



GENERAL INFORMATION

MOVE-IN DATES & TIMES:

Thursday, April 22, 2010
Lange Transportation Shipment ONLY
4:00 pm – 8:00 pm

Friday, April 23, 2010
**8:00 am – 5:00 pm

Saturday, April 24, 2010
**8:00 am – 11:00 am
Last In – First Out (LIFO)

** Please see Preliminary Move-In Schedule for Exact Times

Set-Up Only
12:00 pm – 5:00 pm

Sunday, April 25, 2010
9:00 am – 11:00 am
Last minute deliveries and set-up only

SHOW DATES & TIMES:

Sunday, April 25, 2010
12:00 pm – 5:00 pm

Monday, April 26, 2010
12:00 pm – 5:00 pm

MOVE-OUT DATES & TIMES:

Monday, April 26, 2010
6:00 pm – 11:00 pm

Tuesday, April 27, 2010
8:00 am – 12:00 pm

SHOW MANAGEMENT:

The Canadian Federation of Independent Grocers
2235 Sheppard Avenue East, Suite 902
Willowdale, ON M2J 5B5
Telephone: 416.492.2311 or 1.800.661.2344
Fax: 416.492.2347

EVENT LOCATIONS:

TRADE SHOW
Vancouver Convention Centre (VCC) –EAST Building
999 Canada Place (directly across from the Fairmont Waterfront Hotel)
Vancouver, BC V6C 3C1
Telephone: 604.689.8232
Fax: 604.647.7232

ALL CONFERENCE ACTIVITIES
The Fairmont Waterfront Hotel
900 Canada Place Way (directly across from the VCC)
Vancouver, BC V6C 3L5
Telephone: 604.691.1991
Fax: 604.691.1999

CANADIAN FEDERATION OF INDEPENDENT GROCERS (CFIG) STAFF

Throughout the set-up, as well as during and after the show, CFG Staff will be available on the trade show floor. They are able to handle your questions about move-in/move-out, labour, utilities, booth furnishings and much more. They are responsible for protecting your interests as an exhibitor by ensuring that all exhibits are in compliance with the show's Rules & Regulations.

SHOW FLOOR CONTACTS:

Irina Costachescu, Operations Manager, Expositions
416.492.2311 ext. 234 icostachescu@cfg.ca

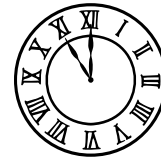
Sacha Lalla, Sales Manager
416.492.2311 ext. 242 slalla@cfg.ca

Rolster Taylor, Sales Account Representative
416.492.2311 ext. 223 rtaylor@cfg.ca

In the event that you are unable to locate a CFG Staff Member on the show floor, the **Show Office** will be located **at the end of aisle 1000, across the floor from the main entrance.**

Show Office Hours:

Friday, April 23 rd	8:00 am ~ 5:00 pm
Saturday, April 24 th	8:00 am ~ 5:00 pm
Sunday, April 25 th	10:00 am ~ 5:30 pm
Monday, April 26 th	10:00 am ~ 8:00 pm
Tuesday, April 27 th	8:00 am ~ 12:00 pm



ENTRY TO THE SHOW

Show Management reserves the right to refuse admission to the show building to any Visitor, Exhibitor, or Contractor who, in the opinion of Show Management, is unfit, intoxicated, or in *any way* creating a disruption to the show.

For security reasons, you will be required to wear your **Exhibitor Badge** in a prominent location when entering the building.

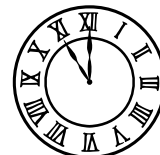
****No Children under the age of 16 are permitted on the floor at any time****

EXHIBITOR BADGES

As an Exhibitor, your company is allotted **5** Exhibitor Badges for every **100 square feet** of contracted exhibit space. **If more are required, please contact Irina Costachescu at 416.492.2311 ext. 234.** Please go online at www.cfg.ca/gsw.asp to register your staff for badges. **Badges will not be mailed;** they will be available for pick up in the Main Lobby of the Vancouver Convention Centre, 999 Canada Place (directly across the street from the Fairmont Waterfront Hotel).

Exhibitor Registration Hours:

Friday, April 23 rd	1:00 pm ~ 4:00 pm
Saturday, April 24 th	8:00 am ~ 5:00 pm
Sunday, April 25 th	10:00 am ~ 5:00 pm
Monday, April 26 th	10:00 am ~ 3:30 pm



BADGE IDENTIFICATION

Attendee badges have been colour-coded so Exhibitors can more readily identify their customers. The following colours will be used:

Attendee	Badge Colour
Exhibitors	Blue
Press/Media	Grey
Retailers, Distributors & Wholesalers	Red
Visitors:	Green
Manufacturer, Processor, Broker, Importer, Association and Government	

SERVICES INCLUDED WITH YOUR EXHIBITING COSTS:

- **Exhibit Hall Décor:** your exhibit space will be framed with an 8' back drape and 3' side drape in the **Grocery Showcase West 2010 Show Colour, silver.**
- **Material Handling:** Including all equipment and labour necessary to transport your exhibit from the ramp to your booth location as quickly and efficiently as possible. This **does not** include blanket wrapping, unskidding or spotting your booth material. It also **does not** include material handling for your **cold storage goods. Material requiring a forklift with a load greater than 4000 lbs. may be subject to a surcharge by the official transportation company.**
- **Storage:** including removal and return of empty crates & **storage labels** to identify each crate or box.
- **6 complimentary VIP Customer Invitations** for your favourite customers.
- Opportunity to buy additional personalized **VIP Customer Invitations.**
- **Storage:** including removal and return of empty crates. Storage labels to identify each crate or box.
- **Food Bank:** Donations will be picked up following show close by the Greater Vancouver Food Bank Society. The GVFBS may also have a booth located on the trade show floor.
- **Clean Up stations:** there will be 6 clean up stations located throughout the trade show floor. Please speak to a CFG floor representative on-site for specific locations.
- **Hot oil disposal:** if necessary.
- **Ice:** if necessary.

RESPONSIBILITY OF LOSSES

Grocery Showcase West, Official Show Contractors and the Vancouver Convention Centre are **not** responsible for loss due to causes or conditions beyond their control such as wars, panic, mobilization, strikes, fires, floods, acts of God, as well as other conditions preventing the Show from opening on time, continuing through its scheduled dates or opening at all.

Under such conditions, Show Management, Official Show Contractors and the Vancouver Convention Centre will **not** be responsible for any expenses incurred by an Exhibitor in preparation for or promotion of such an exhibit.

SECURITY

The Vancouver Convention & Exhibition Centre Security team will be responsible for 24-hour coverage of entrances, exits and the general floor area. **Exhibitors are responsible for their own booth security and should have their booth attended to at all times during Move-in/out and Show hours.**

We ask that Exhibitors take whatever precautions are necessary to protect valuable materials and equipment. Show Management, Official Show Contractors and the Vancouver Convention & Exhibition Centre are **not** responsible for the loss of property of any kind, from either the booth location or the

storage area. If you are concerned about possible theft, please exercise cautious security measures. Steel mesh security cages can be ordered, contact Show Management for details.

INSURANCE REQUIREMENTS

Exhibitor Insurance. All Exhibitors are required to maintain general insurance coverage against all risk of bodily harm, death, material loss or damage occurring in rented areas as outlined in the Contract for Booth Rental. ***Exhibitors must obtain a document proving that they are fully insured and they must produce the document upon request.***

NOTE: Show Management has ensured that all Official Service Contractors meet the Vancouver Convention Centre's insurance requirements. Exhibitors contracting the services of suppliers other than the official named service contractors are responsible for ensuring the appropriate insurance coverage as outlined above. Proof of such insurance coverage should be submitted to Grocery Showcase West, if requested.

We strongly recommend that Exhibitors review their company insurance coverage prior to the show. Most insurance companies will provide additional riders if extra coverage is desired. In the event that the Exhibitor's insurance company does not offer a rider, Grocery Showcase West has provided an insurance broker, see the *Insurance Form* on our website.

NEW

NON-COMPLIANCE WITH DISPLAY RULES & REGULATIONS

Show Management reserves the right to make changes, amendments, and additions to the Rules and Regulations without notice, as considered necessary to the efficient and proper conduct of the show. Interpretation of these rules and regulations shall rest with Show Management and non-compliance can result in the ejection of the offending Exhibitor or in the closing of their/this exhibit.

DISTRIBUTIONS, MASCOTS AND DEMONSTRATIONS

Distribution of advertising print material is not permitted outside the confines of the booth space. However, product sampling by Mascots and/or Hostess' is permitted, **provided a full outline is submitted and written authorization has been received from Show Management.** Please contact Irina Costachescu at 416.492.2311 ext. 234 for more information. If audio/visual equipment is used, the sound must be subdued to such an extent as to ensure it is not a nuisance to neighbouring Exhibitors.

FLOOR, WALL AND CARPET DAMAGE

Painting, nailing, drilling or screwing to the floors, walls, or any other part of the building is not permitted. Exhibitors are also responsible for oil, grease or any general damage to the carpeted area. Exhibitors wishing to lay any floor coverings must use a protective layer of adhesive pre-mask tape. Acceptable adhesives are poly-coated cloth tape or gaffer's tape available through hardware or specialty stores. Vinyl or foam tapes cannot be used at the VCEC. The only acceptable double sided carpet tapes are Renfrew #174 or Shur-Tape #642. Exhibitors are responsible for removing the tape once the show is over. Charges will apply for all tape damage and/or adhesive removal at a rate provided by the building.

**** ALL Exhibitors MUST have floor covering in their booth that is in respectable condition. ****

FIRE REGULATIONS

All Exhibitors planning to use any type of fuel, such as gas, oil, helium gas, or propane, in their exhibits are required to contact the Vancouver Convention Centre to discuss all matters pertaining to the installation of such equipment. All displays or exhibited materials must be fireproof to conform to Federal, Provincial and City Fire Laws.

HELIUM BALLOONS

All helium-filled balloons or other inflatable items are permitted if approved in writing. Due to the complexity and costs of retrieving balloons from various areas within Vancouver Convention Centre (VCC), it has become necessary to request a deposit when helium balloon decor is planned. Retrieval deposits and a signed deposit form are required prior to the date of set-up for any balloon decor. Please contact Irina Costachescu at 416.492.2311 ext. 234 to obtain a Balloon Retrieval waiver form.

MOTORIZED VEHICLES

Motorized vehicles, which are on display are subject to the following conditions;

- gas tanks are less than ¼ full
- gas caps locked or sealed
- batteries made inaccessible
- drip pans under vehicles
- vehicles are clean and dry
- keys are to be left with Vancouver Convention Centre (VCC) Guest Services.

PROPANE

The Vancouver Convention Centre (VCC) Exhibit Regulations for Fire Safety prohibits propane containers on-site, which exceed 20 lbs. (10 Kg). Flow restriction valves must be used on all propane tanks and are available from ICG Propane (604.421.2511) or Acklands-Grainger (604.879.4211). All propane connections must be inspected and approved by VCEC. For exhibits with larger propane requirements, special arrangements must be made through the Provincial Gas Inspector.

FOOD SAFETY

Food safety is an important component of any food related trade show. Grocery Showcase West Show Management works closely with the Vancouver Coastal Health Authority to ensure that exhibitors and attendees have a both a profitable and safe show.

If you are sampling food and/or beverages at the show, it is crucial that you read and understand the rules and requirements put in place by the Vancouver Coastal Health Authority.

Please review the Vancouver Coastal Health Authority information in the *Food Sampling* section and contact **Irina Costachescu at 416.492.2311 ext. 234 or icostachescu@cfig.ca** should you have **ANY** questions regarding food safety.

SHOW PROMOTIONS

The Official Show Guide details the exhibiting companies' information for the attendee. Information includes: company name, address, phone/fax, web address and company profile, if submitted by the assigned deadline. As well, Western Grocer Magazine provides exhibitors the opportunity to enhance their exposure by advertising in the Official Show Guide. For more information on advertising opportunities, please contact Robin Bradley at 1.800.337.6372 x 219 or robin@mercury.mb.ca.



Customer Invitations can be extended to your customers to visit the trade show. **Exhibitors will receive 6 complimentary VIP Customer Invitations for their preferred customers.**

Additional personalized Invitations can be purchased for \$30 each before the show. Should you require additional VIP Customer Invitations, please fill out the **Customer Invitations Form** in the **Exhibitor Services** section of the website.

Show Management will also provide web coupons that can be used by your customers to gain access to the trade show at a reduced rate.

Website promotion is provided to each exhibiting company on www.cfig.ca where an Exhibitor listing is provided, along with pertinent event details.

The FREE Prize Booklet listing is another example of how the Canadian Federation of Independent Grocers (CFIG) team is working to promote your company. Include a prize draw in your booth and we will create, print and distribute the prize booklet with your listing. (Space is limited and exhibitors are selected on a first-come, first-served basis).

The Publicity Program allows you to feature your new products or newsworthy company information in a press release. Please indicate on the **Publicity Form**, in the **Show Management Forms** section if you will be launching new products and/or services.

Advertising in the Independent Grocer news magazine & on www.cfig.ca puts you in contact with over 3,800 decision-makers at the independent and franchised owned and operated retail stores across Canada. For information on ad packages, please contact Meg Chari, Communications Coordinator, at 416.492.2311 ext. 232 or mchari@cfg.ca.

Sponsorship Programs are yet another way to gain more exposure! By sponsoring Grocery Showcase West your company will benefit in year-round promotional support and on-site interaction opportunities. Contact Ward Hanlon at 416.492.2311 ext. 225 or whanlon@cfg.ca for more details.

Exhibit Excellence Awards are presented to the exceptional exhibits at Grocery Showcase West. The categories included are: Best Single, Double, Multiple and Marketed. It is in the best interest of the exhibiting company to build towards the following criteria, which will be judged on-site:

- Curb Appeal
- People & Product
- Structure/Design
- Overall Impression

The New Product Showcase is a great way to get noticed and is a second location for your product on the trade show floor. Find out details about it online at www.cfig.ca or call Sacha Lalla at 416.492.2311 x 242. **(Space is limited & exhibitors are selected on a first-come, first-serve basis)**.

Note: For more information on any of the above services contact Irina Costachescu at 416.492.2311 or 1.800.661.2344 ext. 234.

TRAVEL & ACCOMMODATIONS

Making your personal hotel arrangements has never been so easy! Grocery Showcase West has reserved a block of rooms at the following hotel. Please identify yourself as being with **Grocery Showcase West 2010** to take advantage of these negotiated rates:

The Fairmont Waterfront Hotel

900 Canada Place Way
(directly across from the Vancouver Convention Centre (VCC))
Vancouver, BC V6C 3L5
Telephone Reservations: 604.691.1820
Toll Free: 1.800.441.1414
Book on-line at www.fairmont.com/waterfront
Promotional Code: **HK 210**

VANCOUVER

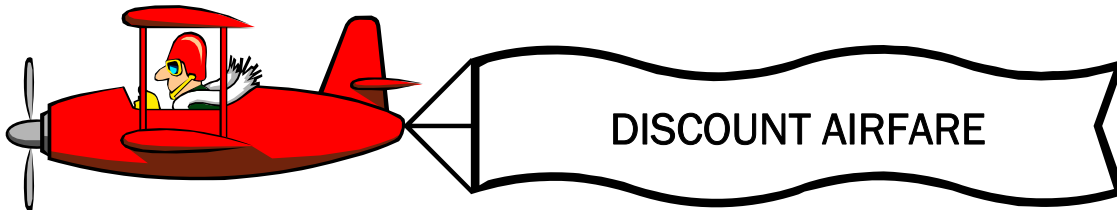


Room Rate

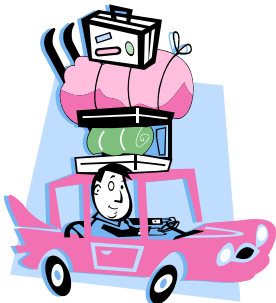
\$209.00
plus taxes

Reservation Deadline

Friday, March 19, 2010



Air Canada is the official airline of Grocery Showcase West. Please call Air Canada directly at 1.800.361.7585 or your local travel agent. Please quote the **Promotional Code: CX6U2371**.



DISCOUNT CAR RENTAL

Looking to rent a car during Grocery Showcase West 2010? Visit Avis Car Rentals at www.avis.com or call 1.800.331.1212 for a great price.

Please quote **Avis Worldwide Discount (AWD) Number: J906828**.

*Please note that all rates are quoted in Canadian funds, and taxes are **NOT** included.