

GBTA CANADA 2023 Addendum to IAEE Guidelines for Display Rules and Regulations

1. GBTA Canada 2023 is hereinafter referred to as Show Management.
2. **Duration and Hours:** The exact show hours have been posted. Each booth must be staffed with at least one rep. from your company during all trade show hours.
3. **Floor Plan:** The floor plan for the expo will be maintained as originally presented wherever possible. However, Show Management reserves the right to modify said plan to the extent necessary for the best interests of the exhibit, the exhibitors, and the industry.
4. **Space Assignment:** Space assignment will be as indicated on the accepted space contract. However, if in the best interest of all exhibitors involved, Show Management reserves the right to relocate exhibitors. This will only be done if necessary in the best interest of the exhibitors, industry, the expo, and show visitors. No portion of an exhibit may extend into the aisles or exceed the booth dimensions of an assigned booth. Therefore, exhibits must be designed to draw attendees into the booth. Exhibit booths and equipment may not extend into the aisles at any height level.
5. **Subletting Space:** No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted, or have representatives, equipment or materials from other than the contracted firm in the said space, without written consent of Show Management.
6. **Exhibitor Personnel:** Each exhibitor will furnish Show Management in advance the names of those who will staff the booth, by way of a completed registration and payment (if necessary). Exhibitors will be provided two (2) complimentary registrations for each 10' x 10' booth, up to a maximum of six (6) for those occupying 300 square feet or more. There is no limit on the number of registered (paid) personnel. Personnel will be admitted to the booth one hour before show opening each day. In the event earlier admission is required, special permission must be obtained from Show Management.
7. **Island Booths:** (please refer to structures and exhibits section in Event Planners Guide and building permit application) Please note that the maximum height allowance is 18', not 16' as the IAEE guidelines suggest. Hanging signs are permitted with prior approval from Show Management and have a 25' maximum height allowance. All overhead signs must hang 18' – 25' and maintain a 3' gutter on both sides. (For example, a banner in a 20' x 50' booth can stretch 14' across.)
8. **Character of Exhibits:** Show Management reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the exhibit (such as uncarpeted booths and undraped standard tables). Advertising plans and stunts which are aggressively promotional in nature, intended for use in the booths, the exhibit hall or the approaches thereto, must be submitted to Show Management for approval. Exhibits must be in good taste. Sideshow tactics or other undignified promotional methods will not be permitted. **The Metro Toronto Convention Centre does not allow helium balloons or popcorn**

in the exhibit hall at any time. Booths must be constructed and arranged in such a manner as to be able to accommodate the viewing audience inside each booth so as to discourage the formation of a standing crowd in the aisles. Computer demonstration pedestals must be setup at least 4 feet away from the aisle. Any construction in excess of three feet in height must be kept within 5 feet of the rear of the booth. No exhibits that violate local, state, or federal laws or regulations, including safety codes, will be permitted. Combustible decorations of any kind are prohibited. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected and, upon notification by the GBTA Show Management, the decorator will provide necessary draping and submit the charge to the exhibitor.

To maintain the professionalism and high caliber of the exposition, exhibitors are asked to observe the "good neighbor" policy. This means conducting your exhibit at all times in a manner not to be objectionable or offensive to neighboring booths. Put yourself in the neighbor's place. Loud audio visual, oral demonstrations or other activity which would be distracting to neighboring booths will not be permitted, and if found to exist and cause such distraction, exhibitor will be asked to discontinue such practices. In addition to consideration of neighboring booths in the exhibit hall, and in consideration of the rental to exhibitor of the exhibit space, exhibitor agrees that neither he nor his employees, agents, distributors, or contractors (i.e. temp agency staff, models, entertainers, etc.) will conduct any other signage, vehicles, display or exhibit of any equipment bearing his trademark or promoting his company/organization at any of the convention hotels and/or public space within a five mile radius of the exposition covered by this contract during the dates of said exposition. This limitation does not apply to participation in other trade association expositions, which may coincidentally be ongoing in the same city, an exhibitor's regular place of business or show room, or GBTA official hospitality suites. Violation of this provision by an exhibitor will constitute a breach of the contract and Show Management may, at its sole discretion, cancel this contract and exhibitor will remove any equipment contained in the exhibit hall, and the exhibiting company will forfeit all payments to Show Management pursuant to this contract. Additional fees will be charged to the exhibitor for each violation, and a loss of priority points will occur. Additionally, exhibitor will be responsible for damages to GBTA.

9. No "Suitcasing" Policy/ Soliciting

Suitcasing: is the act of soliciting business in the aisles of the exhibition, public spaces in and around the convention center, in another company's booth, in public spaces in any convention hotel including the hotel lobbies, foyers, or walkways to the convention center (excluding the use of hospitality suites). Show Management recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibitor's booth and at other events. Violations of this provision by an exhibitor will constitute a breach of the contract and Show Management may, at its sole discretion, cancel this

contract and exhibitor will immediately cease and desist unauthorized activities. Exhibitor will remove any equipment contained in the exhibit hall or elsewhere and forfeit all payments to Show Management pursuant to this contract. Additional fees will be charged to the exhibitor for each violation, and a loss of priority points will occur. Additionally, exhibitor will be responsible for damages to GBTA.

10. **Samples-Prizes:** Samples, catalogues, pamphlets, post cards, souvenirs, etc., may be distributed by exhibitors and their representatives (including models, temp staff and entertainers) **only** from within their individual booths. Violation of this provision by an exhibitor will constitute a breach of the contract and Show Management may, at its sole discretion, cancel this contract and exhibitor will remove any equipment contained in the exhibit hall, and the exhibiting company will forfeit all payments to Show Management pursuant to this contract. Additional fees will be charged to the exhibitor for each violation, and a loss of priority points will occur. Additionally, exhibitor will be responsible for damages to GBTA. General booth giveaways (**does not include prizes from drawings**) should not exceed a \$50.00 value. If bottles of alcohol are to be used as giveaways, they are to be clearly marked as not to be opened or consumed at the show.
11. **Audio-Visual Displays:** Use of videos, motion pictures or slides will be permitted only if they are confined to products, services, techniques, or applications used by the exhibiting company. The use of flashing signs or devices, sound slides, video, sound motion pictures, loud speakers and other sound devices are subject to the approval of Show Management. The light and sound levels must be maintained so as to avoid any interference with neighboring exhibitors and when objections are noted, it may be necessary for Show Management to prohibit the use of those devices or limit their operation to brief time periods.
12. **Announcements:** Announcements will be limited to closing each show day and in the case of an emergency.
13. **Inflammable Materials:** Inflammable fluids, substances or materials of any nature will be prohibited whether for use in the booth or storage within or behind a booth. All decorative materials must be flame proofed before being taken into the exhibit hall, and must comply with local fire regulations. Any vehicle brought into the facility for display should not have more than 3-gallons of fuel, a locking gas cap, and battery cables on such vehicles will be disconnected for the duration of the exposition. All vehicles must be submitted on the floor plan for fire marshal approval. As well, if a vehicle is within an exhibitor's booth it must be at least a 10' x 20' in size.
14. **Unoccupied Booth Space:** Show Management reserves the right, should any space (for which a signed contract has been received and rental payment made) remain unoccupied by three hours prior to the opening of the show on the first day of the exhibition, to rent or otherwise use such space and shall not be obligated to refund the space rental fee.
15. **Beverages and Food:** All beverages and food must be ordered through Aramark, the official caterer of the Toronto Convention Center. Distribution of alcoholic beverages is permitted on the show floor, but is not permitted without written consent from Show Mgmt.
16. **Contractor's Services:** All services, such as furniture, carpeting, labor, and other required services will be arranged through contractors selected by Show Management. An Exhibitor Service Manual for ordering such services. All exhibitors are encouraged to utilize the online ordering options provided by Freeman. A service desk will be available in the exhibit hall area to respond to all questions and concerns.
17. **Power:** The Metro Toronto Convention Centre is the exclusive provider of utilities (electrical, telecommunications and plumbing). Exhibitors should carefully anticipate this need so as not to interfere with the service to other exhibitors by overloading. If an exhibitor pulls more current than ordered, thereby inconveniencing other exhibitors, that exhibitor will be penalized to the extent that his entire electrical service will be discontinued until proper adjustments in the current can be made.
18. **Cleaning:** Show Management will arrange to have the aisles cleaned once each day during hours when the exhibit is closed, but this service does not include dusting or otherwise cleaning exhibitor's individual booths. Special services for this purpose are available and may be ordered through the Exhibitor Service Manual.
19. **Installation and Removal of Exhibits:** Specific hours for these operations will be provided in advance for proper planning. Exhibits must remain intact until the final closing hour of the show. Receiving of shipments and return of crates will be in accordance with information, which will be provided in the Exhibitor Service Manual. The facility **will not** accept any freight or materials (including overnight freight services) prior to our contracted move-in dates.
20. **Marshaling Yard:** A marshaling yard will be maintained for freight carriers at The Toronto Convention Center. The exact location is provided in the Exhibitor Service Manual. All inbound and out-bound trucks will be dispatched to the appropriate facility as loading dock space becomes available.
21. **Storage:** Storage of boxes, crates, etc., may be arranged with the service contractor. Tags for such items must be carefully filled in, to assure proper identification. In compliance with fire regulations, wrapping materials, such as paper, excelsior, etc., must be carefully enclosed within a box or crate. Small boxes should be enclosed within larger ones to prevent loss.
22. **Shipping:** To facilitate shipments in and out of the exposition hall, an official cartage contractor will be named and complete information on shipping will be included in the Exhibitor Service Manual. Show Management, along with the official contractor, will expedite move-in and move-out to their best ability. An estimated schedule of delivering shipments, returning empty crates and shipping out materials should be coordinated with the official show contractor.
23. **Security and Insurance:** Show Management will provide adequate guard service to provide normal protection, but cannot accept responsibility for exhibitors' personal property or loss through unusual means. It is suggested that exhibitors insure exhibit property against loss and theft, and for their own protection, exhibitors should arrange to have at least one representative in attendance at all times during the show and at least 15 minutes before and after show hours. Exhibitors should investigate availability of lockers or security cages through the service contractor for protection of small removable items during non-show hours. Forms to order security cages will be in the Exhibitor Service Manual.
24. **Non-Official Contractors:** Contractors appointed by exhibitors to install and dismantle exhibits are required to provide a certificate of insurance to the Official Show

Contractor (GES). The deadline for receipt of the certificate will be listed in the Exhibitor Service Manual. Other than Freeman or an I&D company, the only workers allowed to perform work in an exhibitors' booth is a bona-fide employee of the exhibiting company.

25. **Damage:** Exhibitors will be liable for any damage caused by fastening fixtures to the floors, walls or columns of the exhibit building and for any damage to equipment furnished by Show Management or the service suppliers designated by management.
26. **Limitation of Liability:** The exhibitor agrees to make no claim against Show Management nor the exposition facility for loss, theft, or damage to his property, or for any injury to any persons while in the exhibitor's area, except when such loss, theft or damage or injury is caused by the proven negligence or misconduct of Show Management, designated contractors, the exposition hall or employees of either. Exhibitor agrees to indemnify and hold GBTA, its officers, directors, agents, assigns, employees, and members harmless with regard to any and all claims, liabilities, including reasonable attorney's fees and court costs, as a result of exhibitors performance under this agreement.

Show Management will not be liable for the fulfillment of the contract as to the delivery of space if non-delivery is due to any of the following causes: by reason of the building being destroyed by fire; act of God; public enemy; strikes; terrorism; authority of law; or any other cause beyond the control of Show Management. In the event of its not being able to hold the exposition for any of these reasons, Show Management will refund to each exhibitor the amount paid for space less a prorated share of all the expenses incurred by Show Management for the exhibit up to the date of required cancellation.

27. **Hospitality by Exhibitors:** Scheduling of product presentation or hospitality activities or any client/buyer activities during any official GBTA Canada conference events such as the opening reception, exposition, educational sessions, general sessions or luncheons is strictly prohibited. **Under no circumstances** should sales or any other type of individual gatherings involving multiple buyers (Direct Members/Travel Managers) from multiple companies take place during official GBTA Canada conference programming/events. GBTA Canada has final approval and will authorize the allocation of any requested hospitality suites and meeting rooms at all Convention hotels. Suites must be operated in good taste, and may only be operated outside of official convention and exposition activities. Hospitality suites are not permitted to be open past midnight / 12:00 a.m. Exhibitors operating hospitality suites or providing special activities for attendees are responsible for financial arrangements and for the safety and guidance of attendees. Additional fees will be charged to the exhibitor for each violation, and a loss of priority points will occur. Additionally, exhibitor will be responsible for damages to GBTA Canada.
28. **Safety:** All exhibits must be constructed and operated in a manner, which will not provide any safety hazards. A safety inspection will be conducted prior to show opening. Any exhibitors found in violation will be expected to make the necessary adjustments prior to opening. An Emergency Medical

Technician will be on duty during all installation/show/dismantle hours.

29. **Violations:** The interpretation and application of these rules and regulations are the responsibility of Show Management. Any violation by the exhibitor of any of the rules and regulations herein shall subject exhibitor to cancellation of his contract to occupy booth space and to forfeiture of any moneys paid on account thereof. Upon due notice of such cancellation, Show Management shall have the right to take possession of the exhibitor's space, remove all persons and properties of the exhibitor and hold the exhibitor accountable for all risks and expenses incurred in such removal.
30. **Accounts in Good Standing:** Accounts must be current in order for exhibitors to be allowed the right to receive freight and set up at show site. Furthermore, if a company has a balance due for their 2023 booth, booth personnel will not be permitted to register onsite, collect badges, or set up their booth until payment is provided for balance due. The GBTA Canada appointed General Service Contractor will hold the company freight at the dock doors until payment is made to GBTA Show Management.

Final Note: In the event that unforeseen events make it necessary, Show Management will have the right to amend these rules and regulations or make additions thereto, and all such amendments or additions shall be made known promptly to each exhibitor. Exhibitors will be required to adhere to all rules and regulations provided in the Exhibitor Service Manual, including but not limited to conditions and regulations of the Metro Toronto Convention Centre. This agreement shall be governed by, and construed and enforced in accordance with the laws of the Commonwealth of Virginia.