

2023

Lessons in

LEADERSHIP

CONFERENCE & EXHIBITION

EXHIBITOR

Reference Manual

24-27 SEPT
OTTAWA

THANK YOU FOR CHOOSING TO EXHIBIT AT THE 2023 TAC CONFERENCE AND EXHIBITION.

This Exhibitor Reference Manual covers the essentials of exhibiting at 2023 TAC Conference and Exhibition, covering key information not otherwise covered through the GES Espresso online ordering portal.

Please review and share this information with your 2023 TAC Conference and Exhibition participating personnel and ensure that you have covered all the key requirements.

REMINDER:

Certificate of Insurance (COI) – REQUIRED – TAC requires that each exhibitor provide a COI that clearly shows liability coverage of \$5 million covering the show dates and listing the *Transportation Association of Canada* as additional insured. If you do not have such insurance, information to help you easily acquire liability insurance is included on page 4. Possession of a COI is a booth space contract requirement.

Shipping and Material Handling Advance receiving arrangements should be made in advance through GES. Using GES's advanced receiving system will eliminate any waiting times at the loading docks, allowing you to schedule labour and set up avoiding costly delays.

Please reach out to us if you have any questions/concerns.

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Shaw Centre – Canada Hall 1 and Parliament Foyer

55 Colonel By Drive | Ottawa, Ontario K1N 9J2

What's included:

- ✓ **10' x 10' Booth** – Draped exhibit space: Includes an 8' high backwall drape and 3' high sidewall drape.
- ✓ **Exhibitor Pod** – Pre-built space for the exhibitor who doesn't need much space but just needs a presence at the show. This space is clustered with other exhibitors. It includes your logo in the sign header, built-in counter, and two stools. You have space to bring a total of two pop-up flags to place on either side of your space
- ✓ **Conference Registration** – Includes full conference access. Learn more on the [Conference>Registration webpage](#). You should have received your registration codes by email. These codes must be redeemed by September 8.
- ✓ **Additional Exhibit Staff** – Additional exhibit staff can register at discounted rates (limited passes based on your booth package): see the website for rates. Badge will indicate "Exhibitor" which will allow staff access to the show floor 30 minutes (7:30am) in advance of opening to prepare each morning. If extra time is needed, you may make a request to jward@tac-atc.ca.
- ✓ **Access to the Conference App** – once you are provided your login, please ensure you populate your profile and ensure your team is set-up to for lead retrieval scanning (included with the app using your smartphone).
- ✓ The Shaw Centre is **carpeted**.
- ✓ **Basic WiFi**

Your booth space **DOES NOT INCLUDE** the following:

- Tables and Chairs (exceptions only as noted for the Pod)
- Insurance (mandatory)
- Material handling (the exclusive supplier to the Shaw Centre is GES)
- Electrical outlets
- Electronic equipment (including but not limited to monitors, video and DVD players)
- Supplementary furnishing (including but not limited to racks, tables, chairs)
- Storage facilities
- Set-up and tear-down services
- Parking
- Carpet cleaning

Show Colours

Drape: Black

CHECKLIST

IMPORTANT— During the move-in/move-out, the Shaw Centre is considered a construction site. All personnel are required to use approved personal protective equipment (PPE) such as Safety shoes, harnesses, gloves, safety eyewear and hard hats when warranted. No sandals or high heels please.

The following items are a summary of TAC requested items. Please ensure you review all forms from the GES portal to facilitate your onsite set-up/advance storage.

ACTION ITEM	SUPPLIER/ CONTACT	REQUIRED ACTION	DEADLINE
Hotel Accommodations	TAC	Book your hotel room.	ASAP
Pay for Your Booth	TAC	If paying by EFT, wire transfer or cheque, payment is due. Payment in full is required in advance of the conference.	ASAP
Certificate of Insurance (COI)	TAC	Mandatory certificate of insurance, with 5 million dollars inclusive limit , indicating Transportation Association of Canada as additional named insured from September 24-26, 2023 inclusive. If you don't have insurance you can purchase a certificate here: www.exhibitorinsurance.com/pub/srch/?e=TAC2023 Submit certificate to cghazal@tac-atc.ca	Aug 24
Exhibitor Appointed Contractor (EAC)	TAC	Please complete the EAC form to allow your contractors access to your booth to set-up. They are also required to provide a COI.	Aug 24
Booth Staff Registration		If you have not received your registration codes, please contact cghazal@tac-atc.ca – codes must be redeemed by September 8 to ensure a smooth on-site check-in.	Sept 8
Create your profile in the Conference App	TAC	Company description and logo in English and French are due for the Conference App.	Sept 13



4. BOOTH SPECIFICATIONS

All booths are 10' x 10' or 10' x 20', except the island booths as noted on the floor plan. Pipe and drape backs are 8' high and side rails are 3' high.

Display material cannot exceed 8'. Display material cannot be higher than 4' from the aisle to within 5' of booth back wall this to preserve sight lines. The height limit for island booths is 16' with exceptions required in writing by the Transportation Association of Canada for any higher heights. **A booth must be at least a 20' x 20' to have a hanging sign.** All hanging signs require approval in writing from jward@tac-atc.ca.

All exposed parts of a display must have a finished surface versus exposed framing. Crates, containers, other packing materials and boxes may not be stored behind booth.

5. ADVERTISING, PROMOTION & SALES

Exhibitor advertising and promotion must be limited to the confines of each exhibitor's space. TAC reserves the right to ban any objectionable items and to prevent the distribution of any articles or products deemed unsuitable. The sale of consumer goods is prohibited and will result in a fine to the exhibiting company.

6. OUTSIDE CONTRACTORS (EXHIBITOR APPOINTED CONTRACTOR - EAC)

Exhibitors may use contractors other than the Official Exhibit Contractor to set up and dismantle exhibits if Exhibitor provides TAC a copy of the EAC form provided in the GES portal. This authorization must include a certificate of insurance for minimum of \$5 million CDN as outlined in the Exhibitor Manual. The exhibitor assumes full responsibility for all acts of its contractors and agrees to hold harmless and indemnify TAC for any loss or any damage to the Shaw Centre Ottawa.

7. EXHIBITOR ADMISSION

Each 10' x 10' space or Pod includes one (1) Full Conference Pass (for exhibit booth staff use – these badges will highlight "exhibitor"). Additional passes for exhibit booth staff may be purchased at a reduced rate. All exhibit staff must pre-register. Registration instructions will be shared starting in April.

8. SHOW HOURS

Exhibit booth staff will have access to the show floor according to the following schedule (program/schedule subject to change):

Sunday, September 24	Exhibitor move-in: 8:00-16:00 2023 TAC Conference & Exhibition begins Show Hours: 17:00-20:00
Monday, September 25	Conference & Exhibition continues Show Hours: 8:00-16:00 (Doors open to Exhibitors at 7:30)
Tuesday, September 26	Last day of the Exhibition Show Hours: 8:00-16:00 (Doors open to Exhibitors at 7:30) Exhibitor move-out: 16:00-20:00 All items must be removed by 20:00 or subject to removal as "forced freight" at the exhibitor's expense.

Exhibitors must have their TAC exhibitor badge for non-show hours admittance and make arrangements with jward@tac-atc.ca IF EXTRA TIME IS REQUIRED.

During Exhibition hours, absolutely no shipments, equipment or material may be brought on the Exhibition floor. All exhibitors are required to have their area completely set up before the Exhibition opens and will have access to the exhibit hall early each morning on show days to carry in supplies or make minor display adjustments.

Vehicles will not be allowed in the exhibit hall for set-up/dismantle.

9. DAMAGE TO PROPERTY

The exhibiting company is liable for any damage caused to building floors, walls or columns or to standard booth equipment. The exhibitor may not apply paint, lacquer, adhesives, stickers or other coating to building floors, walls or columns or to standard booth equipment.

10. FOOD AND BEVERAGE

Any exhibiting company interested in providing food or beverages on the show floor, must be ordered from the Shaw Centre Ottawa. No outside contractors are permitted.

11. FIRE AND SAFETY REGULATIONS

No flammable liquids may be stored inside the Shaw Centre. Prior notification and approval will be necessary from the local Fire Department to display any heat producing products or chemical materials, gases, etc., deemed hazardous by the fire department.

During the move-in/move-out, the Shaw Centre is considered a construction site. All personnel are required to use approved personal protective equipment (PPE) such as Safety shoes, harnesses, gloves, safety eyewear and hard hats when warranted. Proper closed-toe footwear is always required during move-in/move-out.

12. LABOUR

Exhibitors are required to observe all contracts in effect between TAC, service contractors and the Shaw Centre.

13. MATERIAL HANDLING

GES is the exclusive service partner within the Shaw Centre. Exhibitors are permitted to move-in/out without assistance from GES as long as material is moved by hand or by dollies **without the use of any exclusive material handling equipment which includes:** forklift, electric or manual pallet jacks, 3rd party supplier freight movement, receipt/off-loading of exhibitor materials onsite, delivery with the Shaw Centre to the allocated booth or location, storage of empty crates and packing materials during the event, returning of materials to the docks, reloading of materials on outbound carriers, freight elevator operation, installation of graphics/signage that is to be affixed/hung to/from any hard surface at the facility.

14. SOUND/NOISE

All demonstration and sound equipment **MUST** be tuned to a conversational level and must not be objectionable to neighbouring exhibitors. If TAC receives any complaints, exhibitor agrees to cease use of sound equipment.

15. DISMANTLING

Exhibitors' displays may not be dismantled or packed in preparation for removal prior to the official closing time. Every booth must be fully staffed and operational during the entire Exhibition. Failure to respect this rule may impact participation privileges in future TAC conferences (including the privilege of advance access to booth sales the following year).

16. MEMBERSHIP STATUS

You/your organization must be a member in good standing at the time of purchase in order to qualify for membership discounts.

17. CERTIFICATE OF INSURANCE (COI)

TAC requires that each exhibitor provide a COI that clearly shows liability coverage of \$5 million covering the show dates (including move-in – September 24-26, 2023) and listing the Transportation Association of Canada as additional insured. If you do not have such insurance, information to help you easily acquire liability insurance is included in the Exhibitor Manual. Possession of a COI is a **booth space contract requirement**.

Please provide these additional details to your insurance provider:

Venue: Shaw Centre, 55 Colonel By Drive, Ottawa, Ontario K1N 9J2

Certificate Holder: Transportation Association of Canada, 401-1111 Prince of Wales Drive, Ottawa ON, K2C 3T2

Additional insured: Transportation Association of Canada

Failure to provide proof of the certificate by the Exhibition set-up date will result in immediate termination of the application without reimbursement.

18. COMMUNICATIONS

By taking part in TAC 2023, you will receive e-mail communications from TAC's official show vendors and TAC to facilitate your success.

19. SECURITY GUARDS

Security service will be provided during closing hours to guard the Exhibition area. While precautions will be taken to prevent losses, TAC cannot accept any liability for loss or damage of any kind. Exhibitors are strongly urged to remove any valuables from their booth when they are not staffed.

20. ELECTRICAL REGULATIONS

Exhibit spaces do not include electrical outlets. Electrical orders may be placed with the Shaw Centre (order form found in the GES Espresso online ordering portal). Any electrical equipment used in exhibits must meet CSA standards, as well as the standards of the exhibition venue.



21. PARALLEL EVENT

No parallel events are permitted during scheduled 2023 TAC Conference and Exhibition events. If you have any questions, please contact Jess Ward, jward@tac-atc.ca.

22. CODE OF CONDUCT

TAC is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race or religion. We do not tolerate harassment of conference participants in any form. Sexual language and imagery is not appropriate for any conference venue. Conference participants violating these rules may be expelled from the conference without a refund, at our discretion.

Exhibitors agree to abide by all rules and regulations adopted by TAC in the best interests of the Conference & Exhibition. TAC shall have the final decision in adopting any rule or regulation deemed necessary before, during and after the Exhibition. TAC also reserves the right at any time to alter or remove exhibits or any part thereof, including printed materials, products, signs, lights, or sound, and to expel exhibitors or their personnel if their conduct or presentation is objectionable to other participants. Exhibitors agree to confine their presentation within the contracted space only, and within the maximum height set by Exhibition rules and regulations and to maintain staff in their booth space during Exhibition hours. TAC reserves the right to alter or change the space assigned to exhibitors or the final floor plan as required.

23. RESTRICTIONS

TAC reserves the right to restrict exhibits that do not comply with rules and regulations set forth by TAC and the event venue(s). Exhibitors who refuse, after notice, to conform to rules and regulations will be asked to close their respective display(s) without reimbursement and liability to the Association.