

ESTHÉTIQUE SPA INTERNATIONAL

17th Edition

April 30 & May 1st,
2017

Metro Toronto
Convention Centre

TORONTO

ESI 25th anniversary

25 years = 25 % OFF
before March 25, 2017

Details on page 16

Esthétique Spa International

Toronto Conference

April 31 & May 1, 2017

EXHIBITOR MANUAL

TABLE OF CONTENTS

SECTION 1 – EXHIBITOR INFORMATION

A. Exhibitors' ID Badges Counter_____	p.3
B. Materials: Receiving and shipping_____	p.3
C. Move-In Procedures_____	p.3
D. Move-Out Procedures_____	p.4
E. Booth Installation_____	p.4
F. Storage_____	p.4
G. Exhibitors' Dismantle_____	p.4
H. Exhibit Decor (Exclusive Supplier)_____	p.4
I. Promotional Materials_____	p.5
J. Transportation & Custom Broker (Official Supplier)_____	p.5
K. Audio Visual (Official Supplier)_____	p.6
K. Staff_____	p.6
L. Hotel Accommodation_____	p.6
M. Important Note to all Exhibitors_____	p.7

MAPS

Setup Time Schedule _____	p.8
Loading Docks & Vehicle Marshalling Yard _____	p.10
Surrounding Streets _____	p.10

SECTION 1

For your convenience, we have provided a close-up map of the Metro Toronto Convention Centre and surrounding streets (see page 10).

**METRO TORONTO CONVENTION CENTRE
NORTH BUILDING
255 FRONT STREET WEST
(WEST RAMP)
TORONTO, M5V 2W6**

A. EXHIBITORS' ID BADGES COUNTER

There will be an "EXHIBITOR ID BADGES" Counter directly on the Show Floor, during the Show Set-up starting Friday April 28 at 12 PM until 6 PM. You will receive, by email, 4 weeks prior to the Event an ID Badges FORM to be filled and returned before the specified deadline date, for your staff and yourself. **If you are exceeding the maximum number of badges permitted for your booth or if you wish to add other names on Sunday (April 30) or on Monday (May 1), you will have to PAY for their admission at the regular price (\$60 CDN)**

INFORMATION: If you have any questions or if you are not able to find Robert Lamarche or Bernard Renaud on the Show floor, just go to the Exhibitors ID Badges Counter. Our friendly staff will be able to help you or they can reach Robert or Bernard by radio and send them to your booth

B. MATERIALS: RECEIVING AND SHIPPING

RECEIVING: We will have forklifts available to unload your materials **Friday, April 28, starting at 8:00 AM until 5:00 PM;** after 5:00 PM, your trucking company will have to unload your goods or you will have to rent a forklift at your own expense. There will also be forklifts available on Saturday, all day long

SHIPPING: As you already know, you have to be out of the building on Monday night, May1, before midnight **BUT you can still have your goods picked up on the next morning (Tuesday, May 2) between 8 AM and 11:30 AM.** After 11:30 AM, we will be forcing the floor, which means that our official transportation company will take charge of your shipment and you will have to pay their rates.

C. MOVE-IN PROCEDURES

EXHIBITORS WHO ARE LOCATED in AISLES 100 and 200 (Even booth numbers) WILL BE ABLE TO SET-UP ONLY ON SATURDAY APRIL 29, AFTER 1 PM

All other exhibitors are asked to follow the next instructions:

1. Exhibitors who own their own booth décor or display will be able the set-up on Friday April 28

400 sq. ft space and more: Can start at 8AM

300 sq. ft space and less: Can start at 12PM

2. Exhibitors renting their booth décor or display from GES Canada must use the floor plan on page 8, which also shows the SET-UP TIME SCHEDULE based on aisle location. First identify the aisle you are located on, then read from bottom to top to find your allotted time. For a

smooth process, please make sure your people are available for your designated time slot.

3. Goods delivery on Saturday (April 29) will start at 7:00 AM to 6:00 PM. No float will be allowed to circulate once the carpets have been laid in the aisles.

D. MOVE-OUT PROCEDURES

ALL VEHICLES MUST WAIT AT THE MTCC VEHICLE MARSHALLING YARD (see map)

The Marshalling Yard will open Monday at 2 PM

ALL CARS, MINIVANS, SUVS AND SMALL TRUCKS must go to the EAST LOADING DOCKS to pick up their goods.

E. BOOTH INSTALLATION

1. To order your settings, **you must contact GES Canada, our official and exclusive supplier. No other company will have access to the show.** Please consult GES Order Forms for all details regarding setting models, prices and packages available.
2. Each booth must have a right of view.
3. **Drapes are strictly forbidden within the booths.**
4. **Rigid walls and carpets are compulsory in each booth.**
5. An esthetic overall look to each booth is a must. GES Canada personnel will help you fulfill these requirements.
6. **CARDBOARD BOXES ARE STRICTLY FORBIDDEN IN THE BOOTHS DURING THE WHOLE LENGTH OF THE SHOW.**

F. STORAGE

Storage space for cardboard boxes on wooden pallets will be made available to the exhibitors. As soon as your booth is set-up, we will furnish you with Storage Labels (available at the Exhibitor ID Badges desk). Each wooden pallet must be wrapped and identified with a sticker bearing your booth number. When they are ready, leave them in the aisle where they will be picked up and stored away. They will be made available to you as soon as the show ends.

If you need to have access to your goods in storage during the Show, you have to write "Accessible Storage" along with your booth number on the storage stickers

G. EXHIBITORS' DISMANTLE

Any and all dismantling of settings or products is strictly forbidden before 4 PM MONDAY MAY 1. In order to allow GES Canada to remove carpets from the aisle, NO MERCHANDISE can be removed from the booths before 4:30 PM. Offenders could be refused future registration to ESI exhibits.

H. EXHIBIT DECOR

GES Canada is the exclusive supplier for booth rentals and set-up for Esthétique SPA International exhibits. The following forms all pertain to the services provided according to ESI

established standards. Please consult the GES kit for all details regarding setting models, prices and packages available and contact:

Guest Services

PHONE: 905-283-0500

TOLL FREE: 1-877- 437-4247

FAX: 905-283-0501

EMAIL: torontoexhibitorservices@ges.com

I. PROMOTIONAL MATERIALS

Handing out of promotional materials (flyers, booklets, samples etc.) is restricted to the area within your stand. It is strictly forbidden to walk in the aisles and give out promotional articles or to leave said articles on tables in the food court or at any other location in the building.

J. TRANSPORTATION & CUSTOMS BROKERS

North American Logistics Services Inc. (NALS) is the official transportation, advanced warehouse and customs brokerage for ESI Toronto 2017. NALS will take care of transportation, and customs clearance into the show and after the show. In addition, North American Logistics Services offers a 30-day free storage service before the show if you use their transport service. It is important not to send anything directly to the Metro Toronto Convention Centre before April 28, 2017 as it will not be accepted before this date. That's when the advanced warehouse becomes significant. As ESI's Official Transport Company, North American Logistics Services has priority on the receiving platform where the goods will be delivered in the early morning of April 28, 2017

As your official Customs Brokers, advanced warehouse and Transportation Contractor, North American Logistics Services offers the following services: Transportation service to and from the show from any point in the U.S. and the world.

On-site experienced personnel from the first move-in day, until the last move-out day

Pick-up of goods from Exhibitor's location (international and domestic)

Preparation of all documents for the return of convention and exhibit materials

WAREHOUSE ADDRESS IS:

Exhibitor Name

Esthétique Spa International

North American Logistics Services Inc.

49 Simpson Road

Bolton, ON

L7E 2R6

FOR MORE INFORMATION PLEASE CONTACT:

FERNANDO VERA at fvera@nalsi.com

OR ANDRES VALDES at avaldes@nalsi.com

TEL: (514) 868-6650

TOLL FREE: 1 (877) 332-8987

FAX: (514) 868-6651

IF YOU ARE USING YOUR OWN TRANSPORT COMPANY, YOU HAVE TO SHIP YOUR GOODS TO THE FOLLOWING ADDRESS and don't forget to write the EVENT NAME and YOUR BOOTH NUMBER on each shipping label

**METRO TORONTO CONVENTION CENTRE
NORTH BUILDING
EVENT: ESTHETIQUE SPA INTERNATIONAL
BOOTH #: XXXX
255 FRONT STREET WEST
(WEST RAMP)
TORONTO, M5V 2W6**

K. AUDIO/VISUAL

CT8 Expo & Production is the official supplier for audio and video rental equipment for Esthétique SPA International for our Toronto Conference. For all details regarding prices and packages available please contact:

**CHRIS DERO
Chris@CT8Expo.com
TEL : 514-213-5105**

L. STAFF

ADECCO is the official supplier of frontline staff for ESI. If you need additional staff to help you sell your goods or services in your booth, please contact

**LORRAINE LEE
Tel: 416-214-2244
Toll Free: 1-888-805-5921 ext.: 235
Fax: 416-214-9181
Email: lorraine.lee@adecco.ca**

M. HOTEL ACCOMMODATION

INTERCONTINENTAL TORONTO CENTRE

The hotel is connected to the Metro Toronto Convention Centre

Single or double: Can\$219 + taxes

Toll Free: 1-800-235-4670

Online reservation: <https://aws.passkey.com/go/EsthetiqueSpa2017>
www.ictc.ca

THE STRATHCONA HOTEL

60 York Street, Toronto, M5J 1S8

(5-minute walk to convention centre)

Rates:

Smart Room: Single or double: Can\$125 + taxes

Executive Room: Single or double: Can\$145 + taxes

Tel: 416-363-3321

Toll Free: 1-800-268-8304

Online reservation:

<https://booking.ihotelier.com/istay/istay.jsp?hotelid=10245&identifieur=esthetique>

reservations@thestrathconahotel.com

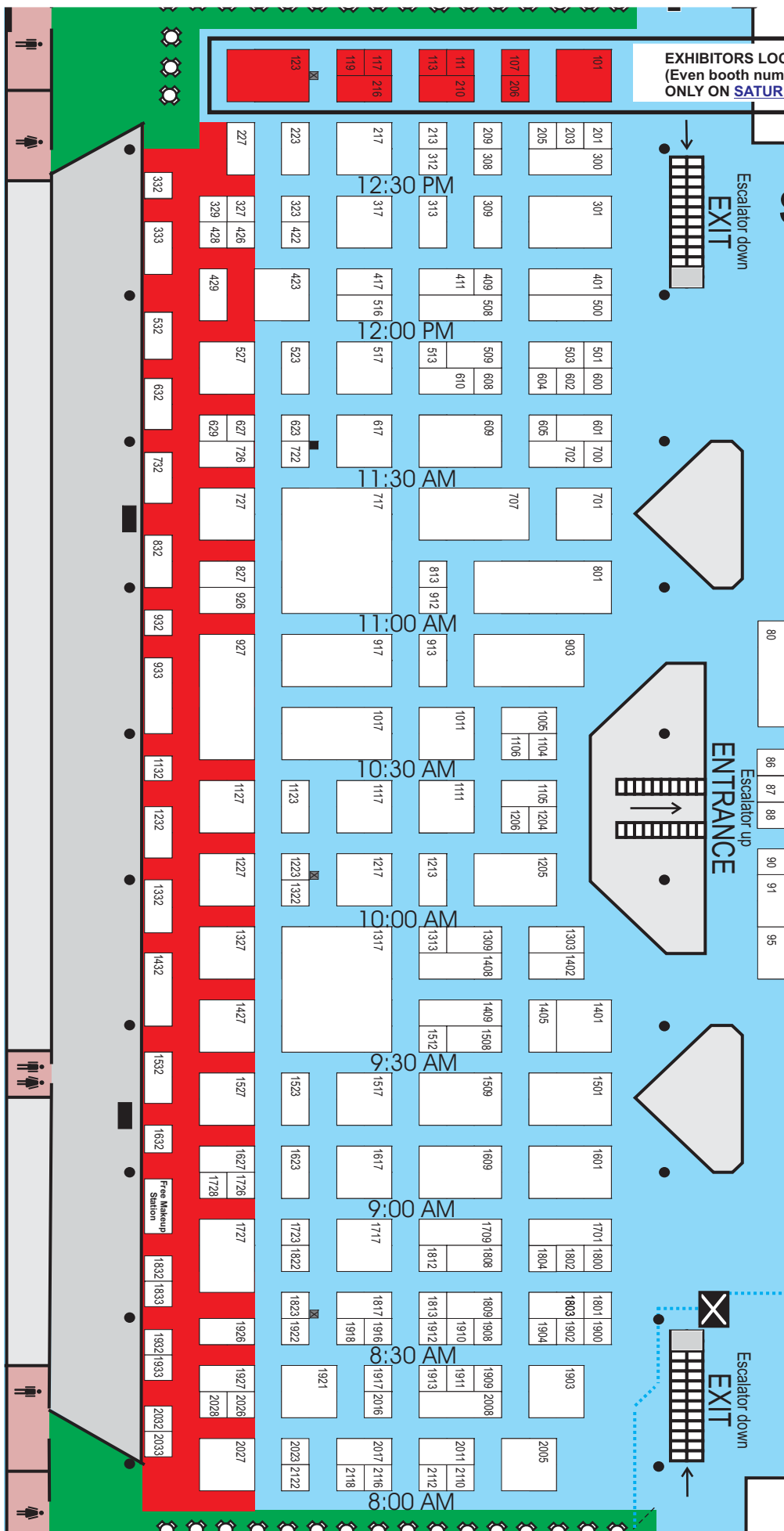
www.thestrathconahotel.com

ESI rates are only available until **March 28, 2017**, so book now while discounts apply! Remember to mention **Esthétique SPA International** when making your reservation to be eligible for these exceptional rates.

N. IMPORTANT NOTICE TO ALL EXHIBITORS

FOR SECURITY AND INSURANCE PURPOSES, CHILDREN UNDER 16 YEARS OLD WON'T BE ALLOWED ON THE SHOW FLOOR AT ANY TIME (SETUP, EXHIBITION AND DISMANTLING)

**EXHIBITORS LOCATED in AISLES 100 and 200
(Even booth numbers) WILL BE ABLE TO SET-UP
ONLY ON SATURDAY APRIL 30, AFTER 1 PM**





Vehicle Marshalling / Move-In / Move-Out

Directions from the Cherry St. Marshalling Yard to the Metro Toronto Convention Centre:

(A) Directions to the Metro Toronto Convention Centre North Building, West Ramp

1. Head north on Cherry St. (toward Lakeshore Blvd.)
2. Slight left onto Lake Shore Blvd.
3. Turn right onto Lower Simcoe St.
4. Turn left onto Wellington St.
5. Turn left onto John St.
6. Head through the intersection and up the West Ramp

Entrance to the Exhibit Hall(s) will be to your left.

(B) Directions to the Metro Toronto Convention Centre North Building, East Loading Dock & West Freight Elevator

1. Head north on Cherry St. (toward Lakeshore Blvd.)
2. Slight left onto Lake Shore Blvd.
3. Turn right onto Lower Simcoe St.
4. Turn left toward the Convention Centre Internal St.

Entrance to the East Loading Dock will be immediately to your left.

Entrance to the West Freight elevator: continue through Internal St. towards the parking exit, Loading Docks for West Freight will be to your immediate right.

(C) Directions to the Metro Toronto Convention Centre South Building, Loading Dock & Truck Elevator

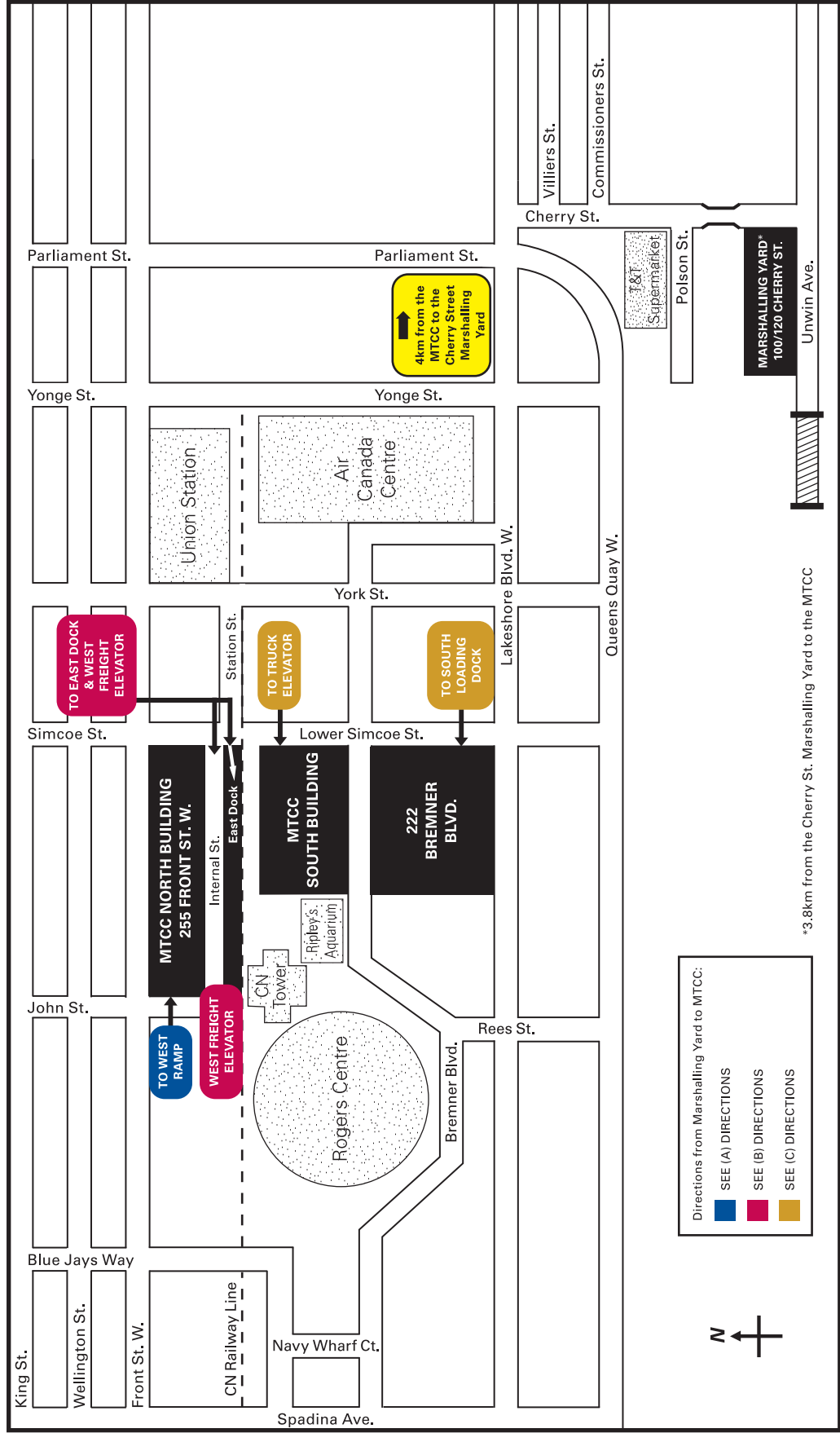
1. Head north on Cherry St. (toward Lakeshore Blvd.)
2. Slight left onto Lake Shore Blvd.
3. Turn right onto Lower Simcoe St.

Entrance to Loading Dock will be immediately to your left.

Entrance to the Truck Elevator is 80m ahead to your left.



Metro Toronto Convention Centre (MTCC)



Map is not to scale