

# 2010 EXHIBITOR MANUAL



## 18<sup>th</sup> Annual Good Food Festival & Market

<b><u>Move-In:</u></b>	Thursday, April 22nd	9 a.m. - 8 p.m.
<b><u>Exhibiting Hours:</u></b>		
Trade & Media Preview:	Friday, April 23rd	11 a.m. - 12 noon
Public Hours:	Friday, April 23rd	12 noon - 8 p.m.
	Saturday, April 24 <sup>th</sup>	10 a.m. - 8 p.m.
	Sunday, April 25 <sup>th</sup>	10 a.m. - 5 p.m.
<b><u>Move-Out:</u></b>	Sunday, April 25 <sup>th</sup>	5:15 p.m. - 10 p.m.
<b><u>Location:</u></b>	International Centre, Hall 5 6900 Airport Road (at Derry Rd), Mississauga, Ontario	

**\*\*\* Please note that in an effort to reduce our environmental footprint, all of the forms that you will need are on our website. Please print only those that you need.**

[www.goodfoodfestival.com](http://www.goodfoodfestival.com)

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## GENERAL INFORMATION

- a) Producer: Premier Consumer Shows  
447 Speers Road, Suite 4  
Oakville, ON L6K 3S7  
(905) 842-6591 Fax (905) 842-6843

[www.goodfoodfestival.com](http://www.goodfoodfestival.com)

Festival Managers: Katherine Breeson [kbreeson@metroland.com](mailto:kbreeson@metroland.com)  
Judy Roshko [jroshko@metroland.com](mailto:jroshko@metroland.com)

Assistant Show Manager: Christine Wong [cwong@metroland.com](mailto:cwong@metroland.com)  
Events & Operations Coordinator: Kelly Christensen [kchristensen@metrolandwest.com](mailto:kchristensen@metrolandwest.com)  
Events Coordinator: Filomena Feltmate [ffeltmate@metrolandwest.com](mailto:ffeltmate@metrolandwest.com)  
Marketing & Communications Coordinator: Amanda Wedgewood [awedgewood@metroland.com](mailto:awedgewood@metroland.com)

- b) Event Location: International Centre  
6900 Airport Road, Hall 5  
Mississauga, ON L4V 1E8  
[www.internationalcentre.com](http://www.internationalcentre.com)

c) Festival Dates & Times:

Festival Move-In: Thursday April 22, 9 a.m. - 8 p.m. (exhibit & product move-in)  
Friday April 23<sup>rd</sup>, 8 a.m. - 11 a.m. (product delivery only)  
Trade/Media Preview: Friday April 23<sup>rd</sup>, 11 a.m. - 12 noon  
Public Hours: Friday April 23<sup>rd</sup>, 12 noon - 8 p.m.  
Saturday April 24<sup>th</sup>, 10 a.m. - 8 p.m.  
Sunday April 25<sup>th</sup>, 10 a.m. - 5 p.m.  
Festival Move-Out: Sunday April 25<sup>th</sup>, 5:15 p.m. - 10 p.m.

d) Consumer Admission (tax included):

Adults - \$14.00, Seniors (65+) - \$11.00, Children under 12 – Free (when accompanied by an adult).

e) Space Rental Package: The rental of exhibit space provides you with the following:

- \* 26 hours of exhibit time
- \* Listing in the Festival Preview Guide (if space is booked and paid for in full prior to April 2, 2010)
- \* Access to a forklift and driver to move exhibit from the loading docks to exhibit space during the official move-in and out times
- \* Storage of packing materials (excluding empty cardboard cartons)
- \* Booth and aisle cleaning
- \* 5 exhibitor badges and 10 complimentary passes per each 10'x10' exhibit unit
- \* General festival security service. (Please be aware that you are responsible for having your exhibit attended at all times during move-in, Festival hours and move-out).

## 2. EXHIBITOR BADGES, COMPLIMENTARY PASSES & CROSS PROMOTIONS

### a) Exhibitor Badges

Your allotment of badges (5 badges for each 10' x10' space) will be available for pick up at the Exhibitor Entrance during the Festival. As these are issued in the name of your company, we do not require individual names for the badges. Your staff members working at the Festival need to show these badges to obtain admission into the Festival. Should you wish to order additional or replacement badges, each additional badge is \$20.00 Exhibiting staff will not be admitted into the Festival if they do not show their exhibitor badge at the entrance. Please note that the **Exhibitor Entrance is on the north side of Hall 5 (beside Door # 70)**. Staff are able to pick up and drop off badges at this entrance.

### b) Complimentary Passes

You will receive 10 complimentary Festival passes (value \$14 per pass) per each 10' x10' exhibit space. Should you wish to order additional complimentary passes for your own promotional purposes they will be available for \$10 each, if purchased 2 weeks prior to the Festival. If bought at the Festival, the regular admission price (\$14) will apply.

### c) Cross Promotion Offers

Should you wish to offer an admission discount to the Festival through your own promotional material it can be arranged. Please call the Festival office at 905-842-6591 for further details.

## 3. SERVICES AND SUPPLIERS YOU MAY NEED

### a) General:

To assist you with your participation at the Festival we have contracted the services of various suppliers to act as Official Service Contractors. You may wish to use these suppliers or you may use other companies. For your convenience, we have included their order forms. Please return order forms directly to suppliers. Please be aware that should you choose to use suppliers other than the Official Suppliers listed below then your suppliers must meet all liability insurance requirements (see insurance section).

### b) Official and Preferred Suppliers:

For electrical, plumbing, telephone work & banner hanging only the Exclusive Supplier may be used.

#### **AUDIO-VISUAL**

Tel-Av Audio Visual Services  
124 The East Mall, Toronto ON M8Z 5V5  
Contact: Rick Caruso  
Email: [Caruso@avwtelav.com](mailto:Caruso@avwtelav.com)

**Tel: 416-234-7027 Fax: 416-234-2150**

[www.telav.com](http://www.telav.com)

#### **BANNER & SIGNAGE HANGING (Exclusive Supplier)**

Showtech Power & Lighting  
6900 Airport Rd., Mississauga, ON L4V 1E8  
Contact: Ilda Teixeira  
Email: [iteixeira@showtech.ca](mailto:iteixeira@showtech.ca)

**Tel: 905-677-9546 Fax: 905-677-8713**

[www.showtech.ca](http://www.showtech.ca)

**CUSTOMS BROKERS**

Livingston Event Logistics  
 69 Yonge Street, Suite 400  
 Toronto, ON M5E 1K3  
 Contact: Mario Mendes  
 Email: [mmendes@livingstonintl.com](mailto:mmendes@livingstonintl.com)

**Tel: 416-863 -9339 Ext. 140 Fax: 416-863-5149**

**DECORATING, SIGNAGE & EXHIBIT SET-UP**

Freeman Decorating Ltd  
 61 Browns Line, Toronto, ON M8W 3S2  
 Contact: Exhibitor Services  
 Email: [FreemanTorontoES@Freemanco.com](mailto:FreemanTorontoES@Freemanco.com)

**Tel: 416-252-3361 Fax: 905-252-2365**

**ELECTRICAL, PLUMBING & SIGN HANGING (Exclusive Supplier)**

Showtech Power & Lighting  
 6900 Airport Rd., Mississauga, ON L4V 1E8  
 Contact: Ilda Teixeira  
 Email: [iteixeira@showtech.ca](mailto:iteixeira@showtech.ca)

**Tel: 905-677-9546 Fax: 905-677-8713**

[www.showtech.ca](http://www.showtech.ca)

**ICE**

Ice will be available through the Cold Storage Service Desk on a 'pay by cash per bag' basis. Please see Section 9b, for more information.

**REFRIGERATED/FREEZER STORAGE**

Centralized refrigerated and/or freezer storage should be ordered directly from Festival Management. Please see Section 9a, for more information. If you wish to have in-booth refrigerated units they can be used. An equipment rental space order form from Arctic Refrigeration is available on our website.

Arctic Refrigeration & Equipment:

**Tel: 905-528-8528 Fax: 905-521-1516**

[www.arcticfoodequip.com](http://www.arcticfoodequip.com)

Or for additional quotes: Mr. Convenience: 416-497-2511

Please remember all equipment has to be removed by Sunday at 10:00 p.m.

**SAMPLING SUPPLIES (Cash & Carry: Both carry food, but also a large selection of sampling supplies)****SKOR FOOD GROUP**

2436 Haines Road  
 Mississauga, ON L4Y 1Y6  
*OR*

Tel: 905-566-8277

Tel: 905-669-3929

10 Ronrose Drive (Keele & 407)  
 Vaughan, ON L4K 4R3  
 Hours: Monday to Friday 7am – 4 pm

Saturday 7am – 3pm

International Produce Trading \*\*  
 144 Park Lawn Road, (Queensway & Parklawn)  
 Toronto, ON M8Y 3H8

Tel: 416-233-5533

\*\* Not open on weekends.

**SECURITY**

Tone-gar Security Services Inc.  
 145 Otonabee Drive, Unit 8  
 Kitchener, ON N2C 1L7  
 Contact: Gary Arthur

**Tel: 519-746-1970 Fax: 519-745-9044**

## SHIPPING

Lange Transportation & Storage  
3965 Nashua Drive, Mississauga, ON L4V 1P3  
Contact: Rosemarie Bera  
Email: rosemarieb@langeshow.com

**Tel: 905-362-1290 Ext. 226 Fax: 905-362-1285**  
**Toll Free 1-800-668-5687**

[www.langeshow.com](http://www.langeshow.com)  
I.D. # is GFF91 and the password is "Lange".

## TELEPHONE/FAX/COMPUTER LINE

International Centre  
Telecommunications Department  
6900 Airport Rd, PO Box 8, Mississauga, ON L4V 1E8  
Contact: Adam Kroft

**Tel: 905-678-5615 Fax: 905-678-5614**  
[www.internationalcentre.com](http://www.internationalcentre.com)

## WATER COOLERS

(Canadian Tire and Wal-Mart both sell Hot/Cold Water Coolers, approx. \$80 - \$150.)

## 4. DECORATING GUIDELINES

### a) General:

In keeping with the festive nature of the event, many exhibitors create activities for Festival attendees. These can range from having an interactive gaming wheel to something as simple as having an open bag of grain so that people can feel and see what ingredients are in a particular product.

### b) Height and Width Guideline:

The standard exhibit space is 10'x10'. As a courtesy to your fellow exhibitors, please ensure your exhibit and personnel are contained within allocated space. If you have a special reason for going beyond your boundaries, please speak with Festival Management to arrange for approval.

To ensure all exhibitors have good sight lines the height restrictions for the standard exhibit are:

**Back Wall height restrictions** – 8 feet

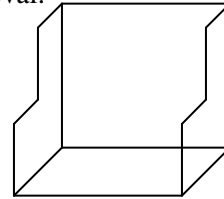
**Side Wall height restrictions** – 8 feet for the first 5 feet from the back wall & 3 feet for the remaining 5 feet

Please Note: When one exhibitor's wall is another exhibitor's back wall the back wall guidelines apply.

At no additional cost the following white draping (colour subject to change) will be supplied:

Drape: 8' high x 10' wide will be supplied for the back wall of exhibit space

Drape: 3' high and 10' wide drape will be supplied for side walls of exhibit space.



### c) International Centre Restrictions

To ensure the building is protected and maintained the following guidelines apply. No banners, decorations, signs or similar material may be nailed, stapled, screwed, taped or attached to walls, floors or other painted surfaces of the Building. Exhibitors will be charged for its removal. Signs must be hung from the ceiling by the Exclusive Supplier. Helium balloons, glitter, animals or pets require prior authorization.

## 5. ELECTRICAL AND PLUMBING

Should you require electricity please visit our website [www.goodfoodfestival.com](http://www.goodfoodfestival.com) for the order forms ShowTech Power & Lighting, as they are the only company that can provide these services within the Building. If you find an electrical outlet near your exhibit that you have not ordered, you are not permitted to use it – if you do, it will create overloaded and blown circuits and unhappy exhibitors and you will be charged for usage. Please review your electricity requirements with ShowTech. They are very good at assessing and providing the necessary electrical needs for your exhibit, which will avoid circuits shutting down.

## 6. SIGNAGE

You are strongly encouraged to make good use of signage to ensure that consumers know your Company name, the product(s) you are featuring and if you are making a special Festival offer. Exhibitors are responsible for providing signage. You may order signs through the official decorator or use your own sign company. Please note that if you are ordering signs from your supplier or creating your own, they must be constructed from non-flammable materials. See City of Mississauga Fire Regulations on our website at [www.goodfoodfestival.com](http://www.goodfoodfestival.com)

## 7. MOVE-IN

### NOTE: Construction Site

The show floor is deemed a construction site by the Ministry of Labour. Effective January 1st, 2006 **NO CHILDREN UNDER THE AGE OF 15 ARE PERMITTED ON THE SHOW FLOOR DURING SET UP AND TEAR DOWN**. Steel toed shoes that are CSA approved are advised. Open toe shoes are not permitted on the show floor during Set Up. Women may find CSA approved work boots at Mark's Work Warehouse or Home Depot.

#### a) Advance or Collect Deliveries

The **International Centre cannot accept deliveries for The Good Food Festival & Market prior to Thursday move-in**. If you would like to pre-ship your exhibit materials, please call Lange Transportation (see Suppliers List page 4 and 5) or refer to the order forms on our website at [www.goodfoodfestival.com](http://www.goodfoodfestival.com). Lange can give you a quote and arrange for storage until move-in begins. Collect deliveries cannot be accepted at the Festival by Festival management/staff or the International Centre.

#### b) Move-In Schedule

The delivery of all materials to the Building is scheduled for **Thursday, from 8:00 a.m. to 8:00 p.m.** All materials are to be brought in through the designated loading doors #70 - #77. Food and beverage products and promotional material can be delivered to your booth/display on the Thursday **and throughout the weekend**. During the Festival, the Exhibitor Entrance (located on the north side of the Building beside Door #70) opens at 8:00a.m. for set-up/preparation before the building is open to the public.

#### c) Product Delivery

Deliveries of product will be accepted each day at the loading docks (see map on our website [www.goodfoodfestival.com](http://www.goodfoodfestival.com)). If a delivery arrives during Festival hours, advise the Exhibitor Entrance Festival staff member. We will accept it on your behalf (as long as it is not 'collect'). Please Note: the Festival and its representatives are not responsible for any deliveries that are lost and/or damaged.

#### d) Shipment Labelling

Ensure your exhibit and promotional materials arrive at your space by clearly marking your shipment. Each piece you are shipping should include:

**Your Company Name, Exhibit Number (& Product name is also very helpful)  
c/o The Good Food Festival & Market  
International Centre, Hall 5  
6900 Airport Road (at Derry Road)  
Mississauga, ON L4V 1E8**

Please Note:

1. Collect shipments cannot be accepted.
2. If shipment has to be refrigerated this must be clearly marked on the shipping label.
3. If the company has different names, please try to include the company name that is on the contract that was sent to the Good Food Festival office.

e) Material Handling

Festival Management provides complimentary access to a forklift and operator during official move-in and move-out hours only, and is coordinated by the floor manager. This service is shared by all exhibitors. Should you have a lot of equipment or material to be moved or transported, we recommend that you hire Lange Transportation directly for your specific needs. Lange order form is found on line under Exhibitor Manual on our website at [www.goodfoodfestival.com](http://www.goodfoodfestival.com). Please ensure that heavy materials or large volumes of product are on skids; and that these materials are wrapped and secured. Dollies (shared amongst the exhibitors) will be available at no charge, however, a credit card or driver's license must be left as security. For your own convenience, if you own a dolly it is advisable to bring it. Any material handling outside of the scheduled move-in or move-out times is the financial responsibility of the exhibitor. Materials requiring forklift strength greater than 4,000 lbs are subject to a surcharge. Let Festival Management know in advance if you will need this service, so the appropriate machinery can be ready when needed. All other material handling will be the responsibility of the exhibitor.

f) Exhibit Set-Up / Move-In Time

Exhibitors may set-up their displays as soon as their materials are moved into the building on Thursday and may continue to set-up until 8:00 pm. Exhibitors wishing to work later than this may do so, but will be asked to sign in with the security supervisor.

g) On-Site Storage of Packing Materials

On-site storage space for materials is provided at no charge. Festival Management provides complimentary moving of crates and packing materials to and from the storage area during official move-in and move-out times. Once your storage materials are carefully bundled, labelled and placed in the aisle, materials handlers will take them to the storage area. Storage labels will be available through the Cold/Dry Storage Service Desk. Please note that loose wood, pallets/skids, cardboard and flimsy cartons will be treated as garbage (regardless of Shipping/Storage labels).

h) Exhibitor Garbage

Please ensure that your exhibit set-up is completed and all garbage and packing materials are prepared for the removal from the floor by 8:00a.m. Friday. The Festival opens at 11:00a.m. for the Trade & Media Preview and considerable time is needed to remove garbage and clean the aisles.

## 8. MOVE-OUT

a) General

The Good Food Festival closes at 5:00p.m. on Sunday. All displays must remain set-up and staffed until the official closing time. After 5:15p.m. Festival Management will provide equipment to assist you in moving out as quickly and efficiently as possible. Dollies will be made available at 5:15p.m. and stored packing materials will be delivered to your exhibit. There is no move-out schedule. Vehicles will be called to the loading doors once the materials they are picking up are completely packed and ready for loading at the door. Please advise the Floor Managers when your exhibit is ready and they will provide the necessary clearance.

b) Move-out Hours - Sunday 5:15p.m. to 10:00p.m.

All exhibits and/or materials remaining after Sunday 10:00 pm will be removed by Lange Transportation and will be subject to storage charges.

c) Second Harvest

As part of the Festival's ongoing effort to reduce waste all prepared foods, meats, fresh produce, etc. and non-perishable food products left in storage after 10:00 pm Sunday will be donated to Second Harvest. If you would like to donate product please let the Cold/Dry Storage Service Desk staff know and they will make arrangements.

## 9. COLD STORAGE AND ICE

### a) Freezer and Refrigerated Storage

Exhibitors have access to centralized 24-hour refrigerated/freezer storage which will be available starting Thursday at 10:00 am through Sunday until 8:00 pm. If ordered prior to discount deadline, the flat fee will be \$100 (plus g.s.t.) for up to 2 skids. Skids should be no larger than 4' wide by 4' long by 3' high. For each additional skid, exhibitors will be charged \$50 per skid. If cold storage is ordered after the discount deadline or during Set Up / Move-in, the flat fee is increased to \$150 for up to 2 skids (additional skids \$50 per skid). If you require this service, please fill in the Cold Storage Order Form (which is found On Line at our website [www.goodfoodfestival.com](http://www.goodfoodfestival.com)) and fax or send it back with payment. Early orders guarantee that your cold storage requirements will be met. If orders are made prior to discount deadline, exhibitors can pay, cheque (payable to The Good Food Festival & Market), cash or credit card (Visa, MasterCard or American Express). Orders after deadline can be paid only with cash or credit card (Visa, MasterCard or American Express) at time of ordering. Please be aware, because of the continual opening and closing of the storage unit doors the temperature inside these trucks fluctuates, that the temperature ranges cannot be guaranteed.

### b) Ice

The Festival has made arrangements for bags of ice to be available through the Cold Storage Service Desk. The Festival is selling on behalf of the ice company therefore all payments must be made in cash at the time of the ice pick up. If you require ice, please go to the Cold Storage Service Desk; speak with the staff members there. There is a **\$10.00 / bag ice charge (subject to change)** which must be paid at that time. Festival staff will then direct you to where the ice is being kept. A dolly will be provided at the Service Desk for your use; a piece of identification will be needed to borrow the dolly. Receipts will be available upon request.

## 10. PARKING

Parking is **free** for exhibitors and consumers. Please see our website for a diagram of the facility.

## 11. FOOD AND BEVERAGE PREPARATION, SAMPLING AND SALES

### a) Health Department Requirements

In order for the Festival to run as smoothly as possible for all exhibitors, it is important that food sampling be done in a safe manner that meets the standards of the health department. There will be lots of people at the event and we want them to leave happy and healthy. We trust that the following guidelines and suggestions will help eliminate any problems. Generally, the most important guidelines are to keep hot food hot and cold food cold (temperature guidelines to follow) and that your servers and area are kept clean and tidy at all times.

To help everyone meet these standards, the Festival has created centralized behind-the-scenes work/clean-up stations – utensil washing, food preparation and hand-washing facilities where exhibitor staff members can wash their hands, wash utensils, etc. on the north side of the building.

**Please Note: A Health Inspector does visit the Festival and inspects any area where food is handled and/or prepared. It is the exhibitor's responsibility to meet the health department guidelines.**

### b) Food Contact

The number one rule for sampling is to not touch food directly.

- i) use tongs, serving spoons, etc. to serve food into individual sample size portions
- ii) the samples should be offered in single portions by using individual serving plates, cups, tongs (like the ones at a bulk candy section in the supermarket), toothpicks, individual serviettes, mini Dixie cups, etc. Consumers should not be able to touch other samples while taking their own.
- iii) please note – latex and rubber gloves are no longer recommended by the health department when handling food (if they are used, they must be replaced frequently and changed between food item distribution, handling cash, breaks, etc.)
- iv) prevent cross-contamination by thoroughly cleaning preparation area, utensils, cookware and foods before and after use on a regular basis.

Consumers should not be able to touch other samples while they are taking their own sample. For example, a cheese company has set out a plate of cheese cubes to be sampled. When a consumer and there is a plate of cheese cubes set out for people to sample. When a consumer takes a cheese cube he can potentially touch more than one cube as he is taking his own sample. From the health department's perspective this method of serving would not be acceptable. To prevent what the health department considers 'cross-contamination' you should put a toothpick in each cheese cube. Therefore, no one touches the food. This new method of serving would be acceptable. As you can see, meeting the guidelines can be easily and economically achieved.

c) Hand-washing Facilities

Anyone handling food (directly with fingers or indirectly with utensils, gloves, etc) should frequently wash their hands. For your convenience, the Festival has set-up centralized hand-washing/food preparation facilities on-site. The health department stipulation is that food handling/preparation must be done within the area where the central hand-washing facilities are set up. If you or your staff will be handling food (i.e. touching the food with hands and not using tongs, toothpicks, gloves, etc.) in your exhibit area – not the centralized facilities – then you are required to have a hand-washing facility within your space. The health department requires that a hand-washing facility includes – hot and cold running water, soap from a dispenser, bleach and paper towels for hand drying. If you want to set up a wash-up unit in your booth, please call the Festival office for more information about hot and cold water coolers.

To avoid cross-contamination sinks are not to be used for multi-purposes.

d) Utensil-Washing Facility

The health department requires that all serving utensils (tongs, bowls, etc.) be washed and sanitized in a two-compartment sink. The one sink is for washing, the other sink is for sanitizing. Again, for your own convenience, the Festival has set up utensil washing facilities. You will be required to wash your own utensils and ensure that the area and the sink(s) that you used are tidy after you finish washing-up. Please do not use the public washrooms for utensil washing or food preparation. Under no circumstances should the sinks in the wash-up areas or the public washrooms be used to dispose of liquid or solid wastes (i.e. grease, oil, vegetable cuttings, soups, sauces, etc.). Please see Festival Management at any time and we will be able direct to the 'Special Waste' disposal in the building.

It is also recommended that you let utensils, cookware air dry.

e) Food Temperature

Hot foods must be maintained at a minimum 74°C/165°F (i.e. infrared lights, microwaves, crock pots, etc.). Steam tables must be heated 1 hour prior to use. All cold foods must be maintained at a maximum of 4°C/40°F (i.e. refrigerators, coolers, ice chests, salad tables, etc.) Frozen foods should be kept at 18°C/0°F or colder. The Danger Zone for bacterial growth is between 4°to 60°C or 40°to 140°F. The health department requires that an accurate temperature-indicating thermometer be kept where the food is being kept either hot or cold. This should be cleaned before and after each reading.

**Re-Heating Food:**

- i) Products re-heated must be brought rapidly to an internal temperature of at least 74°C/165°F or greater;
- ii) If liquid or semi-liquid, food should be stirred frequently when re-heated;
- iii) Do not re-heat food in equipment, which is not designed to do so;
- iv) Metal stem thermometers must be used to check temperatures of the food product.

f) Food Protection

To ensure that the food is being protected there are some precautions you should take:

- \* Long hair should be tied back or covered with a hat, etc.
- \* Food should not be openly exposed;
- \* All foods being served should be protected with plastic wrap, a sneeze guard, a lid, a Plexiglas case, etc.
- \* **IMPORTANT:** precautions should be taken to prevent 'double-dipping' into condiments, sauces, etc.
- \* make sure that foods have been cooled down properly before placing in cold storage units.

g) Cooking and Food Preparation

If you are actually cooking and/or preparing food within your area (beyond microwaving or keeping foods warm) you will need additional cleaning facilities. Please call Festival Office for specific details.

For fire safety reasons, there are certain restrictions on food preparation on the Exhibit Floor. If you are doing any cooking, please be sure that your exhibit meets these requirements (also see fire regulations document).

i) Microwave cooking is permitted with no restrictions

ii) Electric stoves and ovens may be used with the following restrictions. 1. The cooking surfaces must not be readily accessible to consumers. 2. Dry chemical fire extinguishers bearing the Underwriters' Laboratories of Canada Designation 40-BC must be in place.

iii) CSA approved steam-tables, crock pots, warming plates, electrical pans, rice cookers, etc. are all suitable for keeping hot foods hot.

iv) Deep-fat frying is not permitted.

v) A single 5 lb propane cylinder may be used for demonstration purposes.

Please Note: The Fire Marshall will be doing a thorough inspection to ensure that there are no fire hazards.

h) Free Sample Size and Sampling Supplies

Recommended guideline for free food and/or beverage samples is 28 grams (1 ounce) by weight or 30 millimetres by volume. This is a guideline and that the sample size may be larger. To help manage crowd control, free distribution of a full-size retail portion of a product is not permitted without prior approval from Festival Management.

We strongly recommend using as little sampling material as possible. This will keep your costs down and create less waste. For example, if the product can be sampled with a toothpick, use that method, rather than a plate. Sampling spoons or forks are smaller and make less garbage than a larger fork or spoon. Napkins should be given when absolutely necessary. The following and other sampling items can be purchased from Costco, etc. or Derry Foods (a cash and carry business) has a variety of sampling supplies. Please see supplier list on page 5.

i) Liquor Sampling and Sales

The Festival has applied for a Special Occasion Permit license. Permission from Show Management in advance and full details of sampling and/or sales is required a minimum of 4 weeks prior to show dates. As the Permit Holder, the Festival is accountable for all liquor sales at the Festival. In order to make things less complicated each exhibitor will be in charge of selling samples of their product. To adhere to the LCBO rules and regulations, liquor samples must be sold. Sampling prices cannot be less than cost and are calculated by dividing the retail price of the bottle by the number of samples available in the bottle. Samples may not exceed the maximum serving size of (based on alcohol content by volume); 23% or greater – maximum serving 30ml; 7% to 22% - maximum serving 60ml; 6% or less – maximum serving 115ml. **Due to liquor license requirements liquor samples can only be sold Friday 11:00a.m. - 8:00p.m., Saturday 11:00a.m. - 8:00 p.m., Sunday Noon – 5:00p.m.** If there are any questions, refer to the Ontario Liquor Licence Act #389-91, Section 25.

## 12. EXHIBIT AND AISLE CLEANING

Festival Management will provide the following exhibit and aisle cleaning.

a) A pre-Festival cleaning on Friday. All bulk waste from unpacking exhibits should be placed in containers, set in the aisles by 8:00p.m. on Thursday. A final garbage pick-up will be done before 8:00a.m. on Friday.

b) Exhibits and aisles will be vacuumed/mopped each day after the Festival closes. Garbage will be removed prior to the Festival opening each day. Please place waste receptacles and any other bulk garbage in the aisle in front of your exhibit area at the close of show Friday and Saturday.

c) Garbage removal from the aisles will be done on a continuous basis during Festival hours.

d) If you think that you will be producing a large amount of empty boxes and/or garbage, please let Festival Management know and we will have the cleaning staff pay particular attention to your area. If you have a lot of empty boxes during the Festival hours, it is advised and appreciated, if these could be take to the loading dock area for disposal, so as not to clutter the Festival floor.

### **13. INSURANCE REQUIREMENTS – IMPORTANT**

#### **a) Exhibitor Insurance**

All exhibitors are required to maintain and supply, upon request, general insurance coverage (minimum \$5 million dollars) against all risk of bodily harm, death and material loss or damage occurring in rented areas or derived from such areas. In most cases, you probably already have the appropriate coverage. If you don't, it is very easy to get a rider on your current policy. Please call your insurance company/broker. Your insurance must also name "The Good Food Festival & Market" and the International Centre as additional insured's.

#### **b) Service Contractors' Insurance**

Festival Management has ensured that all Official Service Contractors meet acceptable insurance requirements. Exhibitors using unofficial suppliers are responsible for ensuring that the unofficial suppliers meet the below-noted insurance requirements. In order to protect clients, staff and facilities, it is policy that Contractors performing services for Exhibitors must provide evidence of comprehensive general liability insurance coverage of at least \$5 million inclusive for bodily injury, and/or property damage for each occurrence and all risks in the form acceptable to Festival Management; and The Good Food Festival & Market and the International Centre and their respective directors, officers and employees to be named as additional insured's on this coverage for the contractors' operations and services at the International Centre.

### **14. SECURITY**

The Festival has contracted security services. Security guards will be on 24 hour/day duty from opening time of move-in until closing time of the move-out date. Exhibitors, however, are responsible for the security of their own exhibits and for the products, equipment and materials within their exhibits. The exhibit should be attended at all times during Festival hours as well as during move-in and move-out hours. Although we will do our best to prevent any loss of property, Festival Management and The International Centre are not responsible for the loss of property of any kind from either the exhibit location or the storage areas, including cold storage. Exhibitors should take all possible precautions to protect their property by having a manned-at-all-times exhibit area and by carrying the proper insurance coverage.

#### **Security Precautions – To be safe, here are some suggestions**

- a. Ship products and display materials in locked trunks or crates
- b. Do not label contents on the outside of shipping containers
- c. Furnish your shipping company with accurate bills of lading
- d. Do not store undisplayed products in 'empty' crates or cartons
- e. Cover your display at night (for example, with a sheet)
- f. Do not leave briefcases, purses, calculators, cameras, VCR's, tape recorders, etc. in unattended booths.
- g. Pack quickly upon receiving empty crates.
- h. During move-out, have an employee remain with the exhibit until all products have been re-packed.
- i. Report any damaged or lost items to Festival Management immediately.
- j. At the end of each day, secure all items in your display so that nothing can be easily carried out.

Exhibitors concerned about the security of their property may rent steel mesh security cages from Lange Transportation.

### **15. SMOKING**

Smoking is not permitted anywhere in the Building at any time, including move-in and move-out. This includes washrooms, curtained areas and stairwells.

### **16. EMERGENCY PROCEDURE**

If there is an emergency, please notify the Festival Office immediately.

## 17. HOTEL ACCOMMODATIONS

The Official host hotel for The Festival is The Courtyard by Marriott, Toronto Airport Hotel, located at 231 Carlingview Drive, Toronto, ON. The Courtyard by Marriott, offers the following special rates for Exhibitors of the Good Food Festival & Market:

Room Type	Rate
Standard Room	\$109

Please book your rooms by April 9<sup>th</sup>, 2010 in order to receive the discounted rate. Please reserve directly with the Hotel at 416-675-0411, or toll free 1-866-675-0411 and ask for the **Good Food Festival Rate**.

## 18. THE UPS STORE AT THE INTERNATIONAL CENTRE

Should you require any business services, **The UPS Store** provides laser and digital copying, B/W and Colour, shipping, business cards, online facilities, faxing, etc. They are located on the South West corner of Building 6, with their entrance facing Airport Road. 905-672 - 7859. [www.theupsstore.ca](http://www.theupsstore.ca). Hours of operation are Monday to Friday, 8:30a.m. to 6:00p.m., Saturday 10:00a.m. to 5:00p.m., and Sunday 12:00p.m. to 5:00p.m.

## 19. CONTEST RULES & REGULATIONS

The Competition Act as ruled by the federal government states: “Competitions and like promotions conducted by exhibitors in conjunction with their displays shall be of a clear cut nature, and free of any obligations to the winner. The award or 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 payment of an order, are not permissible”. For more information on the Competition Act, please contact the Competition Bureau at 800-348-5358.

All contests must have approval from Festival management. Please see form on our website at [www.goodfoodfestival.com](http://www.goodfoodfestival.com) under Exhibitor Manual. Contest rules & regulations and a copy of the ballot form must be submitted for approval three weeks prior to Festival opening. The following conditions must be clearly stated on the ballots:

- \* Approximate retail value of prize
- \* No purchase necessary
- \* Not redeemable for cash
- \* Delivery/installation included/not included
- \* Consent from the customer to be contacted for promotional purposes

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

Festival 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 Festival management regulations.

## 20. FIRE REGULATIONS

The City of Mississauga, Fire Regulations appears on our website at [www.goodfoodfestival.com](http://www.goodfoodfestival.com), please read these rules and regulations over carefully.

## 21. BUTANE BURNERS

Please refer to our website at [www.goodfoodfestival.com](http://www.goodfoodfestival.com) for the form to be returned to this office to be able to use Butane Burners.

## **22. ONTARIO HEALTH & SAFETY ACT**

Please read this information over carefully. It is found on our website at [www.goodfoodfestival.com](http://www.goodfoodfestival.com) before set up / move in.

## **23. MAP OF THE INTERNATIONAL CENTRE**

A map of the International Centre is available on our website at [www.goodfoodfestival.com](http://www.goodfoodfestival.com).