 EY Centre Orders - Electrical, Parking, Water, Gas, Wi-Fi, Banner hanging and Cleaning.

The EY Center is the supplier for the following services. Please use [the EY Center's online platform](#) to place your orders if you need any of the following for the show:

Preferential pricing ends on **Feb 27**.

- Electricity orders
 - Please note that your booth does not come with electrical. You must order electricity if needed.
- Water connections
- Natural gas
- Internet / WiFi
- Banner hanging
 - There is a visibility fee of \$500 for banner hanging. If you wish to purchase this visibility, please contact show management at exhibitorservices@expomediainc.com. Once approved by show management, you may order your banner hanging services from the EY Center.
- Booth cleaning

For any questions concerning your orders with the EY Center or any inquiries while using this platform please contact 613-822-8800 or eventservices@eycentre.ca.

6 Visibility

6.1 Online Exhibitor listing

Your basic listing will be uploaded to the website when you book your booth. Within 24 hours you will receive an automated email to enhance your listing. This link can be used multiple

times and you can make updates and changes to your listing until ONE day after the show commences. If you have any questions regarding the online exhibitor listing or do not receive the link, please email exhibitorservices@expomediainc.com

Need help with your listing? View the tutorial video - <https://youtu.be/ecSxq1oKuYg> and the [FAQs](#)

6.2 QR Code

Each exhibitor will be provided with a unique QR code, located in the aisle in front of your booth, and every scan allows attendees to save your information. Attendees who provide us with their email address will receive an email with information about the companies they selected, and after the show, you will receive these leads. We will also let you know how many total scans you received!

6.3 DIGITAL MARKETING PREPARATIONS BY ONE CORE MEDIA

You've got a fantastic booth, an irresistible offer, and a team of enthusiastic salespeople ready to speak with people who visit your booth.

But how do you engage with individuals who didn't provide you with their contact information?

The event ends, and suddenly, those hundreds of visitors you spoke to yesterday vanish, now what?

One Core Media empowers event exhibitors by reaching all attendees, including people who specifically visited your booth. **By implementing this solution, we can deliver personalized ads and promotions directly to attendees' mobile devices.**

This real-time initiative drives foot traffic to your booth, facilitating meaningful interactions and conversations. Ultimately, we can enhance your **ability to connect with event attendees during and after the show, improving brand visibility, lead generation, and event ROI.**



It's not too late to implement this strategy for the Ottawa Home and Garden Show!

[Book a free consultation today with One Core Media](#), the Official Digital Marketing Partner of the Ottawa Home and Garden Show.

Download the shows official digital marketing tips [here](#)



Gold

- Recognition as Gold Sponsor on our sponsors section of the website (Value \$250)
- Logo inclusion on our floor plan as official show sponsor and in our Show Guide distributed to visitors onsite (Value \$600)
- Onsite floor decals directing people to your booth 3x (Value \$300)
- Two social media posts (Value \$598)
- Logo inclusion in five (5) pre-show e-blasts (Value \$500) sent to 24,753 targeted readers

Total Value \$2,248
Investment \$1,000



Silver - 5 available

- Recognition as Silver Sponsor on our sponsors section of the website (Value \$250)
- Logo inclusion on our floor plan and in our Show Guide distributed to visitors onsite (Value \$300)
- Onsite floor decals directing people to your booth 3x (Value \$300)
- Logo inclusion in five (5) pre-show e-blasts sent to 24,753 targeted readers (Value \$500)

Total Value \$1350
Investment \$750






Bronze - 10 available

- Recognition as Bronze Sponsor on our sponsors section of the website (Value of \$250)
- Logo inclusion on our floor plan onsite and in our Show Guide distributed to visitors onsite (Value \$300)
- Logo inclusion in five (5) pre-show e-blasts sent to 24,753 targeted readers (Value \$500)

Total Value \$1050
Investment \$500



6.5 Talk about your presence at the show

You can tag us on    @ottawahomeshows using the hashtag **#OttawaHomeShow #OHGS24**. Post pictures of your booth and announce onsite contests/discounts!

Contact exhibitorservices@expomediainc.com if you need our logo for your content creation.

6.6 Personalized promo code

Offer your clients a discount on show tickets with your own personalized promo code.

Contact exhibitorservices@expomediainc.com to receive your promo code today!

6.7 Complimentary tickets

Each exhibitor will receive 20 complimentary tickets to the show to invite their prospects, customers and friends. Many exhibitors use these for social media contests (a suggested fun use for you to promote your presence at the show). If you wish to receive more tickets, please contact exhibitorservices@expomediainc.com