



experience. better. EXPERIENCE.



# TABLE OF CONTENTS

---

- THE GENERATION BEAUTY TEAM ..... 3
- DATES & LOCATION..... 4
- SCHEDULE OVERVIEW ..... 4
- BOOTH OVERVIEW ..... 4
- KEY DATES ..... 5
- GIFT BAG PRODUCT SHIPPING ..... 7
- CUSTOMS BROKERS LIST ..... 9
- PRODUCT INCLUSIONS FORM ..... 9
- RULES AND REGULATIONS ..... 10
- ADMISSION POLICY ..... 10
- MTCC RULES AND REGULATIONS ..... 10
- EXHIBITOR BOOTH PERSONNEL REGISTRATION ..... 10
- CELEBRITY APPEARANCE REGISTRATION ..... 10
- MODEL & TALENT/SPOKESPEOPLE REGISTRATION ..... 11
- BOOTH ACTIVITIES ..... 11
- LOGOS ..... 11
- FOOD/BEVERAGE SAMPLING ..... 11
- PRIZE DRAWINGS ..... 12
- SALES ON EXHIBITION FLOOR ..... 12
- EXHIBITOR BOOTH CODE OF CONDUCT..... 13
- EXHIBITOR BOOTH OVERVIEW ..... 13
- BOOTH DESIGN SERVICES ..... 13
- LOAD-IN /LOAD-OUT POLICY ..... 14
- EXHIBITOR BOOTH LOAD-IN/LOAD-OUT SCHEDULE..... 14
- FIRE/STRUCTURE REGULATIONS AND PERMIT REQUIREMENTS ..... 14
- INSTALLATION AND DISMANTLE LABOUR, MATERIAL HANDLING/DRAYAGE ..... 14
- EXHIBITOR APPOINTED CONTRACTOR..... 15
- SHIPPING/FREIGHT ..... 15



experience. better. EXPERIENCE.



- ON-SITE STORAGE ..... 16
- CARPET/FLOOR COVERING ..... 16
- CLEANING..... 16
- ELECTRICAL SERVICE ..... 16
- LIGHTING EQUIPMENT..... 16
- AUDIO/VISUAL LABOUR AND EQUIPMENT..... 16
- INTERNET ACCESS ..... 17
- FURNITURE/DISPLAY RENTAL ..... 17
- SOUND POLICY ..... 17
- RIGGING ..... 17
- MECHANICAL LIFTS ..... 17
- SIGNAGE..... 17
- VIDEOTAPING/PHOTOGRAPHY GUIDELINES..... 17
- SECURITY ..... 18
- SMOKING & ALCOHOL ..... 18
- SAFETY FOR ALL WORKING PERSONNEL..... 18
- INSURANCE ..... 18
- GUIDELINES FOR EXHIBITORS ON REPORTING INCIDENTS..... 19
- LICENSING / FEES / FINES / TAXES ..... 19
- VENUE OVERVIEW ..... 20
- PAYMENT & CREDIT CARD AUTHORIZATION FORM..... 21
- BRAND ACTIVATION INFORMATION..... 22
  - EXHIBITOR BADGE & SATURDAY NIGHT STYLIST NETWORKING EVENT INFORMATION ..... 24
  - INSURANCE REQUIREMENTS ..... 25
  - CERTIFICATE OF INSURANCE..... 26
  - LIABILITY STATEMENT ..... 27
- SHIPPING..... 28
  - INBOUND SHIPPING & LOAD-IN..... 28
  - OUTBOUND SHIPPING & LOAD-OUT..... 30
- EXHIBITOR APPOINTED CONTRACTOR (EAC) FORM ..... 33



experience. better. EXPERIENCE.



**Welcome to Generation Beauty Toronto 2016! Thank you for taking part, and we look forward to working with you on this exciting event.**

LOFT Communications + Events is the show management company hosting Generation Beauty by ipsy Toronto.

LOFT and Generation Beauty by ipsy are proud to be partnering with the Metro Toronto Convention Centre (MTCC), as well as the Show Decorator (GES). Additional partners include Stagevision and SHOWTECH, who will be providing your lighting, rigging and audio/visual needs. You will be able to find their respective services and forms in the additional tabs of this online ordering system.

To ensure smooth and efficient process and planning in lead-up to the event, all brand booth order details (excluding credit card information) will be shared with Show Management from all supplier partners outlined in the Exhibitor Kit.

If you require support with creative, design or production of your booth, LOFT is also available to support those needs or direct you to an appropriate partner for assistance.

Along with Generation Beauty by ipsy, LOFT Communications + Events will be your main contact for any questions or help you require with Generation Beauty in Toronto. We are here to make your experience in Toronto a memorable and successful one.

**THE GENERATION BEAUTY TEAM**

For purposes of Generation Beauty Toronto planning and execution, the following team will be available to assist you at any time and will be guiding you through the planning process:

- **ipsy**
  - Lindsey Tullman, Event Sponsorships Mgr. [lindsey@ipsy.com](mailto:lindsey@ipsy.com) 818.281.1802
  - Neika Colbourne, Director of Events [neika@ipsy.com](mailto:neika@ipsy.com) 704.728.2591
  - Sophia Alexander, Manager of Events [sophiaalexander@ipsy.com](mailto:sophiaalexander@ipsy.com) 562.572.8652
  - Nora Motaweh, Manager of Events [nora@ipsy.com](mailto:nora@ipsy.com) 303.523.2936
  - Ria Muljadi, Accounting/Payments [ria@ipsy.com](mailto:ria@ipsy.com) 347.436.6658
- **Show Management & Production - LOFT Communications + Events Inc.** 416.699.5638
  - Denise Thomson, Brand Production Mgr. [denise@loftcommunications.com](mailto:denise@loftcommunications.com) ext. 106
  - Leigh Ostermann, Brand Production Account Mgr. [leigh@loftcommunications.com](mailto:leigh@loftcommunications.com) ext. 102



experience. better. **EXPERIENCE.**



## **DATES & LOCATION**

- Event dates: May 14 & 15, 2016
- Show exhibit hours:
  - Saturday, May 14<sup>th</sup>, 11:00 AM – 5:00 PM
  - Sunday, May 15<sup>th</sup>, 11:00 AM – 3:00 PM
- Location: Metro Toronto Convention Centre (MTCC)  
222 Bremner Blvd, Toronto, Ontario M5V 3L9, Canada,  
South Building, Hall E

## **SCHEDULE OVERVIEW**

Friday, May 13<sup>th</sup>

- 9:00 AM – 9:00 PM: Brand Load-in
- 5:00 PM – 7:00 PM: Early Bird Registration

Saturday, May 14<sup>th</sup>

- 8:00 AM: Volunteers and Exhibitors Open Access
- 9:00 AM: Registration Open
- 11:00 AM: Doors Open
- 11:00 AM – 5:00 PM: Program Activities
- 7:00 PM: Saturday Night Stylist Party

Sunday, May 15<sup>th</sup>

- 8:00 AM: Volunteers and Exhibitors Open Access
- 9:30 AM: Registration Open
- 11:00 AM: Doors Open
- 11:00 AM – 3:00 PM: Program Activities
- 3:00 PM – 9:00 PM: Brand Load-out

## **BOOTH OVERVIEW**

- Three booth sizes
  - Silver – 10'x10'
  - Gold – 10'x20'
  - Diamond – 30'x30'
- One wall of white drape is included on the 10'x10' and the 10'x20'
- Space will include grey carpeting and one (1) 20-amp outlet
- Additional options for the space, including furniture, Wi-Fi, etc. will be available to order through the Exhibitor Kit
- Brand is responsible for the set-up and tear-down of booth activation
- Brand is responsible for shipping all items to and from Canada, and ensuring their shipments meet all necessary requirements to clear customs. It is strongly advised that you work with a customs broker to ensure your shipment arrives into Canada on time.

**KEY DATES**

ACTION ITEM	DETAILS	DUE DATE
Product Inclusions	<p>Completed Detail Product Form, outlining all product to be included in the:</p> <ol style="list-style-type: none"> <li>1. Stylist Gift Bag – Qty: 500</li> <li>2. Attendee Gift Bag – Qty: 3,000</li> </ol> <p>Email forms to <a href="mailto:genbeautyforms@ipsy.com">genbeautyforms@ipsy.com</a></p>	April 1
Booth and Activation Info	<p>Detailed information on your activation, including (for example) – activation plans, items to be distributed, sale of items/product, special guest appearances, etc.</p> <p>Email forms to <a href="mailto:genbeautyforms@ipsy.com">genbeautyforms@ipsy.com</a></p>	April 1
Credit Card Authorization Form	<p>To be held for any last minute requests made to Show Management.</p> <p>Email forms to: <a href="mailto:denise@loftcommunications.com">denise@loftcommunications.com</a></p>	April 8
Product Shipment	<p>All product to be included in a gift bag should meet the Packing Requirements found in the Exhibitor Kit and be shipped to:</p> <p><b>LOFT Communications + Events/Generation Beauty C/O Landmark Global – BURLINGTON ON 4240 Harvester Rd Unit 2 Burlington, Ontario L7L 0E8, Canada Attn: Patti Machry</b></p> <p>Contact: Shree Gocool, Landmark Global Phone: 905-333-0957 Email: <a href="mailto:sgocool@landmarkglobal.com">sgocool@landmarkglobal.com</a></p> <p>Contact: Lindsay White, Event Manager LOFT Communications + Events Phone: 416-699-5638 ext 104 Email: <a href="mailto:lindsay@loftcommunications.com">lindsay@loftcommunications.com</a></p>	Product must be received in the warehouse between April 15 – April 29
Insurance Forms	<p>Insurance forms required to be in place by every brand partner activating at Generation Beauty by ipsy Toronto</p> <ol style="list-style-type: none"> <li>1. Commercial General Liability,</li> <li>2. WSIB (if applicable to their business/operations), or</li> <li>3. Employers Liability</li> </ol> <p>*Note: These forms should be emailed to: <a href="mailto:denise@loftcommunications.com">denise@loftcommunications.com</a></p>	April 20
Exhibitor Badge Information	<p>Names and contact information for:</p> <ol style="list-style-type: none"> <li>1. Each person at your booth and in what capacity</li> <li>2. Names of 2 brand reps who will be attending the GB Saturday Night Event on May 14<sup>th</sup>. Location TBC.</li> </ol>	April 27

<p>Exhibitor Services Order</p>	<p>Outlines any optional additions you would like to order for the booth activation:</p> <p>A/V, Electrical, Furniture, Carpeting, Wi-Fi, Signage, Drapery, Security, Labour, Mechanical lift, Custom booth design</p>	<p>May 2</p> <p>(Check Exhibitor Kit forms for possible Early Bird Discounts)</p>
<p>In-bound Shipping Form</p>	<p>Completed shipping form outlining</p> <ol style="list-style-type: none"> <li>1. What items will be delivered to the venue,</li> <li>2. When they will be delivered, and</li> <li>3. What method of delivery will be utilized</li> </ol>	<p>May 2</p>
<p>Display Shipment - Pre-event to warehouse</p>	<p>If you are shipping any items for your brand display to the production company warehouse</p> <p><b>Note:</b> This includes any product YOU plan to distribute from your display space</p> <p><b>Address:</b> NAME OF EXHIBITING COMPANY BOOTH NUMBER c/o GES Generation Beauty 6130 Netherhart Rd. Mississauga, Ontario, Canada, L5T 1B7</p> <p><i>*Please note that GES can also act as your Customs Broker and help facilitate shipments from outside Canada.</i></p>	<p>April 11 through May 4 (<b>new date</b>)</p>
<p>Display Shipment - Directly to MTCC</p>	<p>If you are shipping any items for your brand display directly to the Metro Toronto Convention Centre</p> <p><b>Note:</b> This includes any product YOU plan to distribute from your display space.</p> <p><b>Address:</b> Metro Toronto Convention Centre 222 Bremner Blvd, Toronto, Ontario, M5V 3L9, Canada, South Building, Hall E</p>	<p>May 12 &amp; May 13 only</p>



experience. better. EXPERIENCE.



### GIFT BAG PRODUCT SHIPPING

This section applies ONLY to product that will be distributed in

1) STYLIST GIFT BAGS and 2) ATTENDEE GIFT BAGS at Generation Beauty Toronto

ACTION ITEM	DETAILS	DUE DATE
Product Inclusions Form	Completed Detail Product Form, outlining all product to be included in the: <ol style="list-style-type: none"> <li>1. Stylist gift bag – Qty: 500 full size items</li> <li>2. Generation Beauty attendee gift bag – Qty: 3,000 deluxe sample size items</li> </ol>	April 1
Product Shipment	All product to be included in a gift bag should meet the Packing Requirements below and be shipped to:  <b>LOFT Communications + Events / GENERATION BEAUTY</b> <b>C/O Landmark Global – BURLINGTON ON</b> <b>4240 Harvester Rd Unit 2</b> <b>Burlington, ON L7L 0E8</b> <b>Attn: Patti Machry</b>  Contact: Shree Gocool, Landmark Global Phone: 905-333-0957 Email: <a href="mailto:sgocool@landmarkglobal.com">sgocool@landmarkglobal.com</a>  Contact: Lindsay White, Event Manager LOFT Communications + Events Phone: 416-699-5638 ext 104 Email: <a href="mailto:Lindsay@loftcommunications.com">Lindsay@loftcommunications.com</a>	Delivered to the warehouse between April 15 – April 29
Delivery	Schedule delivery window with Warehouse Customer Service at least 3 days before delivery:  Phone: 905-333-0957 Email: <a href="mailto:pmachry@landmarkglobal.com">pmachry@landmarkglobal.com</a> ; <a href="mailto:sgocool@landmarkglobal.com">sgocool@landmarkglobal.com</a>	
Tracking	Once shipped, email the following: <ol style="list-style-type: none"> <li>1. Tracking Number</li> <li>2. Shipping Date</li> <li>3. Packing Slip (pallet count, number of cartons, quantity per carton, total quantity)</li> <li>4. Material Safety Data Sheets</li> </ol> To: <a href="mailto:pmachry@landmarkglobal.com">pmachry@landmarkglobal.com</a> ; <a href="mailto:sgocool@landmarkglobal.com">sgocool@landmarkglobal.com</a> ; <a href="mailto:Lindsay@loftcommunications.com">Lindsay@loftcommunications.com</a> cc: <a href="mailto:genbeautyforms@ipsy.com">genbeautyforms@ipsy.com</a> ; <a href="mailto:sophiaalexander@ipsy.com">sophiaalexander@ipsy.com</a>	



experience. better. EXPERIENCE.



**PACKING REQUIREMENTS**

Samples must be packed to withstand multiple handling during transit. Glass or breakable containers must include appropriate packaging material to prevent damages.
No mixed SKUs per carton.
Carton size is limited to: 48" long x 24" wide x 30" high, and Maximum weight of 70 lbs.
Pallet size is limited to: L x W x H (in inches) = 48" long x 48" wide x 54" high Please do NOT exceed this height
Cartons should be <b>clearly labeled</b> showing the following information: <ol style="list-style-type: none"> <li>1. Item Description</li> <li>2. Brand Name</li> <li>3. SKU Number</li> <li>4. Designation (Stylist gift bag or Gen Beauty gift bag)</li> <li>5. Batch Number (manufacturing group in which the goods are produced)</li> <li>6. Carton Quantity and Weight (Net Weight/Gross Weight)</li> <li>7. Carton Count (e.g. 1 of 3, 2 of 3, etc.)</li> </ol>
Straps and staples are NOT allowed on cartons/pallets without prior approval from ipsy.
Include a packing slip outlining what products are enclosed in the shipment.
Product should be packed appropriately so that it can go straight in to the gift bag. The warehouse will not repackage product or open/unwrap multi-packed product.

**DANGEROUS GOODS (ORMD)**

The Brand is responsible for declaring any dangerous goods to Generation Beauty by ipsy. This will help to correctly pack, mark and label product for transportation.
We only accept dangerous goods classified under the ORM-D Consumer Commodity guidelines accepted by our carrier. Please see Appendix 1 for the full list of Department of Transportation (DOT) hazard classes accepted.
If in doubt, refer to the Material Safety Data Sheet from the manufacturer or contact us for advice.

**Appendix 1 – Dangerous Goods Dept. of Transportation Hazard Classes Allowed**

DOT HAZARD CLASSES	DIVISION ALLOWED
Class 2: Gases Examples: Certain aerosol sprays, CO2 fire extinguishers	2.1 Flammable Gases 2.2 Non-flammable Gases
Class 3: Flammable and Combustible Liquids Examples: Acetone, alcohols, perfumes	3.1 Flammable Liquids
Class 5: Oxidizing Substances, Organic, Peroxides Examples: Certain creams, peroxides, certain cleaning products	5.1 Oxidizing Substances, Organic, Peroxides





experience. better. EXPERIENCE.



### CUSTOMS BROKERS LIST

**\*\* This is a helpful list of vendors who can provide brokerage and shipping services in the event that your company does not have a customs broker. However, use of the companies listed here are not required or limited to these specific companies.**

COMPANY	CONTACT	NUMBER	EMAIL	WEBSITE
GES	Ray Debono	905-283-0573	rdebono@ges.com	
ADCOM WORLDWIDE	Jim Bollweg	626-606-5160	Jbollweg.san@adcomworldwide.com	adcomworldwide.com
City Business Shipping	Peter Adeli	213-239-8877	cbshippingpeter@gmail.com	www.cbshipping.com
Rock-It Cargo	Nancy Alvarado	310.410.0935	nancya@rockitcargo.com	http://www.rockitcargo.com
Logistics Plus, Inc.	Ling Lee	972-893-9702	ling.lee@logisticsplus.net	logisticsplus.net
Mendelssohn Event Logistics		905.672.7400	info@mend.com	http://www.mend.com
Hemisphere Freight & Brokerage Services		416. 252-5661	employees@hfcan.com	http://www.hfcan.com/hemisphere/index.php

### PRODUCT INCLUSIONS FORM

Due April 1, 2016

<b>(BRAND NAME HERE)</b>									<b>Designation</b>
SKU (1 SKU per attendee gift bag and 1 SKU per stylist gift bag)	ITEM DESCRIPTION	ITEM VALUE	ITEM WEIGHT	UNIT OF MEASURE	# OF BOXES or CASES	QTY. / UNIT OF MEASURE	TOTAL QTY.	STYLIST GIFT BAG (Qty: 500)	GENERATION BEAUTY GIFT BAG (Qty: 3,000)
<i>example#1: 123456</i>	<i>Red lipstick</i>	<i>\$6.99</i>	<i>.16 oz.</i>	<i>Case</i>	<i>1</i>	<i>500</i>	<i>500</i>	<i>500</i>	
<i>example #2: 789101</i>	<i>Blue mascara</i>	<i>\$12.99</i>	<i>.27 oz.</i>	<i>Box</i>	<i>5</i>	<i>600</i>	<i>3000</i>		<i>3000</i>

## RULES AND REGULATIONS

---

### **ADMISSION POLICY**

Generation Beauty by ipsy Toronto is a ticketed public event. Show Management shall have sole control over admission policies at all times. Minors are allowed, however guests 13 years and under must be accompanied by an adult.

### **MTCC RULES AND REGULATIONS**

NO STICKERS may be applied or handed out at the Metro Toronto Convention Centre (MTCC).

It is the obligation of each Exhibitor to leave the facility, floors and walls in the same condition as they were prior to load-in. It is solely the financial responsibility of the Exhibitor for any damage done to the facility.

The Exhibitor shall not post, exhibit, or be allowed to post any signs, advertisements, show bills, lithographs, stickers, posters or cards or any descriptions inside, in front of, or in any part of the MTCC.

### **EXHIBITOR BOOTH PERSONNEL REGISTRATION**

Exhibitors are required to officially register their exhibitor personnel. Every person working a booth (including Brand Ambassadors/Models) must be registered and must have an exhibitor badge at all times when on the exhibition floor.

Badge Pick-up Location - South Building, Level 800, Foyer of Hall E

- Friday, May 13, 2016
- Saturday, May 14, 2016
- Sunday, May 15, 2016

Please fill out the [Exhibitor Badge Form](#) to indicate the names and times that your booth personnel will be on site. A sample has been provided on Page 24.

### **CELEBRITY APPEARANCE REGISTRATION**

All celebrity appearance schedules must be coordinated through your Generation Beauty by ipsy Brand Manager.

If your company elects to bring a celebrity host (in addition to the talent ipsy assigns to your booth, where applicable), you must notify your Brand Manager. Your Generation Beauty by ipsy Brand Manager will assist you with pre-registering celebrities for show badges, making special arrangements for entering and exiting the show, and helping you create a plan so that attendee lines do not block public aisles or in any other way obstruct the visibility of another Exhibitor.



experience. better. EXPERIENCE.



## MODEL & TALENT/SPOKESPEOPLE REGISTRATION

Exhibitors may use any company they wish to provide models/talent. All talent must be pre-registered.

Please fill out the [Exhibitor Badge Form](#) to indicate the names and times your talent will be on site. A sample has been provided on Page 24.

Badges for Models & Talent may be picked up at the Registration Table in the South Building, Level 800, Foyer of Hall E

## BOOTH ACTIVITIES

No activities will be permitted that interfere with the operation of other exhibits or impede the free use of the aisles. Unless you have received special permission from Show Management, booth personnel, including product demonstrators, hostesses and models, are required to limit their activities to the boundaries of your booth space. This includes the distribution of any literature or promotional items of any kind.

Product demonstrations, promotional activities, flyer distribution etc. are strictly prohibited everywhere else on the MTCC property.

## LOGOS

Brands participating in Generation Beauty by ipsy may submit their logo(s) and names(s) for inclusion in various marketing materials. Please provide the following via email to [genbeautyforms@ipsy.com](mailto:genbeautyforms@ipsy.com) and [lindsey@ipsy.com](mailto:lindsey@ipsy.com)

- Your trade name(s) as you would like it to appear on the event website, agenda, or other marketing materials
- High-resolution logo for printed materials and a web version of logo for website

Permission to use ipsy logo:

Any promotional materials produced by the Exhibitor that include the ipsy or Generation Beauty by ipsy logo or images of the ipsy stylists must be approved by ipsy in advance. Please email [genbeautyforms@ipsy.com](mailto:genbeautyforms@ipsy.com) for approvals.

## FOOD/BEVERAGE SAMPLING

Sampling of any food or non-alcoholic beverage products is not recommended as there are significant cost implications due to loss of revenue for the venue. If you wish to proceed with this element as a part of your activation please contact Show Management for the applicable forms.



*experience. better. EXPERIENCE.*



## **PRIZE DRAWINGS**

Raffles, prizes, and giveaways are the sole responsibility of the Exhibitor. The Exhibitor is responsible for conducting the giveaway in accordance with all applicable laws associated with the activity. Giveaways must be confined to the Exhibitor's booth. It is not recommended to give away food and/or beverage related items. Contact Show Management if there are any concerns.

## **SALES ON EXHIBITION FLOOR**

Exhibitors are allowed to sell limited merchandise on the exhibition floor only with the advanced permission of Show Management.

- Exhibitors are not permitted to utilize the open Generation Beauty 2016 network for purposes of supporting their POS system.
- Dedicated wireless or hardwired lines must be ordered through the MTCC to support Point of Sale (POS) system.
- Brands/Exhibitors are responsible for providing their own POS system.
- Brands/Exhibitors must share the number of retail SKUs in advance with their ipsy Brand Manager.
- A Generation Beauty by ipsy discount on merchandise or product is strongly encouraged.

### **VERY IMPORTANT INFORMATION FOR SELLING IN CANADA**

#### **HARMONIZED SALES TAX (HST)**

Brands (as the vendors) are wholly responsible for collecting and remitting any taxes from sales they make within their booth space. Brands should speak to their finance and legal teams to ensure that they are registered in Canada (or if they have a Canadian entity, that they have a safe and legal work-around to leveraging that counterpart).

If selling product (regardless of being a US or Canadian vendor), no signage is to be posted saying "tax included" and HST is required to be shown on sales receipts.

It is highly recommended to have your HST registration paperwork readily available in case of an inspection.



experience. better. EXPERIENCE.



## EXHIBITOR BOOTH CODE OF CONDUCT

Products or services to be exhibited are to be consistent with the ipsy brand, and are limited to the beauty and beauty blogging industry. All brand messaging must be pre-approved by your ipsy Brand Manager.

Material or conduct, including live models, that is sexually explicit and/or sexually provocative, including but not limited to nudity, partial nudity and bathing suit bottoms, are prohibited on the exhibition floor, all common areas and at any access points to the Show. Show Management, in its sole discretion, will determine whether material or conduct is acceptable.

Exhibits or conduct by Exhibitor, which Show Management determines, in its sole discretion, that are likely to constitute a violation of provincial or federal law, are prohibited. Show Management has the right, upon such determination, to require immediate removal of the exhibit, or portion thereof, of the offending Exhibitor.

## EXHIBITOR BOOTH OVERVIEW

- A plan for each booth must be submitted in advance for approval by Show Management. Please complete [Brand Activation Form](#) on Page 22.
- Booth height restrictions are as follows: Silver 8' h, Gold 12' h, and Diamond 12' h.
- Note: Any requests for booth elements that exceed 12' will require Show Management approval and Building and Safety permission.
- Booths with a full ceiling or roof must be approved in advance by Show Management and meet all Ontario Fire Code requirements.
- Exhibitors must provide proof of flameproof certificates for all flammable components of your booth.

**Important:** Your exhibit space must be laid out to accommodate crowds within your booth. The Fire Safety Officer prohibits congestion in public aisle space. In the event that any part of your display is responsible for over-crowding within the aisle, Show Management reserves the right to close down that portion of the exhibit.

## BOOTH DESIGN SERVICES

GES is the official show decorator for the Generation Beauty by ipsy Toronto exhibition. For information about services offered please see the Booth Furnishings section of the Expresso by GES online ordering system. Brands may choose to utilize GES's services or utilize the services of any production company/decorator of their choosing.



experience. better. EXPERIENCE.



### **LOAD-IN /LOAD-OUT POLICY**

All exhibits must be set up by 10:00 am, Saturday May 14, 2016. Booth space not occupied by this time will revert to ipsy with no refund.

Exhibitors may not dismantle any part of their exhibits until the close of the show, Sunday May 15, 2016 at 3:00 pm. Materials not removed by 10:00 am on Monday, May 16, 2016 will be relocated/rescued by Show Management and put into storage at the Exhibitor's expense. Show Management assumes no liability for any materials that may be placed in storage or left unattended. Exhibitors will be billed for storage of said items and any shipping fees for their return.

### **EXHIBITOR BOOTH LOAD-IN/LOAD-OUT SCHEDULE**

A representative from the Exhibitor booth must be on-site at all times during booth installation and strike.

- Load-in/Set-up: Friday, May 13, 2016 from 9:00 am until 9:00 pm
- Load-out: Sunday, May 15, 2016 from 3:00 pm until 9:00 pm

A load-in schedule will be provided closer to the event date.

### **FIRE/STRUCTURE REGULATIONS AND PERMIT REQUIREMENTS**

Please review the MTCC Fire Regulations for Exhibitors Form for guidelines on ensuring your exhibit complies with Ontario Fire Code. This form can be found in the MTCC section of the Expresso by GES online ordering system. It is the responsibility of the Exhibitor to ensure compliance with the rules and regulations of the Fire Safety Officer of the Metro Toronto Convention Centre and the Toronto Fire Prevention Division.

### **INSTALLATION AND DISMANTLE LABOUR, MATERIAL HANDLING/DRAYAGE**

Each exhibitor is responsible for providing all labour necessary to unload/load trucks/vehicles and set-up/dismantle their exhibits (including non-hanging signs and the laying of carpet or any flooring over the existing carpet). **Please advise Show Management if you intend on adding flooring to your booth.**

The MTCC is a Right to Work building and there is no material handling/drayage fee unless the Exhibitor requests additional labour to deliver exhibitor materials to/from their booth. All items are to be handled by the Exhibitor including load-in/load-out, install/strike, and any items brought to/from storage.

If you require additional labour to assist with the set-up, operation and dismantle of your booth, please refer to either the Material Handling & Shipping or Labour and In-Booth Services section of the Expresso by GES online ordering system.

Note that there is limited standby labour to assist Exhibitors on-site. It is highly recommended to pre-order labour.

### **EXHIBITOR APPOINTED CONTRACTOR**

Exhibitors may request to bring in their own subcontractors by completing the [Exhibitor Appointed Contractor \(EAC\) Request Form](#) on Page 33). Upon approval, EAC labour must adhere to the policies set forth in this Exhibitor Kit, provide all necessary insurance certificates listed on the form and a full list of working personnel to Show Management.

Pre-registered EAC Labour should pick up their wristbands in the South Building, Level 800 in the Foyer of Hall E as follows:

- Load-in/Set-up: Friday, May 13, 2016 from 9:00 am until 9:00 pm
- Load-out: Sunday, May 15, 2016 from 3:00 pm until 9:00 pm

### **SHIPPING/FREIGHT**

Exhibitors are allowed to use the freight carrier of their choice to deliver materials to/from the show site. All Exhibitors bringing items to the show must complete the [Shipping & Receiving Information Forms](#) on Page 28 and Page 30 and use the Shipping Labels found in the Material Handling and Shipping section of the Expresso by GES online ordering system.

**Important:** Brands are responsible for shipping all items to and from Canada and ensuring their shipments meet all necessary customs requirements to clear customs. It is strongly advised that you work with a customs broker to ensure your shipment arrives into Canada on time.

Show Site Shipping (Shipments sent directly to MTCC)

- Items sent may not arrive at the show site prior to Thursday, May 12, 2016 at 9:00 am.
- Items must be picked up from the show site no later than Monday, May 16, 2016 at 10:00 am. Items not picked up by 10:00 am will be brought to the Warehouse and additional charges will be billed to the Exhibitor for special handling and storage.
- Every box, container, crate or item must have a completed Show Site Shipping Label attached for proper identification. Shipping Labels may be found in the Shipping section of the Expresso by GES online ordering system.

It is the Exhibitor's responsibility to arrange for the shipping/delivery and/or pick-up of all their booth items directly. It is strongly encouraged to fill out your return shipping forms at the same time as completing your inbound forms to Toronto.



*experience. better. EXPERIENCE.*



## **ON-SITE STORAGE**

The moving of unpacked crates, boxes, packing materials and placement of those items in on-site storage upon completion of set-up, as well as the return of those items for dismantle, is the responsibility of the Exhibitor.

The following on-site storage is provided at no charge to Exhibitor. Backstage storage is for products, shipping containers and packing materials only.

- Silver Booth - 10'x10': 4' wide x 4' deep
- Gold Booth - 10'x20': 4' wide x 8' deep
- Diamond Booth - 30'x30': 8' wide x 8' deep

Please note that on-site storage items must be self-stacking or self-supporting (there will not be walls to lean items against).

Labour to assist with on-site storage may be ordered with GES at an additional charge through the Espresso by GES online ordering system.

## **CARPET/FLOOR COVERING**

All booths come with grey carpet. Any additional flooring must be approved by Show Management.

## **CLEANING**

Exhibit booths will be vacuumed nightly and trash will be removed once a day at the end of the day. Additional janitorial services can be ordered through the MTCC section of the Espresso by GES online ordering system.

## **ELECTRICAL SERVICE**

Each booth comes with one 20-amp electrical circuit with four outlets. SHOWTECH maintains jurisdiction over the electrical service brought to each booth. Additional power or work requiring an electrician must be ordered in the SHOWTECH Power & Lighting section of the Espresso by GES online ordering system.

## **LIGHTING EQUIPMENT**

The exhibition hall will be illuminated by overhead lighting. Additional lighting can be added to your booth at an additional cost. Please fill out the order form in the SHOWTECH Power & Lighting section of the Espresso by GES online ordering system.

## **AUDIO/VISUAL LABOUR AND EQUIPMENT**

Stagevision is the official partner for the installation of Audio/Visual equipment in your exhibit. Audio and Video equipment and labour may be ordered from Stagevision by completing the A/V Form in the Other Vendor Forms section of the Espresso by GES online ordering system.





*experience. better. EXPERIENCE.*



## **INTERNET ACCESS**

Dedicated Wireless Internet and/or Hard-line Internet service for your booth is available for an additional fee. To order Internet Services through MTCC, please complete the order form found in the MTCC section of the Expresso by GES online ordering system.

## **FURNITURE/DISPLAY RENTAL**

The Show Decorator (GES) offers a variety of furniture and product display items for rent. These items and order forms are located online in the Booth Furnishings section of the Expresso by GES online ordering system. Please contact Show Management directly if you need a price quote for items not included in this kit.

## **SOUND POLICY**

Music will be piped through the event via the overhead sound system. Any request for a dedicated sound system in your booth needs to be approved by Show Management. This will ensure the experience of attendees at neighbouring booths is not compromised.

## **RIGGING**

SHOWTECH maintains jurisdiction over the rigging of any element over 12' including, but not limited to, elements hung from the ceiling. Order forms for rigging can be found in the SHOWTECH Power & Lighting section of the Expresso by GES online ordering system.

## **MECHANICAL LIFTS**

Mechanical Lifts that are not provided by GES will not be allowed on site. GES maintains jurisdiction on the operation of all mechanical lifts such as Genie Lifts, Scissor Lifts, Forklifts and Boom Lifts. An Exhibitor may order this equipment with an assigned operator in the Labour and In-Booth Services section of the Expresso by GES online ordering system.

## **SIGNAGE**

Hanging signs will be allowed provided they meet Ontario Fire Code and Building and Safety and hung only by SHOWTECH. Any signage must hang within the booth height restrictions. Additional rigging costs will be incurred.

## **VIDEOTAPING/PHOTOGRAPHY GUIDELINES**

Exhibitors must obtain permission prior to photographing or videotaping any other booths. Photos and video of an exhibitor own activation is permitted. No Taping or Photography is permitted during load-in.



experience. better. EXPERIENCE.



## SECURITY

Security guards will be on-site from the beginning of load-in through to the end of load-out. However, Show Management is not responsible for any lost, damaged or stolen exhibitor materials. If you will be leaving any highly valuable merchandise unattended in your booth, it is strongly recommended that Exhibitors hire individual booth security. Additional security can be requested through Show Management at an additional charge.

Important Show Security Guidelines (please review carefully):

- Exhibitors are responsible for the security of all items in their display. Show Management, facility personnel, and security contractors try to guard against theft, but the ultimate responsibility is the Exhibitor's.
- Do not list the contents of crates or cartons on the shipping label.
- Do not store extra products or anything of value in empty crates. Empties will not be stored in a secured area.
- Never display one-of-a-kind items or irreplaceable items unless someone is present at all times to guard them.
- Do not leave your booth unattended during the hectic and heavily trafficked load-In and load-Out times.
- Consider draping your exhibit with some sort of cloth at the close of each show day. This psychological deterrent makes it more difficult for people to handle merchandise or take note of what they would like to steal at a later time.
- Thieves will take personal items such as purses, computers, smart phones, personal electronic devices, and briefcases. Do not leave them unattended in your booth.

## SMOKING & ALCOHOL

Generation Beauty by ipsy Toronto is a smoke-free and alcohol-free event.

## SAFETY FOR ALL WORKING PERSONNEL

Standing on chairs, tables or other rental furniture is prohibited. The furniture is not engineered to support your standing weight. Please remember that open toe shoes are prohibited for load-in and load-out days on the show room floor.

## INSURANCE

ALL Exhibitors are required to carry a valid certificate of Commercial General Liability and WSIB (if applicable to your business/operations) or Employers Liability for all on-site representatives, subcontracted labour and/or models/talent. You will need to provide a Certificate of Insurance to participate in Generation Beauty by ipsy Toronto. For a complete list of specific requirements, see the [Insurance Information](#) on Page 25.



*experience. better. EXPERIENCE.*



## **GUIDELINES FOR EXHIBITORS ON REPORTING INCIDENTS**

All Exhibitors that have any show-related incident should report these incidents immediately to the Show Management Help Desk.

If there is a medical related emergency, security should be notified so that the on-site paramedics can be summoned. The paramedics will provide a report to Show Management. It is requested that the Exhibitor follow up with Show Management to ensure that all necessary reports are secured for insurance purposes.

If the incident is security related (e.g., loss of personal or booth property, unauthorized personnel in your booth), notify both Show Management and the show security personnel.

If your security related incident involves a support service contractor, notify such contractor immediately after notifying Show Management and show security personnel.

If you have a security or medical related incident of any kind, **DO NOT** wait until the end of the show to report this incident to the appropriate parties. Please report all incidents to the appropriate parties as soon as they occur. Confidentiality is guaranteed.

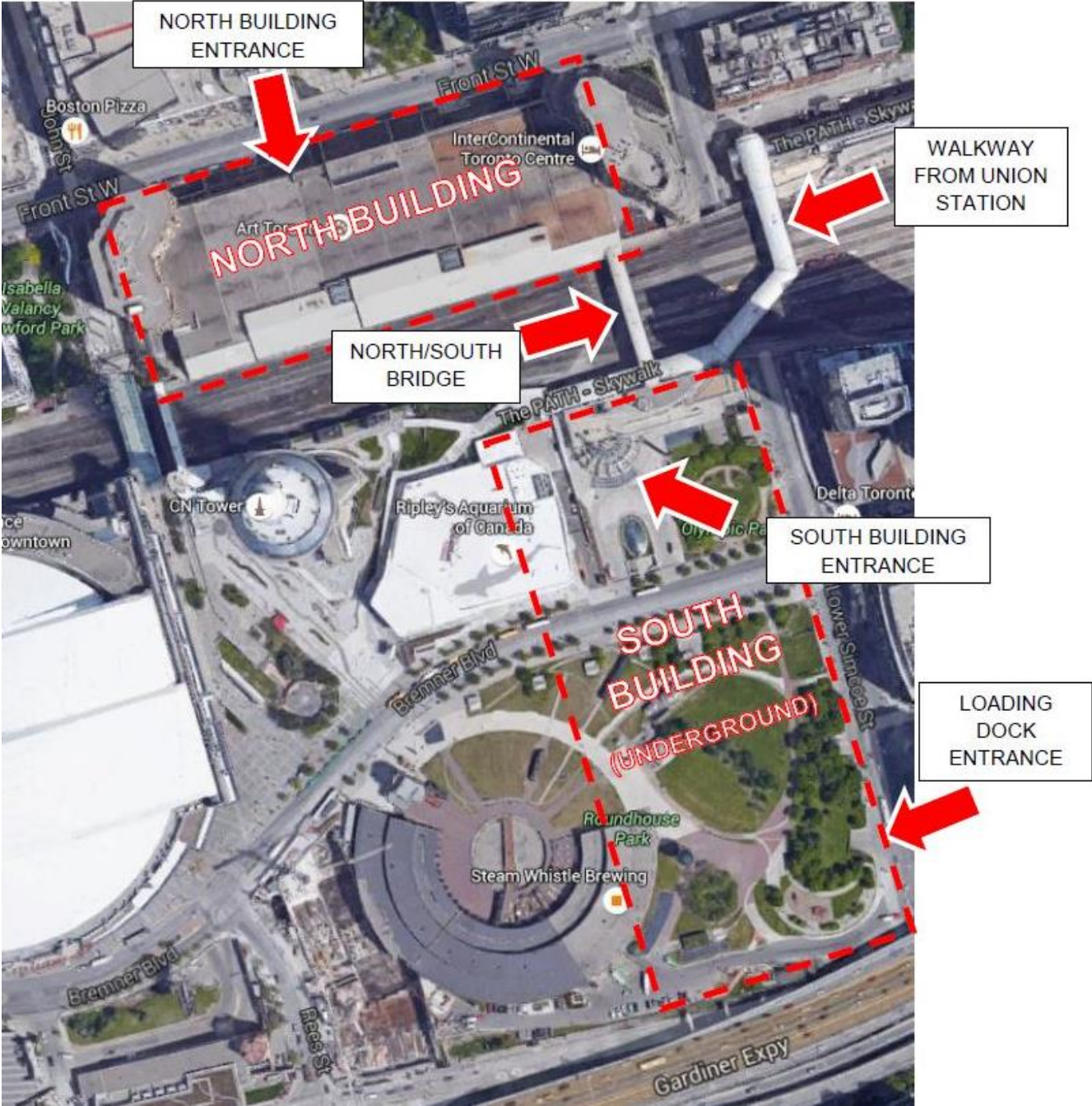
## **LICENSING / FEES / FINES / TAXES**

The use of exhibit space by an Exhibitor in any manner that infringes upon public performance or copyright laws is expressly prohibited. Exhibitor acknowledges that Show Management does not exercise control over the selection of any work, which may be used by the Exhibitor that is protected by public performance or copyright laws. Exhibitors are responsible for payment of all fees, royalties or fines for use of work that is protected by public performance or copyright laws.

Show Management reserves the right to close down any exhibit, which Show Management decides, in its sole discretion, displays products without the proper licenses.

Exhibitors shall be responsible for obtaining any licenses, permits, or approvals under local or provincial law applicable to their activity at Generation Beauty by ipsy Toronto 2016. Exhibitors shall also be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with their activities at Generation Beauty by ipsy Toronto.

# VENUE OVERVIEW





# PAYMENT & CREDIT CARD AUTHORIZATION FORM

We require your credit card authorization to be on file with ipsy/Show Management Services. For your convenience, we will use this authorization to charge your credit card for advanced orders made through Show Management, and any additional amounts incurred as a result of show site orders placed by your representative. Charges may include any and all services which ipsy or Show Management may be obligated to pay on behalf of Exhibitor, including without limitation, any shipping charges. By signing this form, Exhibitor gives permission for all estimated services to be placed on the card as payment for services.

## BOOTH INFORMATION

Company Name: \_\_\_\_\_ Booth # \_\_\_\_\_

Exhibiting As: \_\_\_\_\_

## CARDHOLDER INFORMATION

Name: \_\_\_\_\_

Billing Street Address: \_\_\_\_\_

Street Address (cont.): \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## CREDIT CARD INFORMATION

Credit Card Type:  MasterCard  Visa  American Express

Name on Card: \_\_\_\_\_

Number: \_\_\_\_\_

Expiration Date (mm/yy): \_\_\_\_\_ CVV Security Code: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

## BRAND ACTIVATION INFORMATION

---

Due April 1, 2016

Please provide a detailed description of your activation. Return any supplementary documents or images (e.g. PPT deck) along with this sheet.

Please explain your booth activation and design (listing the components of the structure). If applicable, please submit a ground plan for your design, as well as at least (1) rendering of your booth.

Will any services be provided? (e.g. manicures). If so:

1. How many professional staff will be on hand to provide the services (e.g. 3 nail technicians)?
2. How many total staff will be on hand each day (e.g. 3 nail technicians + 2 brand ambassadors)?
3. What products will be given away from your activation (e.g. nail files)?

Will there be products sold? **\*\*SEE IMPORTANT NOTE BELOW\*\***

1. Number of SKUs and description of each?
2. What price point?
3. What is the amount of the Generation Beauty by ipsy discount applied?



*experience. better. EXPERIENCE.*



Will food and/or beverage be distributed? Have you attained a health permit?

Important: We do not recommend distribution of F&B. If it is an important element to your activation, we will connect you with the appropriate party at the MTCC.

Will there be any special guest appearances (e.g. live performances, demonstrations)?

- Date and anticipated timing?

**\*\*IMPORTANT NOTE REGARDING PRODUCT SALES DURING THE EVENT**

- Brands (as the vendors) are wholly responsible for collecting and remitting any taxes from sales they make within their booth space. It is highly recommended to speak to your finance and legal teams to ensure that your brand is registered in Canada (or if you have a Canadian entity, that you have a safe and legal work-around to leveraging that counterpart).
- LOFT and ipsy's only obligation is to ensure that the brands are not selling anything illegal and/or contravening any rules that have been agreed to with the MTCC.
- If you are selling product (regardless of being a US or Canadian vendor), you should not post signage saying "tax included" and should show HST on sales slips. (Refer to Page 12 regarding [Harmonized Sales Tax](#))
- Please have your HST registration paperwork at the booth in case of an inspection.



experience. better. EXPERIENCE.



## EXHIBITOR BADGE & SATURDAY NIGHT STYLIST NETWORKING EVENT INFORMATION

Due April 27, 2016

- **These forms are samples only.** You will receive the proper forms via email if you haven't already.
- Please complete the forms in their entirety for anyone that will be on-site at Generation Beauty and participating in your booth activation.
- The number of names listed should correlate to the number of STAFF and COMPLIMENTARY tickets you have been allotted based on your sponsorship level.
- Saturday Night Stylist Networking Event – provide the names of the two (2) brand reps that should be added to the guest list for attendance.

<b>(BRAND NAME HERE)</b>						
	<b>FULL NAME (First, Last)</b>	<b>CONTACT #</b>	<b>EMAIL ADDRESS</b>	<b>ROLE Complimentary Event Ticket  Staff Entrance Ticket (working on-site at the event only)</b>	<b>DAYS ON SITE Saturday &amp; Sunday All (Friday load-in, Sat, &amp; Sunday)</b>	<b>NOTES</b>
<i>e.g.</i>	<i>Lindsey Tullman</i>	<i>818.555.1111</i>	<a href="mailto:lindsey@ipsy.com">lindsey@ipsy.com</a>	<i>Staff Entrance</i>	<i>ALL</i>	
<i>e.g.</i>	<i>Neika Colbourne</i>	<i>310.555.1111</i>	<a href="mailto:neika@ipsy.com">neika@ipsy.com</a>	<i>Complimentary Event</i>	<i>Saturday &amp; Sunday</i>	<i>screen name Ncmakeuplove</i>
1				<i>Staff Entrance</i>		
2				<i>Staff Entrance</i>		
3				<i>Staff Entrance</i>		
4				<i>Staff Entrance</i>		
1				<i>Complimentary Event</i>		
2				<i>Complimentary Event</i>		

**Please list the name of the 2 brand reps that should be added to the guest list for the SATURDAY NIGHT STYLIST PARTY.**

**Note: These people should also be included on the Exhibitor Badge info list if they will also be attending Generation Beauty.**

	<b>FULL NAME (First, Last)</b>	<b>CONTACT #</b>	<b>EMAIL ADDRESS</b>	<b>BRAND</b>
<i>e.g.</i>	<i>Lindsey Tullman</i>	<i>818.555.1111</i>	<a href="mailto:lindsey@ipsy.com">lindsey@ipsy.com</a>	<i>ipsy</i>
<i>e.g.</i>	<i>Neika Colbourne</i>	<i>310.555.1111</i>	<a href="mailto:neika@ipsy.com">neika@ipsy.com</a>	<i>ipsy</i>
<b>Guest 1</b>				
<b>Guest 2</b>				





experience. better. EXPERIENCE.



## INSURANCE REQUIREMENTS

All Exhibitors are required to carry Commercial General Liability and WSIB (if applicable to their business/operations) OR Employers Liability. You will need to provide a Certificate of Insurance per the following specifications in order to participate in Generation Beauty by ipsy Toronto:

- Name of Insured needs to reflect name of company / entity exhibiting &/or installing a booth
- Comprehensive General Liability coverage including the following:
  - i. \$1,000,000.00 each occurrence Bodily Injury/Property Damage and including Products and Completed Operations, Personal Injury/Advertising Injury, Non-Owned Automobile Liability (including Hired Autos), Employers Liability (\$1,000,000. limit - if applicable to your business), Tenants Legal Liability (\$100,000. limit), Contractual Liability, Severability of Interest/Cross Liability clauses, Waiver of Subrogation in favour of Metropolitan Toronto Convention Centre Corporation (MTCC) & LOFT Communications & Events Inc.
  - ii. The following must be shown as Cert Holders and added as Additional Insureds with respect to operations/products:
    - LOFT Communications & Events Inc., 27 Atlantic Avenue, Toronto, ON M6K 3E7
    - Metropolitan Toronto Convention Centre Corporation (MTCC), 255 Front Street West, Toronto, ON M5V 2W6
  - iii. 30 day cancellation notice to the cert holders
- Property insurance covering contents brought in, and /or installed in, on or about the exhibit area including broad form, replacement cost and loading / unloading.
- Proof of WSIB (if applicable to cert holders business / operations)
- Proof of Automobile (Owned/Leased) with limits of not less than \$1,000,000.00

Please provide these specifications along with the 'sample certificate' to your insurance provider for issuance of the certificate and submit to LOFT Communications & Events Inc. no later than Wednesday, April 20<sup>th</sup>, 2016.



experience. better. EXPERIENCE.



**CERTIFICATE OF INSURANCE**

CERTIFICATE OF INSURANCE-SAMPLE ONLY					DATE (MM/DD/YY) March 24, 2016	
BROKER			This certificate is issued as a matter of information only and confers no rights upon the certificate holder. This certificate does not amend, extend or alter the coverage afforded by the policies below.			
<b>BROKERAGE</b>		<b>BROKERAGE ADDRESS</b>		<b>COMPANIES AFFORDING COVERAGE</b>		
INSURED'S FULL NAME AND MAILING ADDRESS LOFTC-1			COMPANY A <b>NAME OF INSURANCE COMPANY</b>			
<b>NAME OF INSURED (EXHIBITOR)</b>			COMPANY B <b>NAME OF INSURANCE COMPANY</b>			
<b>ADDRESS ADDRESS</b>			COMPANY C <b>NAME OF INSURANCE COMPANY</b>			
			COMPANY D			
<b>COVERAGES</b>						
This is to certify that the policies of insurance listed below have been issued to the insured named above for the policy period indicated. Notwithstanding any requirements, term or condition of any contract or other document with respect to which this certificate may be issued or may pertain, the insurance afforded by the policies described herein is subject to all the terms, exclusions and conditions of such policies.						
<b>LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.</b>						
CO LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS (Canadian dollars unless indicated otherwise)	
*A	<b>GENERAL LIABILITY</b>	INSERT	01/01/16	01/01/17	EACH OCCURRENCE	\$ 1,000,000.
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCURRENCE <input checked="" type="checkbox"/> TENANTS LEGAL LIABILITY <input checked="" type="checkbox"/> SEVERABILITY/CROSS LIABILITY CLAUSES <input checked="" type="checkbox"/> EMPLOYERS LIABILITY <input checked="" type="checkbox"/> WAIVER OF SUBROGATION				GENERAL AGGREGATE \$ 2,000,000. PRODUCTS-COMP/OP AGGREGATE \$ 1,000,000. PERSONAL/ADVERTISING INJURY \$ 1,000,000. TENANT'S LEGAL LIABILITY \$ 100,000. PROPERTY DAMAGE DEDUCTIBLE \$ 1,000. BODILY INJURY DEDUCTIBLE \$ 1,000. EMPLOYERS LIABILITY \$ 1,000,000.	
A	<input checked="" type="checkbox"/> <b>NON-OWNED AUTOMOBILE</b> <input checked="" type="checkbox"/> INCLUDES HIRED	INSERT	01/01/16	01/01/17	NON-OWNED AUTOMOBILE	\$ 1,000,000.
B	<b>AUTOMOBILE LIABILITY</b>	INSERT	01/01/16	01/01/17	BODILY INJURY & PROPERTY DAMAGE COMBINED	\$ 1,000,000.
	<input type="checkbox"/> DESCRIBED AUTOS <input checked="" type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> LEASED AUTOS				COLLISION DEDUCTIBLE \$ COMPREHENSIVE DEDUCTIBLE \$ ALL PERILS DEDUCTIBLE \$	
*C	<b>EXCESS/ UMBRELLA</b>	INSERT (if Applicable)	01/01/16 (if applicable)	01/01/17 (if applicable)	EACH OCCURRENCE	\$ Insert
	<input checked="" type="checkbox"/> UMBRELLA FORM <input type="checkbox"/> OTHER THAN UMBRELLA FORM				AGGREGATE \$ Insert RETAINED LIMIT \$ insert	
*A *C	<b>ADDITIONAL INSURED (EXCLUDING NON-OWNED AUTOMOBILES)</b>		<b>DESCRIPTION OF OPERATIONS/LOCATIONS/ SPECIAL ITEMS</b>			
It is understood and agreed Metropolitan Toronto Convention Centre Corporation and LOFT Communications & Events are added as Additional Insureds but only with respect to the vicarious liability arising out of the operations of the Named insured.			Generation Beauty by ipsy Toronto Trade Show on May 12 – 16, 2016 inclusive at the MTCC, Hall E (South Building)			
<b>CERTIFICATE HOLDER</b>			<b>CANCELLATION</b>			
LOFT Communications & Events Inc. 27 Atlantic Avenue Toronto, Ontario M6K 3E7 AND Metropolitan Toronto Convention Centre Corporation (MTCC) 255 Front Street West Toronto, Ontario M5V 2W6			Should any of the above described policies be cancelled before the Expiration date thereof, the issuing company will endeavor to mail 30 days written notice to the certificate holder named to the left, but failure to mail such notice shall impose no obligation or liability of any kind upon the company, its agents or representatives.			
			<b>AUTHORIZED REPRESENTATIVE</b>			
			<i>Signature of Authorized Representative</i>			
			Per: Authorized Representative (including stamp)			



experience. better. EXPERIENCE.



**LIABILITY STATEMENT**

General Liability and Fire Insurance is the responsibility of the Exhibitor. Proof of Insurance must be on file for your organization and must be produced to Show Management prior to installation. General Liability Insurance must name LOFT Communications & Events Inc. and Metropolitan Toronto Convention Centre Corporation (MTCC) and each of their respective parents, subsidiaries, affiliates, successors and assigns and each of their respective directors, officers, employees, agents and representatives (collectively, the “Indemnities”) as Additional Insureds with the following limits:

- \$1,000,000.00 each occurrence Bodily Injury/Property Damage and including Products and Completed Operations, Personal Injury/Advertising Injury, Non-Owned Automobile Liability (including Hired Autos), Employers Liability (\$1,000,000. limit – if applicable to your business), Tenants Legal Liability (\$100,000. limit), Contractual Liability, Severability of Interest/Cross Liability clauses, Waiver of Subrogation in favour of Metropolitan Toronto Convention Centre Corporation (MTCC) & LOFT Communications & Events Inc.
- Metropolitan Toronto Convention Centre Corporation (MTCC) & LOFT Communications & Events Inc. assume no risk, and by acceptance of this agreement, the Exhibitor expressly releases Metropolitan Toronto Convention Centre Corporation (MTCC) & LOFT Communications & Events Inc. (“Indemnities” as noted above) and the official show contractors thereof from liability for injury to Exhibitor, their agents and employees while in the exhibit show area. The Exhibitor agrees to hold harmless Metropolitan Toronto Convention Centre Corporation (MTCC), LOFT Communications & Events Inc. and the Generation Beauty by ipsy 2016 official show contractors for damage to the Exhibitor from any cause whatsoever or from any action of any nature by the Generation Beauty by ipsy 2016 organizers, and including, damage to Exhibitors business by reason of failure to provide space for the exhibit or failure to hold the trade show as scheduled, except as provided herein.

By signing below, you agree to the above terms:

Name: \_\_\_\_\_

Company /Organization: \_\_\_\_\_

Exhibiting As: \_\_\_\_\_

Date: \_\_\_\_\_

**DISCLAIMER:** The above comments/suggestions/’sample certificate’ are for information only and are based on insurance related opinion only. In no way should this information be interpreted as legal advice in the preparation &/or content of the above documentation. We strongly recommend you have your lawyer review the finalized documentation for the Metro Toronto Convention Centre Trade Show kit prior to release. Thank You.

## SHIPPING

---

### INBOUND SHIPPING & LOAD-IN

- Shipments can be made to the Metro Toronto Convention Centre (MTCC) on May 12 & May 13 only. If your booth or materials arrive on any other date, the delivery will be turned away and not accepted.
- If you will not be present to accept your delivery, all items/materials must be labeled with your company name, exhibiting as name and booth number. Shipping Labels can be found in the Shipping section of the Espresso by GES online ordering system.

In an effort to better assist you with moving into the show, the following arrangements will be in place:

- The Generation Beauty Exhibit Floor will open on Friday, May 13th at 9:00 am at the Metro Toronto Convention Centre, South Building, Level 800, Hall E.
- The schedule for move-in on Friday will be provided closer to the event date.
- Installation and Dismantle and/or Material Handling labour to unload your truck can be hired by ordering through the Espresso by GES online ordering system.
- You will be responsible for moving your empty crates and boxes to the onsite storage area and returning them to your booth for load-out. Should you require labour, Installation and Dismantle Labour/Material Handling can be ordered from the forms found in the Espresso by GES online ordering system.
- The exhibit floor will be available for Exhibitors to set up their booths until 9:00 pm on Friday. All deliveries are to be made by 6:00 pm on Friday.
- For those Exhibitors who are shipping to the advance warehouse through GES; your shipments will be waiting at your booth prior to move-in.
- For those Exhibitors who are shipping directly to the Metro Toronto Convention Centre – please use the shipping labels found in the Exhibitor Kit online.
- Commercial Vehicles must arrive with a Certified Weight Ticket (CWT). Shipments arriving without a CWT will be charged a special handling fee, for the service of GES weighing these shipments on-site. Please refer to the Material Handling Order Form for an explanation of this fee. Large/uncrated shipments may be sent to a weigh station for proper documentation, or additional weighing charges may apply.
- For those Exhibitors arriving in privately owned vehicles such as cars, small vans, who wish to unload their own material, may do so in the assigned area as space permits. No items may be brought in through the main doors or transported on the escalators or guest elevators.
- Move-in/out will be conducted through the South loading docks. The entrance to the docks is located on Lower Simcoe Street, South of Bremner Boulevard.
- Please do not ask to borrow or rent any material handling equipment (such as dollies or pump trucks) or tools. All equipment and tools are under the jurisdiction of the local unions.



experience. better. EXPERIENCE.



- Children under 16 years of age are NOT PERMITTED on the show floor during move-in.
- A reminder that proper protective footwear is required during move-in.
- Storage areas have been provided for each Exhibitor and will have floor markings with the booth number. All booth materials are to be stored in this space, which will be accessible to Exhibitors throughout the show.

Let us know what you are shipping on site so we can best manage storage.

Packaging	Number	Dimensions	Approximate weight
Crates			
Pallets			
Boxes (loose)			

Please complete the following information if you plan to ship directly to the Show Site:

We plan to ship on (date): \_\_\_\_\_

Our materials should arrive on (date): \_\_\_\_\_

Carrier Name: \_\_\_\_\_

Origin of Shipment (City, Province/State): \_\_\_\_\_

Describe Items to be shipped: \_\_\_\_\_

Please provide a contact name and number for any questions Show Management may have in Regards to this shipment.

Company Name: \_\_\_\_\_

Exhibiting As: \_\_\_\_\_

Booth Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Email forms to: [genbeautyforms@ipsy.com](mailto:genbeautyforms@ipsy.com)

## **OUTBOUND SHIPPING & LOAD-OUT**

- The Generation Beauty Exhibit Floor will close at 3:00 pm on Sunday, May 15, 2016. Dismantling prior to the official close of the show is not permitted.
- At the end of the show, trucks and cars will be allowed into the loading dock area once the general public has been cleared from the event and Show Management has given the all clear.
- At show closing, if you have requested material handling, GES will deliver storage crates/boxes to your booth. Please keep the aisles free of booth material.
- If you are shipping out with a personal vehicle and do not require GES assistance, you will be able to bring your vehicle into the loading area as space permits once your booth has been dismantled. Please **DO NOT** leave vehicles on the streets surrounding the facility. You can anticipate parking authorities to both tag and tow if you are parked illegally.
- If you have not made outbound shipping arrangements, please see Mario Mendes at the GES desk on Sunday, May 15th starting at 1:00 pm.
- Children under 16 years of age are **NOT PERMITTED** on the show floor during move-out.
- A reminder that proper protective footwear is required during move-out.
- **NO** materials may be taken through the main entrance of the facility unless it can be carried by hand. **NO** equipment may be transported on the escalators or public passenger elevators.
- In order to minimize the risk of theft during move-out, it is recommended that **ALL** small articles of value be removed at the close of the show and that the Exhibitor guards the rest of the material.
- **ALL EXHIBITS** must be removed by 10:00 pm on Sunday, May 15, 2016, unless prior permission has been received from Show Management to have your goods picked up on Monday, May 16th by 10:00 am. Please have your carrier report to the facility docks, no later than 8:00 pm. The official carrier (GES) will remove all materials left on the floor without Show Management permission and/or appropriate documentation at 11:00 am on Monday, May 16th to be retrieved at the Exhibitor's expense.
- There will be minimal labour available to move your boxes from storage to your booth and then to load them onto your truck. Installation and Dismantle and/or Material Handling labour to load your truck can be hired by ordering through the Expresso by GES online ordering system.



experience. better. EXPERIENCE.



**HOW DO I SHIP MY MATERIALS AFTER THE CLOSE OF THE SHOW?**

1. Each box, even if palletted must have a completed Shipping/Bill of lading form on the box in order to ship materials from the show. You must label all pieces individually.
2. All boxes on pallets must be shrink-wrapped together with shipping labels clearly visible.
3. After materials are packed, labeled, and ready to be shipped; you must turn in the completed form to the Exhibitor Help Desk.
4. You must notify your carrier or call FedEx or UPS to arrange and pay for pick-up.

**UPS Shipping**

The following weight and size limits apply to packages you send via all UPS Domestic and International services. Any sizes over this have to be shipped via UPS Freight and the proper bill of lading for Freight must be filled out:

- Up to 150 pounds (70 kilograms) (68 kilograms in Canada)
- Up to 130 inches (330 centimeters) in length and girth combined
- Up to 108 inches (270 centimeters) in length

**FedEx Shipping**

- With FedEx Express Services, ship packages up to 150 lbs.; up to 119" in length and 165" in length and girth.
- With FedEx Express Freight Services, you can ship individual skids of 150 lbs. or more. Skids exceeding 2,200 lbs. in weight or exceeding 70" in height, 119" in length, or 80" in width require prior approval.

If Shipping via UPS or FedEx, please provide the following information:

Method of shipping (select one) UPS Ground \_\_\_ UPS Freight \_\_\_ FedEx Ground \_\_\_ FedEx Freight \_\_\_

Account # \_\_\_\_\_

Shipping Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Contact Cell #: \_\_\_\_\_

Number of Boxes Shipped: \_\_\_\_\_



experience. better. EXPERIENCE.



Please complete the following information:

We *plan* to ship to have items picked up by a designated truck on Sunday, May 15, 2016.

Carrier Name: \_\_\_\_\_ Carrier Phone #: \_\_\_\_\_

Please provide an itemized list of items to be picked up by designated freight or trucking company.

Please provide a contact name and number for any questions Show Management may have regarding your shipment.

Name: \_\_\_\_\_

Office Phone #: \_\_\_\_\_ Cell Phone #: \_\_\_\_\_

IF YOU WILL BE TRAVELING ON MONDAY, MAY 16, 2016, PLEASE PROVIDE THE NAME AND PHONE NUMBER OF A DESIGNATED COMPANY REPRESENTATIVE THAT CAN BE CONTACTED SHOULD THERE BE A PROBLEM WITH YOUR PICK-UP.

Name: \_\_\_\_\_

Office Phone #: \_\_\_\_\_ Cell Phone #: \_\_\_\_\_

Company Name: \_\_\_\_\_

Exhibiting As: \_\_\_\_\_

Booth #: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## EXHIBITOR APPOINTED CONTRACTOR (EAC) FORM

Exhibitors are to notify GES (the official Show Decorator) of any outside service which is not supplied by the official general services contractor (GES). This includes any installation and dismantling companies, production and promotion companies, or any person or company providing direct services to an Exhibitor while on-site.

1. Exhibitors who choose to use an EAC must complete and sign this form. It must be sent to GES no later than the Deadline Date - Friday, April 29, 2016
2. All Exhibitor Appointed Contractors must provide GES with a current certificate of insurance by Friday, April 29, 2016
3. Failure to provide the above items may result in restricting the EAC's company personnel from working on the exhibit floor. The EAC may be required to hire installation and dismantling labour from GES. The EAC will be able to provide supervision only.

(All companies are to abide by Canadian Labour Laws, and any rules and regulations as specified by the Metro Toronto Convention Centre.)

<b>NOTIFICATION DEADLINE DATE – FRIDAY, APRIL 29, 2016</b>	
Exhibiting Company: _____	Booth #: _____
Authorized Name & Title: _____	
<input type="radio"/> Yes – We will employ the services of (name of EAC): _____ <input type="radio"/> Certificate of Insurance Attached <input type="radio"/> Certificate of Insurance to Follow	
Full Name of EAC: _____	
Complete Address: _____	
City, Province/State: _____	Postal/Zip Code: _____
Phone #: _____	Fax #: _____
EAC "Show Site" Representative: _____	
Type of Service to be performed: _____	
Return this form to: GES c/o INSERT SHOW NAME Exhibitor Services Department 5675 McLaughlin Road, Mississauga, Ontario, L5R 3K5 Ph: (905) 283-0500 Fax: (905) 283-0501	

*experience. better. EXPERIENCE.*

### What we deliver.

**Next-level experiences.** That's what LOFT thinks about and that's what LOFT delivers – next-level marketing and communication experiences from the business' most tenured creative thinkers and strategic producers. In the end, we leave your organization with the ability to *form, inform and transform.*

With more than a decade of leadership, LOFT understands how to develop and orchestrate *your most important message* – whether it's through a one-day teambuilding event for 30 people, a week-long sales conference for 300, or a year-long communications campaign for 3,000.

**We deliver industry leading service at exceptional value,** where each program is *tailored to your specific business and program objectives.*

## our guiding principles

Be the agency that elevates our clients' communication objectives through outstanding creative and production by:

**Building long-term relationships with clients and partners**



**Continuously seeking the latest talent and processes that provide unparalleled value**



**Operating with integrity, reliability and passion**



**Staying focused on providing exceptional solutions and experiences for our clients**

LOFT is an award-winning, full-service experiential marketing communications and events agency, with a network of the most experienced creative, communications, technical and planning resources across North America.

To learn more about our services or to schedule a complimentary meet-and-greet with our illustrious leaders, contact:

**KEVIN ORMSBY/MANAGING PARTNER**  
kevin@loftcommunications.com / 416.699.5638 x 103

**TRISH RENNA ZADO/MANAGING PARTNER**  
trish@loftcommunications.com / 416.699.5638 x 101

Or check us out online at:

 @LOFTComm

 [www.linkedin.com/company/loft-communications](http://www.linkedin.com/company/loft-communications)

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

## What we create.

For the past decade, LOFT has considered, conceived and executed more than 750 experiences – each successfully designed to educate, inspire or change an audience. Today, we offer expertise in programs and events for your stakeholders:

### Meetings and Events

Developing the creative strategy, and managing the production and logistics, for Industry Conferences, Customer-Facing Events, National Sales Meetings, Divisional Meetings, All Employee Meetings, Town Halls and Award Ceremonies.

### Corporate and Internal Communication Initiatives

From sharing corporate vision and strategy messaging company-wide, to delivering targeted business and communication plans to a brand-specific sales force.

### Launches and Campaigns

At both a Regional and National level, with a focus on employee and consumer/public engagement.

### Training, Teambuilding and Educational Programs

To test knowledge, develop core competencies and reinforce key company or brand information.

### Conference Management and Logistics

The ability to source venues, manage online registration, negotiate contracts, food and beverage/BEOs, ground transport, delegate correspondence, and produce offsite and evening events.

### Reward and Recognition

Understanding what truly motivates people; designing and executing programs that will help move the middle, drive behaviour change and create a team of truly engaged and results-driven employees.