



2010 Home & Lifestyle Show Rules

Exclusive sign up for Chamber Members Only August 25th to September 11th

Personally delivered applications will be processed first, starting at 9am on August 25th. You may have anyone bring in your application. Payment is required to confirm your booth space. **Faxed applications may be sent at anytime but will not be processed until August 25th until 12 noon.** We are not able to reserve booth space from prior years due to the increased popularity of the show. **Registration will be open to the public on September 11th.**

FORMS TO BE RETURNED TO CHAMBER OFFICE

Exhibitor guest tickets	March 5
Certificate of Insurance	March 5

FORMS TO BE RETURNED DIRECTLY TO VARIOUS SUPPLIERS

Booth cleaning service	March 5
Electrical service	March 5
Furniture/carpeting rental	March 5

Show Facts

Show dates and hours

Friday	March 26 th , 2010	5 pm to 9 pm
Saturday	March 27 th , 2010	9 am to 6 pm
Sunday	March 28 th , 2010	10 am to 5pm

Location

Magna Centre 800 Mulock Dr. Newmarket
Exhibitor entrances on the south side through the garage doors from the zamboni room

Show Producer

Newmarket Chamber of Commerce

Admission

Adults/Seniors	\$ 5.00
Children 12 and under	Free, when accompanied by an adult



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* - indicates special documents



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Age Limits

- Provincial regulations under the Ontario Health and Safety Act require that **no one under the age of 14** be on the show floor during set up and tear down hours. Do not bring under aged children to the building during those hours as there are no facilities for them.

Badges

- Six (6) Exhibitor badges will be provided at the Chamber booth

Booth etiquette (staffing, in-aisle, ...)

- Exhibits must be staffed during all hours of the event.
- Exhibitors must not solicit attendees or distribute literature or samples from **outside of their booth**. Failure to comply could result in ejection from the show. Sponsorship opportunities exist where contact is possible outside of your contracted booth.

Booth guidelines

- Maximum of four (4) per business category are allowed in total divided among the Two (2) arenas.
- Booth designs must adhere to the [booth guidelines document*](#) to ensure all exhibitors have an equal chance to be seen and display their products.
- Any variance to these guidelines must be brought to the attention of The Newmarket Chamber of Commerce for consideration prior to move in. Any variances that have not been approved may be required to be altered on site at the exhibitor's expense.
- Use of canopies, platforms, specialty lighting or truss work could result in restrictions or obligations on the part of the exhibitor.
- Exhibitors wishing to lay tile or any other floor covering cannot adhere it directly to the building floor – building paper, plastic covering or some other protective layer must be used.
- **Displays cannot encroach on doorways or any fire fighting equipment.**
- The exhibitor is responsible for removal of garbage from their booth at all times.
- Subletting of booth space is prohibited.

Booths Requiring Special Permission

- Displays with a canopy or tent structure
- Any type of vehicle or trailer
- Booths that contain stairs or risers

Contests

- Some contests may be denied due to sponsorship conflicts.
- Both the Competition Act and the Criminal Code have regulations overseeing contest protocol. See [contest guidelines document*](#). These will be adhered to.



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Copyrighted Materials

- The exhibitor is responsible for obtaining all required licenses and permits to use music, photographs or other copyrighted materials in their booth. Show Management reserves the right to remove any materials which is not accompanied by the proper documentation.
- The exhibitor will indemnify and hold harmless Show Management, the facility, their agents and employees from all loss, costs, claims, causes of action, suits, damages and liabilities.

Damages/cleaning costs – stickers, tape, etc

- It is expected that the booth space will be left the way it was found.
- Use of non official tape could result in additional cleaning charges. Duct tape is not permitted to affix your floor covering to the floor. Double sided Scapa tape is the preferred type of tape to use.
- The distribution of stickers is not recommended as any removal of these stickers will be the responsibility of the exhibitor.
- It is prohibited to affix anything to building pillars, pipes, flooring or supports.

Display vehicles

- Exhibitors who are planning on having a vehicle in their booth must contact show management with the intent and purpose. Safety precautions are needed and sponsorship restrictions may come into effect.
- All vehicles must be equipped with a locking gas cap and batteries must be disconnected.
- Special move in and move out timings are required.

Electrical Safety

- Exhibitors are not permitted to install any electrical wiring device on site other than regular extension cords. All on site wiring and connections must be done by facility electricians to ensure safety.
- All equipment on the show floor must be CSA approved with the appropriate visible stickers.
- Any unapproved equipment must have an ESA Permit to Show properly displayed. The equipment will not be permitted to be operational.

Fire Safety

- Decorative materials used in displays must meet the requirements of the Central York Fire Department.
- The following materials should be flame proof if used for displays: artificial flowers, paper, cardboard or compressed paper less than 1/8", plastic materials, split wood, textiles.
- Flammable liquids or gases are not permitted.



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Guest Tickets

You can help promote the event as well as thank customers by providing guest tickets for them to attend. You can order tickets in multiples of 20. You will be billed for the amount you order at the preferred rate of \$3.00 each (including taxes). A credit card is required when ordering. Fax in the ticket order form before March 5th.

Health and Safety

The Ontario Health and Safety Act, as outlined in the “green book” and enforced by the Ontario Ministry of Labour, applies to the set up and dismantle of consumer shows. Employers are responsible to ensure all workers are provided the training, equipment and direction needed to operate and work safely. Unsafe acts on the show floor will be interrupted until a safe solution is implemented. Unsafe practices will not be permitted on site. Come to site prepared with the proper equipment and amount of staff in order to avoid unnecessary delays. No motorized carts, scooters or the like will be allowed in the show aisles during show hours. The only exceptions will be to assist persons visiting the show.

Helium

The use of Helium is restricted in the facility.

Insurance

- As a condition of exhibiting you are required to ensure you have insurance coverage for your booth space.
- The show maintains coverage for the neutral areas, such as aisles and feature areas. However, booth space is the responsibility of the exhibitor to be insured against thefts, damage and personal injury. All goods brought down need to be covered for any misfortunes. The exhibitor is also responsible for any personal injury that occurs as a result of their display and as such must have insurance coverage. The exhibitors will hold the Newmarket Chamber of Commerce Inc., the Show coordinators or any of its assignees and employees, harmless from any damage, expense or liability arising from any injury or damage to any person, including the general public, the exhibitor, its agents or employees or to the property of the exhibitor or others occurring either in the space occupied by the exhibitor or elsewhere arising out of its occupancy.
- **All exhibitors shall carry two (2) million dollars of liability insurance to ensure third party liability protection and contents coverage from set-up to exhibit removal. Exhibitor warrants they are insured for public liability for its remote location at the Show. The vendor agrees to hold the Newmarket Chamber of Commerce harmless for any act or omission of the vendor which causes bodily injury or property damage during the show. You must send a copy of your certificate of insurance naming the Chamber.** This can be done by either adding on a rider policy to your normal policy or temporary insurance can be secured.



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Move In

Thursday 5pm – 9pm
Friday 9am – 3pm

- Move-In times will be assigned and **MUST** be adhered to.
- A forklift will be provided and **MUST** be pre-arranged at least one week in advance.
- All exhibits must be show ready by 3:00pm Friday March 26th.
- Vehicles will not be permitted on the show floor. All unloading must be done from designated unloading areas. Vehicles need to be unloaded and removed from the loading area quickly.
- Labour required to unload materials or set up booth display is the responsibility of the exhibitor.

Move Out

Sunday 5pm – 8pm

- The show closes at 5pm. For public safety you must maintain your booth setup until 5pm.
- Large Exhibitors will have a (scheduled) teardown on Monday, March 29th 8am – 12pm
- All materials used in booths that have a Sunday teardown must be removed from the building by 8pm. Materials left behind will be removed at the exhibitor's risk and expense.

Payment of account

- **A 50% non-refundable deposit is required with each space booked and the balance of payment is due by credit card payment or post-dated cheque tendered with the deposit and dated January 31, 2010. All cheques are payable to the Newmarket Chamber of Commerce Inc. There are no refunds allowed.**
- All booths must be paid in full prior to move in and delivery of badges. No one will be permitted to set up their booth space until their account has been settled.

Sales and receipts (vendor permits)

- Exhibitors must have a valid Vendor's Permit or Special Events Permit in order to sell goods or services at the show.
- Any consumer complaints regarding the sale of such goods or services will be immediately brought to the exhibitor's attention. To obtain an application for a permit, please contact Revenue Canada.
- All sales including credit card sales must be in Canadian funds. Currency must be clearly marked in the sales receipt.

Sampling (food & beverage)

- The building has very strict regulations concerning food and beverage sampling and sales.
- Sampling must be approved by Show Management and adhere to the safe food handling requirements of York Region Public Health.



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Security

- Exhibitors are ultimately responsible for their own booth security.
- Uniformed guards are on duty during off hours. Please show them your courtesy as they perform their duties.
- You can contract your own overnight booth security, should you wish. Please confirm this with show management should you choose to do so.
- Do not leave valuables unattended.

Signage

- All signage must be professionally made. No hand written signs will be permitted.
- In line booths must have one sided signs with a finished back. Only corner booths can have double sided signs if they are hung in the center of the display.
- Review the booth design guidelines document to understand the regulations for sign hanging.

Smoking

- The Magna Centre is a smoke free facility. By Law officers could be on site and any offender will be fined upon inspection.

Solicitation

- Solicitation of exhibitors or attendees by non-exhibitors is strictly prohibited.

Sound levels

- Microphone systems are not permitted at the event.
- Music and other sounds will be monitored by Show Management.
- Show Management reserves the right to make necessary adjustments to control the sound levels in the event that it is becoming a nuisance to surrounding exhibitors.

Any questions about these regulations should be directed to Debra Scott by email at debra@newmarketchamber.ca



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BOOTH GUIDELINES

Guidelines are put in place to help ensure that each exhibitor has an equal opportunity to display their products. Please review these to ensure that modifications to your booth don't have to be done on site. Any variances need to be pre-approved by show management. Variations may not be permitted on site. Requests for variances must be submitted prior to February 20, 2010 and need to be submitted in writing to the Newmarket Chamber of Commerce, attn: Debra Scott, 470 Davis Dr., Newmarket, ON L3Y 2P3 or debra@newmarketchamber.ca

DRAPE AND BOOTH:

Show draping will be provided. The back wall is 8' high and the side walls are 3' high from the back of the booth (for a 10' deep booth). The remainder of the side wall is a maximum of 4' high. Display materials should not exceed 8' in height unless approved by the show prior to February 20, 2010.

No part of booth may be more than 8' in height. An exhibit's side panels can extend forward 4' from the 8' back drape. Then, must drop to the level of the side drape (3')(see diagram).

The exterior part of the exhibit or product may not block the view into the exhibit next to you.

End and corner booths may not have signage that extends out from the back board as this provides an unattractive view from flanking booths. Changes may be made by the Show producer to guarantee that ALL Exhibitors present a professional and attractive booth to Consumers and fellow Exhibitors.

Displays that are out of compliance must be reworked or removed at exhibitor's expense. Island booths with four corners are not height-restricted.

Tables must be professionally skirted with floor-length fire-resistant, pleated or gathered skirting. No paper or plastic. Fine designer furniture is acceptable without skirting. Metal chairs and card tables are not allowed.

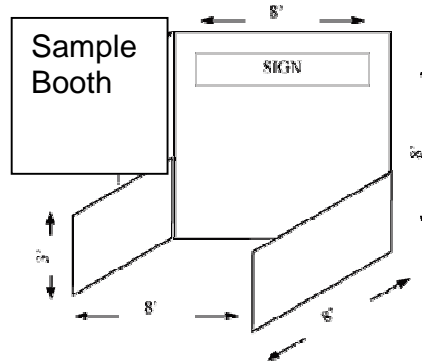
Exhibitors only may display professionally made signs. No marker, grease pencil or other "home-made" signs or white boards allowed.

No helium balloons allowed in the Show or exhibit building.

No food or beverages may be distributed by exhibitors with the exception of samples which must be less than an ounce, or with special permission from the Newmarket Chamber of Commerce.

If samples contain nut or nut products or MAY contain nut or nut products then please clearly note this in a sign close to the sample area.

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No exhibitor can assign, sublet or share booth space.

The Show has a great reputation for extremely effective and attractive displays. We strongly suggest exhibitors create their own environments in professional and sharp looking displays that help improve sales. Show management inspects all booths and may suggest ways to improve the appearance and/or effectiveness of display.

Exhibitor **MUST** bring a dolly or hand truck to assist with load-in.

SIGNAGE:

All signage in the show must be professionally produced. No hand written signs will be permitted. There are differences in sign placements depending on the type of booth layout you have. See below for details.

FLOOR:

Care must be taken to not damage the facility property. Duct tape is not permitted to affix floor coverings. Double sided Scapa tape is the preferred type of tape to use. Raised platforms may need to be marked to prevent tripping hazards.

CANOPIES AND CEILINGS:

Canopies, including ceilings, umbrellas, and canopy frames, can be either decorative or functional. Canopies for linear booths should comply with corresponding guidelines. The base of the canopy should not be lower than 7' from the floor. Canopy supports should be no wider than 3" for any booth configuration that has sightline restrictions, such as linear booths. Covered booths may carry fire regulation requirements. Check with Show Management.

ALL MATERIALS used for display purposes must meet Fire Code and safety requirements. Some materials may be prohibited for display; contact show management with questions.