



Event Dates: April 5-7, 2022
Trade Show Dates: Wednesday, April 6 – Thursday, April 7, 2022
Location: Palais des congrès de Montréal, Hall 220/210

As of February 22nd

CPMA Trade Show planning guide

Planning your show

What's included in your exhibit space?

8-foot-high black drape back wall
 3-foot-high black drape side walls
 1 line ID Sign (8"x48") with company name and booth number

Carpet is **not** included but exhibitors are REQUIRED to cover the floor of their booth. [Carpeting](#) can be ordered through the GES exhibitor manual or as part of a [turnkey package](#). The aisles will be carpeted in gray/black patterned carpet.

Questions?

General exhibitor questions
 Nicole Jeffrey, Manager - Events
njeffrey@cpma.ca
 Office: (613) 226-4187x217 | Cell: 613-462-3724

GES exhibitor services
 Marissa McDonald
torontoexhibitorservices@ges.com
mmcdonald@ges.com | (905) 283-0524

A full listing of Official Contractors can be found on the [official contractors list](#).

Health and safety

CPMA's priority is a creating a safe environment at the show. As the situation surrounding the COVID-19 pandemic is constantly evolving, we will be working in conjunction with the Palais de congrès de Montréal and GES to monitor health and safety protocols required and will meet or

exceed these standards set by the Palais, government regulations, and public health authorities. Exhibitors must follow required show protocols. These will be communicated through exhibitor update emails and on the [exhibitor resources page](#).

Exhibitor update emails

The monthly [exhibitor updates](#) will help keep you on track with your [key deadlines](#) and ensure your show planning is a success. These are sent to the booth logistics coordinator. Want to be added to this list? Email njeffrey@cpma.ca.

Exhibitor services manual

The GES Online [exhibitor services manual](#) will provide you with all the information you need to plan your participation in the trade show. The manual includes information on GES booth furnishings and services, catering and sampling, vendor services order forms, lead retrieval, customs and shipping, and Palais des congrès Convention Services and utilities. All of your Exhibitor Services orders with GES can be placed conveniently online through their secure portal. For an overview of the complete manual contents, please see the [exhibitor resources page](#).

Badge registration

New this year: Exhibitor badges can be registered in our Exhibitor Registration portal. Add exhibitor badges and buy social event tickets all in the same place. The login information will be sent to your booth coordinator late January.

For each 10x10 ft. of exhibit space, you will receive five exhibitor badges which include access to the After Party, Trade Show and business sessions. Badges are not mailed in

advance – they must be picked up at the registration desk in the Viger Hall outside the Trade Show Floor.

Complimentary customer appreciation passes

Each exhibitor will receive five invitations per 100 sq. ft. of exhibit space to provide to customers or invited guests which include complimentary access to the trade show during show hours. These passes will be sent to the booth logistics contact in February by email and included in your a2z profile.

Co-exhibitors

Main exhibitors purchasing an exhibit space and who have co-exhibitor(s) sharing their booth space are required to register all co-exhibitors that are current CPMA members. The co-exhibitor [registration form](#) must be completed by the main exhibitor and submitted to CPMA management in order for the co-exhibitor(s) to be listed independently in all official exhibitor listings, receive exhibitor badges under their company's name, have access to exhibitors' promotional opportunities and receive individual services from show management.

Online and print directory

Fill out your profile information in the [a2z online directory](#) which will be viewable in the interactive floorplan and printed in the exhibitors list. All profiles must be updated by **February 11**, in order to be included in the printed program.

New this year – Showcase your company in advance of CPMA Fresh Week with an enhanced online profile to give attendees a preview of why they should visit your booth during the show. The enhanced online profile provides the opportunity to add unlimited videos, products, press releases and documents to your online presence.

These will appear within your listing when your booth is clicked on the floorplan, as well as within dedicated searchable galleries that are promoted prior to the show. [Click here](#) to purchase this package

Hotel reservations

Hotel blocks have been reserved at a number of hotels in Montreal. Check out the [hotel page](#) for a full listing of official convention hotels. You should make your reservations directly with the hotels before the cut-off date of Friday, March 4. **CPMA does not use housing bureaus.** Any third party that contacts you is not affiliated with CPMA, and we cannot guarantee the legitimacy of their claims.

Exhibitor rules/booth height restrictions

Please review the [exhibit rules](#) for show requirements. Height restrictions for your booth are strictly enforced and vary depending on the type of booth and location. Review these guidelines [here](#).

Insurance

A certificate of insurance for General Liability for a minimum amount of two million dollars, with a waiver of subrogation in favour of CPMA and naming the Canadian Produce Marketing Association, must be provided to CPMA by **March 4, 2022**, and valid through **April 8, 2022**. For additional information, please see the [insurance requirements](#).

Fire code regulations

The Palais des congrès has regulations on elements that may be used in booth construction to ensure they conform to fire safety standards, as well as building codes. Please review these [regulations](#) carefully to ensure compliance. All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Fully enclosed structures or roofed/canopied structures larger than 10'x10' may require supplemental smoke detection as required by Montreal Fire Marshal. Two story exhibits, and any vehicles that will be displayed in your booth must be approved in advance by CPMA Show Management and the Fire Marshal.

International exhibitors

International exhibitors who require a visa can request a letter of invitation to assist with the application process. For details regarding entry into Canada, including information on current vaccination and testing regulations to enter Canada, see the [international delegate and exhibitor page](#). For shipping your product and exhibitor materials into Canada, make sure to arrange for appropriate [customs clearance](#) well in advance to make sure your exhibitor materials arrive on time.

Plan your shipment and booth set-up

Important locations in the Palais des congrès

Registration	Viger Hall – trade show foyer
Trade Show	Hall 220/210
Exhibitor services desk	Viger Hall

Move-in information

Move-in dates are Sunday, April 3 10:00 am-6:00 pm, Monday, April 4 from 7:00 am – 6:00 pm, Tuesday, April 5

from 7:00 am – 6:00 pm, and Wednesday, April 6 from 7:00 am – noon, by targeted freight [move-in schedule](#). Exhibitors using the loading docks must adhere to their scheduled time. Materials brought through the front of the exhibit hall must be a small quantity/size that the exhibitor can carry in by hand – no dollies or carts allowed. All other items must go through the loading docks. Booths must be show-ready by **Wednesday, April 6, at noon**.

All exhibitors must wear protective footwear during move-in/out.

Trucks should check-in directly at the loading docks (163 Saint-Antoine West, Montreal, Quebec). Please note that there are four (4) entrances to the convention centre, however loading docks are only accessible through Saint-Antoine West. Depending on the volume of freight to be unloaded, trucks should anticipate some wait time prior to accessing the docks. More information on directions and procedures can be found on the [move-in information page](#).

Move-out information

[Move-out](#) will take place Thursday, April 7, from 4:30 pm – 10:00 pm. Empty containers will be returned starting at 5:30 pm after the aisle carpet removal. Move-out continues on Friday, April 8, from 7:30 am to 2:00 pm. All carriers must be checked in by noon, and show materials removed by 2:00 pm.

Shipping information

Read the [shipping and customs information](#) in the exhibitor's manual for an overview before preparing your shipment. [GES Logistics services](#) can assist with your shipment and can offer a one-source solution for logistics, shipping & transportation.

CBSA letter

The CBSA (Canadian Border Services Agency) Letter of Recognition will be available in February 2022. Please read carefully and if applies to your company or product, have a copy of these ready at the border. More resources can be found in the **customs and shipping section** of the [exhibitor resources page](#) or in the [customs section](#) of the exhibitor manual. Please note carefully the requirements on shipping produce.

Advance shipping

All produce and perishable materials can be shipped to your choice of one of our two advance produce warehouses. You can ship to **Canadawide** or **Courchesne Larose** between **Thursday, March 31, and Sunday, April 3**. Please notify the warehouse in advance of the expected delivery date and time.

Booth materials/non-produce can be shipped to the **GES advance warehouse** between **Monday, February 28, and Friday, March 25**.

Please note that there are [separate advance warehouses for produce and non-produce](#). To ensure proper storage, please separate your produce and booth materials and label them with either [produce \(advance\)](#) or [non-produce \(advance\)](#). Advance Warehouse shipments will be automatically transferred to show site and will be in your booth prior to your move-in timeslot.

Direct-to-show-site shipping

When shipping [direct-to-show-site](#), please label your produce shipments separately from your non-produce/booth item shipments to ensure proper storage. Please DO NOT combine your produce and non-produce shipments on one skid. Use the **produce shipping label** for refrigerated storage and the **non-produce/booth material** label for dry storage. Direct-to-show-site material should arrive between Sunday, April 3, and Tuesday, April 5, following the target move-in schedule.

Material handling information

GES is the exclusive provider of onsite material handling and drayage services, including labour to unload and deliver shipments to the exhibitor's booth space, remove and store empty crates, load freight onto the designated outbound carrier, and manage onsite refrigerated storage. Review the material handling information for [produce](#) and [non-produce](#) contained in the exhibitor's manual for pricing on getting your shipments to your booth.

Cold storage and produce deliveries

Cold storage is available on site and can be ordered through the [produce material handling form](#). On site reefers are provided. Labels for [daily deliveries](#) can be found in the exhibitor manual. Please label your produce and ensure that you have scheduled your produce deliveries with GES. Daily produce booth deliveries will occur on Tuesday, Wednesday and Thursday, beginning at 7 am. Produce must be ready for removal from your booth by 10:30 am.

Exhibitor-Appointed Contractors (EAC)

ALL exhibitors should complete and submit to CPMA the [exhibitor-appointed contractor form](#) to confirm their booth set-up arrangements by **March 4**. This form will be available by the end of January. Exhibitors who are using a third-party contractor, other than GES, Lowe's, or any of our [official service providers](#), must also provide proof of insurance for their contractor.

Product sampling/catering/cooking

ALL exhibitors must submit the [sampling/catering notification form](#) to indicate whether you will be serving food at your booth or not. Approval to sample your own products must be obtained from the Palais des congrès, by submitting the above form.

General information about food services can be found in the Sampling and catering information section of the [exhibitor resources page](#) and forms are available in the [exhibitor services manual](#). Sample size is limited to 2 ounces of liquid or one ounce (bite sized) of food.

If you will be handling or serving food and/or beverages, you will need to review and abide by the Montreal Health Department [food safety requirements](#). Approval to sample your own products must be obtained from the Palais des congrès. If you are handling unpackaged food, you will require a Temporary Handwash Station. You can either provide your own or [rent through GES](#). You must also have hand sanitizer available to attendees. Any booth not meeting these requirements will not be allowed to operate.

If you will be cooking in your booth, a 5lb. ABC-type fire extinguisher is required. Only electrical cooking appliances and sterno hot plates are permitted.

If you would like to order catering, or need assistance with product preparation, service ware or ice, please make your arrangements with the exclusive catering provider, [Capital Traiteur](#). Alcohol must be ordered and served through the convention centre catering services. Exhibitors wishing to serve alcohol at their booths must complete the [alcohol request form](#).

Food bank

Every year, CPMA partners with a local food bank to ensure that leftover produce goes to help members of the community. If you would like to participate in this initiative, please place a food bank sticker on your leftover produce and leave in your booth as it will be collected after the show closes. Food bank stickers are available at the GES Service Counter.

Best Booth Awards

The 2022 CPMA Trade Show will continue the tradition of recognizing exhibitors for their efforts in creating outstanding displays and providing a high-quality experience to the Trade Show visitor. There will be three categories – Best Island Booth, Best In-line Booth and Best First-Time Exhibitor and will be selected by a panel of judges. All exhibitors are automatically entered into this competition.

Exhibitor onsite schedule

Exhibitor set-up by targeted Move-in floor plan	Sunday, April 3 Monday, April 4 Tuesday, April 5 Wednesday, April 6	10:00 am – 6:00 pm 7:00 am – 6:00 pm 7:00 am – 6:00 pm 7:00 am – 12:00 pm
GES service centre hours	Sunday, April 3 Monday, April 4 Tuesday, April 5 Wednesday, April 6 Thursday, April 7 Friday, April 8	8:00 am – 4:00 pm 7:00 am – 6:00 pm 7:00 am – 6:00 pm 7:00 am – 5:30 pm 9:30 am – 7:30 pm 8:00 am – 2:00 pm
Trade Show hours	Wednesday, April 6 Thursday, April 7	1:30 pm – 5:30 pm 11:30 am – 4:30 pm
Move-out	Thursday, April 7 Friday, April 8	4:30 pm – 10:00 pm 7:30 am – 2:00 pm
Produce deliveries	Tuesday, April 5 Wednesday, April 6 Thursday, April 7	7:00 am – 11:00 am 7:00 am – 10:30 am 7:00 am – 10:30 am (All produce must be ready for pickup by 10:30 am on show days)