



**FEBRUARY 26 & 27  
2026**

**eastlink centre**  
Charlottetown

# **Exhibitor Manual**

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process at the **International Potato Technology Expo**.

Enclosed you will find helpful information to make your participation in our show successful.

**We strongly urge that you give this manual to those having responsibility for your participation in the show.**

**[www.PotatoExpo.ca](http://www.PotatoExpo.ca)**

# SHOW MANAGEMENT

The International Potato Technology Expo is produced and managed by:

## Marketplace Events

Po Box 70060 Rimrock Plaza  
Toronto, On  
M3J0H3

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## SHOW TEAM

**Shawn Murphy**  
**Show Manager**

[ShawnM@mpeshows.com](mailto:ShawnM@mpeshows.com)

**Emily Aver**  
**Operations Coordinator**  
[EmilyA@mpeshows.com](mailto:EmilyA@mpeshows.com)

**Pat Steeves**  
**Show Manager**

[PatS@mpeshows.com](mailto:PatS@mpeshows.com)

**Simone Hebert**  
**Operations Coordinator**  
[SimoneH@mpeshows.com](mailto:SimoneH@mpeshows.com)

Show personnel will maintain a show office and show personnel will be available on the floor during move-in, all show hours and move-out.

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## SHOW FACILITY

### Eastlink Centre

46 Kensington Road, Charlottetown, PE C1A 5H7

Telephone: (902) 629-6625

Website: [www.eastlinkcentrepei.com](http://www.eastlinkcentrepei.com)

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## SHOW DECORATOR

**Global Convention Services** is the show decorator and provides carpet, tables, chairs, cleaning, signage etc.

Please order directly with them using this form: [Click Here](#)

Advance Price Deadline : February 13, 2026

Ordering Deadline : February 20, 2026

**Send completed form along with Method of Payment to [info@globalcenvention.ca](mailto:info@globalcenvention.ca)**

# MOVE-IN | MOVE-OUT DAYS AND HOURS

**NEW: WHEN YOU ARRIVE FOR MOVE-IN PLEASE CHECK IN WITH SHOW PERSONNEL BEFORE SETTING UP.**

## MOVE-IN

**Tuesday, February 24<sup>th</sup>** (BY APPOINTMENT ONLY)

Reserved for heavy equipment or specialty move-in, by appointment only.

**Wednesday, February 25<sup>th</sup>** (9am to 6pm)

**All exhibits must be complete by 6pm on Wednesday, February 25<sup>th</sup>.**

Aisle carpets will be laid at 6pm Wednesday. Absolutely no dollies will be permitted on the show floor after that time.

All freight must be shipped to the facility Tuesday, February 24<sup>th</sup>. (9am to 5pm)

Please contact **Shawn Murphy** at [ShawnM@mpeshows.com](mailto:ShawnM@mpeshows.com) or **506-300-4117** to make arrangements if you require Tuesday, February 24<sup>th</sup> to setup your display.

## MOVE-OUT

**Friday, February 27<sup>th</sup>**

**4:00pm – 10:00pm**

## IMPORTANT NOTICES

If freight is still on the show floor Friday at 10pm, Show Management reserves the right to ship your freight with the Official Show Carrier (Armour / Beyond Borders Logistics & Consulting Inc.) with all costs being billed to the exhibitor.

**No exhibit may be removed in part or in whole prior to the close of the show at 4pm, Friday, February 27<sup>th</sup>.**

## SHOW HOURS

**Thursday, February 26<sup>th</sup>**

**9:00 AM - 5:00 PM**

**Friday, February 27<sup>th</sup>**

**9:00 AM - 4:00 PM**

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## ACCOUNT BALANCES

Final payment for exhibit space must be made by **December 29<sup>th</sup>, 2025**. Show management reserves the right to refuse entry to any exhibitor whose account has not been paid in full.

**Exhibitor Badges will not be available until the account has been paid in full.**

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# IMPORTANT NOTES ON EXHIBITING

## STAFFING YOUR BOOTH

All exhibitors are expected to be in their booths during all published show hours, as we do receive consumer complaints about un-manned displays. Our visitors pay an entrance fee and expect to be able to do business with our exhibitors at any time during show hours. If you are in violation of this rule, your company may not be permitted to exhibit with us in the future.

## MATERIAL HANDLING

Material handling equipment will be available on site. Drayage to and from booth, container storage and forklift service to 5,000 lbs is provided at no charge.

## EXHIBITOR'S ADVERTISING LITERATURE AND PRODUCT BROCHURES

All exhibitors will be permitted to hand out brochures if they wish to do so. However, all advertising circulars must be distributed from booths only and must not be placed or distributed outside your assigned site boundaries. Materials are not permitted to be distributed from event parking/registration areas. Only materials pertaining to the Official Exhibitor may be exhibited.

## FOOD SAMPLING

If you have food/beverage samples or products they must be pre-approved by show management and the facility.

## DEMONSTRATIONS AND HANDOUTS

Exhibitors demonstrating products and/or distributing marketing materials, product samples or souvenirs are not permitted to do outside the confines of their rented exhibit area. Working in the aisle is strictly prohibited and will be enforced by show management. This includes any mascots. Please do not block your neighboring booths with an 8' sidewall. No 8' sidewalls are permitted past 6' from your back wall, without permission of Show Management.

## VEHICLES

If your exhibit includes a vehicle, Show Management must be informed so we can schedule a move in time. You must have a locking gas cap and you must disconnect the battery. Please leave the keys at the show office.

No trucks, signs or mobile signs of any kind will be allowed in the parking lot, once the show is open. During move-in/move-out, please do not block the loading doors with your vehicle.

## SECURITY

Exhibitors are required to maintain staff within their booth during all show hours. To minimize the risk of theft, we suggest you keep your booth staffed until the aisles have been cleared of all attendees at the end of show days.

Exhibitors are reminded that Show Management does not assume any responsibility for losses; therefore, exhibitors should take all reasonable precautions to protect their own property, including all required insurance. Security guards will be on 24-hour duty from the start of move-in until the end of move-out.

## INSURANCE

a) Exhibitor shall obtain and maintain at its own expense a comprehensive general liability and all risk property insurance policy acceptable to MPE for the period commencing on the first move-in date and terminating on the last move-out date. The policy shall name MPE as additional insured and insure Exhibitor against all claims of any kind arising from or in any way connected with Exhibitor's presence or operations at the Show. The policy shall provide coverage of at least \$1,000,000 for each separate occurrence. At the request of MPE, Exhibitor shall provide MPE with a certificate of insurance verifying the policy.

b) Exhibitor is responsible to insure and protect its own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause and accepts all risks associated with the use of the exhibit space and its environs. Exhibitor shall not make any claim or demand or take any legal action, whatsoever, against MPE, the Show sponsors or the facility in which the Show is held, for any loss, damage or injury howsoever caused, to Exhibitor, its officers, directors, agents, representatives, and employees or their respective property

**Ensure you are adequately insured.**

## SHIPPING INFORMATION

### **DIRECT TO SHOW shipment**

Tuesday, February 24th 9:00am to 5:00pm  
All deliveries must be cosigned in the following manner:

#### **International Potato Technology Expo**

Exhibiting Company's Name  
Booth #  
C/O Eastlink Centre  
46 Kensington Rd  
Charlottetown PE C1A 5H7

### **ADVANCE WAREHOUSE shipment**

Feb 6 to Feb 20, 2026 (fees applicable)  
must be addressed as follows:

#### **International Potato Technology Expo**

Exhibiting Company's Name  
Booth #  
C/O Global Convention Services  
46 Kensington Rd  
Charlottetown PE C1A 5H7

It is your responsibility to arrange to ship your exhibit to the show and back to your place of business, after the show is over. Please ship during the posted move-in/move-out hours only.

## SMOKING REGULATIONS

No smoking is permitted inside any building.

## ALCOHOL/DRUGS REGULATIONS

No alcohol may be consumed on show site other than during designated times and locations as specified in this Exhibitor Service Manual and/or on posted signage by the show facility. Alcohol consumption is strictly forbidden during all move-in and move-out hours. Additionally, the use or distribution of illegal drugs is strictly forbidden. Any persons including exhibitors, service providers, employees, attendees or anyone else working at or attending the show that does not comply with this policy will be removed from the show and their credentials will be revoked.

**ANIMALS/PETS**

Only Service animals are allowed inside the building during event hours of the event.

**HELIUM ITEMS**

It is not permissible to have helium-filled balloons.