



August 23 – 24, 2009
International Centre
Toronto, ON
Canada

GENERAL INFORMATION 

GENERAL INFORMATION



NEED TO KNOW ABOUT THE SHOW

SHOW SCHEDULE

DATES	MOVE-IN Times	SHOW Times	MOVE-OUT Times
FRIDAY 08.21.09	8:00 am - 6:00 pm		
SATURDAY 08.22.09	8:00 am - 6:00 pm		
SUNDAY 08.23.09		10:00 am - 6:00 pm	
MONDAY 08.24.09		10:00 am - 6:00 pm	6:30 pm – Midnight
TUESDAY 08.25.09			7:00 am - 12:00 pm

SHOW SITE

The International Centre

6900 Airport Road
Toronto, Ontario L4V 1E8
Phone: (905) 677-6131
Toll Free: (800) 567-1199
Fax: (905) 677-3089

The International Centre is located on the southeast corner of Airport Rd. and Derry Rd. in Toronto, just minutes north of Pearson International Airport and easily accessible from Highways 401 and 427. A map is available in the **Forms section**.

SHOW ADMISSION

Admission is free to trade and business visitors only, by invitation.

SHOW MANAGEMENT

Music Industries Association of Canada

505 Consumers Road, Suite 807
Toronto, Ontario M2J 4V8
Phone: (416) 490-1871
Toll Free: (877) 490-6422
Fax: (416) 490-0369
Toll Free: (877) 809-8600
Web Address: www.miac.net and www.palshowcase.com

SHOW STAFF

Barbara Cole
General Manager
barbara@miac.net

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Advertising Manager
murton@murtonco.com

Janice Secchiano
Trade Show Coordinator
janice@miac.net

Al Kowalenko
Executive Director
al@miac.net

SHOW OFFICE

LOCATION

Hall 5 Mezzanine Level

Our staff will assist you with any questions or problems you may have before, during and after the show. The show office phones will be effective, Friday, August 21, 2009.

Phone: (905) 678-4431
Fax: (905) 678-4433



SHOW OFFICE HOURS

FRIDAY 08.21.09	SATURDAY 08.22.09	SUNDAY 08.23.09	MONDAY 08.24.09	TUESDAY 08.25.09
7:00 am - 6:00 pm	7:30 am - 6:30 pm	9:00 am - 6:30 pm	9:00 am - 11:30 pm	9:00 am - 1:00 pm

EXHIBITOR REGISTRATION

Upon arrival for set-up at the **International Centre**, exhibitors must check in at the **Exhibitor Registration Desk** located in the Lobby of Hall 5 for their **identification badges** before entering the hall. Exhibitors who return their Exhibitor Badge Request Form by July 31, 2009 and their booth space is paid in full, may receive their exhibitor badge by mail.

Booth personnel who do not receive their badge in the mail must present a business card at the Exhibitor Registration Desk to receive an Exhibitor Badge. This badge must be worn during move-in and move-out days, and the two days of the show.

Be sure to order exhibitor badges for all demonstrators or models who will be working in your booth.

Exhibitor registration will be open according to the following schedule:

FRIDAY 08.21.09	SATURDAY 08.22.09	SUNDAY 08.23.09	MONDAY 08.24.09
12:00 pm - 5:00 pm	10:00 am - 5:00 pm	9:00 am - 6:00 pm	9:00 am - 5:00 pm

SHOW COLOURS AND CARPET

The show colours for the MIAC 2009 & PAL Show exhibit areas will be Black & White Drape with Black Aisle Carpet for Hall 5 and Green & White Drape with Green Aisle Carpet for Hall 4A.

Booth carpet is not automatically provided as part of your exhibit space. To order your booth carpet and other furnishings, please refer to the **GES Exposition Services Forms** for pricing and ordering instructions.

NOTE: All booths must be carpeted.

VISITOR BADGE COLOUR CODES

All Visitors will have badges according to the following colours:

PAL Visitor ----- **PURPLE**
Audio, Audiovisual, Lighting, Staging, Truss & Rigging, Video
Projection

PAL Visitor ----- **ORANGE**
Broadcast, Recording & Post Production, Live Sound,
Worship, Corporate, Other

MIAC Visitor ----- **YELLOW**
Artist, Band/Orchestra Member, Publisher, Importer/Exporter,
Other

Educator ----- **YELLOW**
Retailer Buyer/Dealer ----- **RED**
Non-Exhibiting Supplier, Distributor ----- **NAVY**

Exhibitor ----- **BLUE**
Exhibitor Employee ----- **GREEN**
Manufacturer's Rep ----- **GREEN**


Media ----- **GREY**
Speaker ----- **GREY**
Show Management Staff, Contractors ----- **CLEAR**

TRAVELLER'S INFORMATION

HOTEL ACCOMMODATION

A limited number of blocked rooms have been reserved at a special rate for exhibitors and visitors at the following hotel:

The Toronto Airport Marriott
901 Dixon Road
Toronto, Ontario M9W 1J5
Phone: (416) 674 -9400
Toll Free: (800) 905 -2811
Fax: (416) 674-8292

 **Note: Discounted group rate is only available until July 18 or while space is available.**

Single/Double: \$119.00

ABOUT TORONTO

A recent issue of *Fortune Magazine* listed Toronto as the best city in the world in which to live. The article states: "The city's growing charms have lured the expanding entertainment, bio-technology, and telecommunications industries. It's still the safest city in North America. It has avoided soulless suburban sprawl by nurturing its downtown and lakefront neighbourhoods; desirable residential areas have sprung up, along with restaurants, galleries, clubs, and lots and lots of parkland."

Toronto is the largest city in Canada; it is the capital of Ontario, and is Canada's corporate capital and leading business address. It is home to more nationally and internationally top-ranked companies than any other Canadian city. The city's business infrastructure makes modern business in Toronto seamless. It is the fifth-largest city in North America with a diverse population of 4.4 million people. Nearly all of the world's culture groups are represented in Toronto and more than 100 languages and dialects are spoken.

Toronto is a cosmopolitan city with restaurants, nightlife, cultural, sports and recreational activities that reflect old and new cultures. Toronto has extensive live theatre and shows, orchestras and dance companies. It is the third largest theatre centre in the English-speaking world.

Some of these include:

- National arts organizations such as the Canadian Opera Company.
- The National Ballet of Canada and the Canadian Stage Company.
- A number of admired professional sports teams – the World Series Champion Toronto Blue Jays (baseball); the Toronto Maple Leafs (hockey); the Toronto Argonauts (football); and the Toronto Raptors (basketball); Toronto FC (major league soccer)
- The nation's tallest free-standing structure – the CN Tower.
- An impressive number of museums and galleries including the Royal Ontario Museum and the Art Gallery of Ontario.
- The Ontario Science Centre.
- A thriving theatre scene ranked third in the world after London and New York.

For more information about Toronto, please check out the following Toronto web sites: www.torontotourism.com and www.toronto.com

Telephones:

The Greater Toronto Area is covered by three area codes: 416, 905 and 647. You must dial the area code before the seven-digit number. In general terms, the core areas of the city use 416 and 647, while the suburbs use 905. All calls within or between 416 and 647 are local calls; calls between 416/647 and 905 or within the 905, may be either local or long distance.

DESTINATION INFORMATION

Tourism Toronto (CVB)

The Toronto Convention and Visitors Bureau is available to assist you in obtaining hotel and housing information.

General Inquiry: (416) 203-2600
Visitor Information: (416) 203-2500
Toll Free: (800) 363-1990
Housing/Accommodation: (416) 203-3815

Emergency Telephone Numbers

Police Department: 911
Ambulance Service: 911
Fire Department: 911

CANADA INFORMATION

Currency Exchange and Usage

The Canadian currency is the Canadian dollar, and is based on a decimal system. The relative value of the U.S. and Canadian dollar varies depending on economic conditions. To get the best rates, exchange your money at a financial institution or currency exchange outlet in the United States or Canada.

CANADA CUSTOMS

For more detailed information please refer to the **Shipping & Customs Section** of this manual.

Canadian Entrance Requirements

Native-born U.S. citizens require passports. A birth certificate that shows citizenship, plus a picture I.D. will be required. Naturalized citizens need naturalization certificates or other evidence of citizenship. Permanent residents (who are not citizens) need their alien registration card. Visitors from countries other than the U.S. must have a valid passport, and a visa may be required. Visitors should direct their inquiries regarding visa applications and valid travel documents to the Canadian Embassy in their home country.

HOSPITALS

**William Osler Health Centre
Etobicoke General Hospital**
101 Humber College Blvd.
Toronto, Ontario
Phone: (905) 494-2120 x7

Brampton Civic Hospital
2100 Bovaird Drive East
Brampton, Ontario L6R 3J7
Phone: (905) 494-2120 x1

Credit Valley Hospital
2200 Eglinton Avenue West
Mississauga, ON L5M 2N1
Main Hospital Line (905) 813-2200
Ambulatory Care (905) 813-2744
(905) 813-2766

TRANSPORTATION

Toronto Transit Commission
(Routes/Services/Fares/Schedules)
Phone: (416) 393-4636

Go Transit

(Georgetown to downtown train accessible by tunnel in parking lot near Hall 4) (416) 869-3200

Arrow Cab Limited (416) 233-1111

Crown Taxi (416) 750-7878

Airport Limousine (416) 225-1555

Aerofleet Services (416) 449-4990 (800) 268-0905

**Air Flight Services/
Airport Taxi Service** (416) 445-1999

Airline Limousine (416) 675-3638 (905) 676-3210

AIRPORT

Toronto Pearson International Airport

Corporate Affairs & Communications
Greater Toronto Airports Authority
P.O. Box 6031
3111 Convair Drive
Toronto AMF, Ontario L5P 1B2

GTAA

Administration: (416) 776-3000

Airport Information:

Terminal 1: (416) 247-7678
Terminal 3: (416) 776-5100
Toll Free: (866) 207-1690
TTY: (416) 776-3843
TTY Toll Free: (866) 603-4495

Lost and Found:

Terminal 1: (416) 776-7749
Terminal 3: (416) 776-7751

AIRLINE INFORMATION

Airline	Reservations	Arrivals & Departures
Air Canada	(888) 247-2262	(888) 422-7533
American Airlines	(800) 433-7300	(800) 223-5436
United Airlines		
Domestic:	(800) 864-8331	
International:	(800) 538-2929	
US Airways	(800) 943-5436	

SHOPPING CENTRES

Woodbine Centre

Hwy. 27 & Rexdale Blvd.
(416) 674-5200

Westwood Mall

7205 Goreway Dr., North of Derry Road
(905) 677-5441

GENERAL FACILITY INFORMATION

EXHIBITOR PARKING


The International Centre has approximately 5,000 parking spaces. Free parking on-site for exhibitors and visitors.

FLOOR MANAGERS

A team of floor managers, material handlers, transportation experts and decorators will be on duty to assist you with any problems you may have and to ensure that the move-in and move-out of your exhibit is a trouble free experience.

FOOD & BEVERAGE SERVICES

The International Centre has its own exclusive in-house catering department to meet your catering needs. For further information or questions regarding available services, please call the food and beverage department at (905) 678-5610.

 **NOTE:** The International Centre does not permit the distribution of any food or beverages from exhibitor's booths, unless they have been purchased from the facility.

FIRST AID STATION

A paramedic will be on duty during the show days. The first aid office is located at the back of Hall 5. In case of emergency before or after the show, please dial 911.

PAGING/MESSAGES

The facility public address system is reserved for emergencies only and is located in the Show Office.

LOST AND FOUND

For lost and found articles, please see a security supervisor or go to the Show Office.

WASHROOMS

Washrooms are located throughout all halls. Baby changing counters are located at Hall 1 entrance. Wheel chair accessible washrooms, unisex are located at Hall 1 entrance, south side.

SAFETY & SECURITY

Every reasonable precaution will be taken to protect exhibitor property during the installation, exposition and dismantling periods. However, neither the Music Industries Association of Canada (Show Management), service contractors nor the International Centre are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes. Show Management recommends that exhibitors make special arrangements with the Official Security Contractor for additional protection of their booth.

EXHIBITOR'S INFORMATION

What's Included & Exhibitor's Responsibilities

WHAT IS INCLUDED?

MATERIAL HANDLING



The PAL Show 2009 **FREE** material handling service includes the unloading of inbound shipments, movement of exhibit material to the exhibitor booth, crate storage and return, and movement of exhibit material from the booth to the loading docks. (Does not include assembly and disassembly).

Forklifts with drivers and crate storage are provided at no cost to the exhibitor. Dollies and hand trucks are also available for exhibitor use at the receiving entrances on a first-come, first-served basis without charge. For more detailed information, please refer to the **Exhibitor Move-In & Move-Out section**.

INVITATIONS and COMPLIMENTARY PASSES



Exhibitors are encouraged to extend personal invitations to their customer base in advance of the show urging visits to exhibit booths. Show Management has developed **Complimentary VIP Guest Passes** for exhibitors' to distribute to their customers and prospects. The VIP Guest Passes are available for download. Please email janice@miac.net for the required password.

SHOW DIRECTORY / BUYERS' GUIDE

As an exhibitor, you are entitled to a free listing of your company name, address, booth number and product listing. This guide will be distributed to every attendee. A copy of the Show Guide Listing Form is located in the **General Forms section**.

June 30 Deadline

STANDARD BOOTH EQUIPMENT

Standard booth equipment is furnished to all exhibitors who occupy linear/in-line or peninsula booth configurations. This consists of an 8' high draped back wall and 3' high draped sidewalls and a booth identification sign (7" x 44"), with the exhibitor's name and booth number. Island booths do not receive any standard booth equipment.



Please complete and return the **Free Drape Requirements form** by July 10 to ensure you receive the appropriate standard booth equipment or to request that it NOT be set-up in your exhibit space.

July 10 Deadline

EXHIBITOR'S RESPONSIBILITIES

EXHIBITOR REPRESENTATIVE

Each exhibitor will be required to appoint at least one authorized individual to represent their company in all dealings with Show Management. Each exhibitor will furnish Show Management with the name of its official representative at the time it submits its space application.

This representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible.

It is the responsibility of the exhibitor to notify Show Management with the name of another representative in case the primary representative is unavailable.

ORDERING SERVICES & MATERIALS

Please determine which forms you will require for your booth's needs and make note of the individual contractor for their services, terms of payment, and deadline dates for returning the order forms. An **Exhibitor Checklist** can be found on the manual main page of the website. The various service forms required to complete the physical aspects of your booth are found in the **FORMS section**. Advance ordering of varied services and materials will save you both time and expense. Discounts are available on many items by advance ordering. These same services and furnishings may also be ordered on-site; however, be forewarned that on-site orders are expensive and availability cannot be guaranteed.

OFFICIAL SERVICE CONTRACTORS

Show Management has contracted a select group of companies to perform various tasks and services needed to conduct the show. The list of services identified below is provided by the show's appointed official contractors. It is recommended that the appointed official contractors be used when ordering services or supplies. Non-official contractors may be used provided that the **EAC Exhibit Installation Notification Form** has been completed and all other stipulations have been met. Please refer to the Service Contractors section in the *General Information* or the **Exhibitor Appointed Contractors section** for more details. The form is located in the **General Forms section**.

The following services or supplies are provided by our official contractors:

• Advance Warehousing	• Labour
• Audio Visual and Computer Rentals	• Lead Management System
• Booth Cleaning	• Signage
• Booth Furnishings	• Signage Installation
• Catering	• Telecommunications
• Electrical/Lighting	• Transportation & Customs
• In Booth Forklift	

Please refer to the **Show Suppliers & Contractors section** for a listing of the companies contracted for each of the above-noted services. Questions pertaining to a specific service should be directed to the respective service provider.

GES Canada is the Official General Contractor for the PAL Show 2009. They are responsible for the efficient operations of the show including booth decorating and set-up, labour, carpentry, scheduling freight at the loading dock, keeping aisles clear and delivering freight to the booths. GES will handle all material handling (drayage) at the show, which includes the operation of any mechanical lifts. The Exhibitor Manual contains order forms for all services available from GES Canada or you can access the GES

internet online ordering service. You may order GES show services 24 hours a day from anywhere you have access to the internet at www.gesexpo.ca.

Please note that rental costs are less expensive when pre-ordered. On-site orders are costly and may delay set up. Moreover, on-site orders must be paid for in full before installation. Only Cash, American Express, Visa or MasterCard will be accepted.

Exhibitors who plan to use the services of the Official General Contractor should complete and return the required service forms to GES Canada. Exhibitors who plan to use a contractor other than the Official General Contractor to install and dismantle their exhibits must complete the EAC Exhibit Installation Notification Form located in the **General Forms section**.

GES Canada
Exposition Services
5675 McLaughlin Road
Mississauga, Ontario L5R 3K5

Contact: Exhibitor Services Dept.
Phone: (905) 283-0500
Fax: (905) 283-0501

GES will maintain a service desk in Hall 5 for any questions during the show. Please complete and forward one copy of each of the enclosed GES order forms as soon as possible, listing the items desired for your booth.

GES Advanced Orders Deadline is July 31.

INSURANCE

Exhibitors must obtain a rider on their existing policy protecting them against damage, loss or theft of their materials or displays during move-in, show days and move-out. Should an exhibitor not have an existing policy, a policy can be purchased for the duration of the show from **Nacora Insurance Brokers Ltd.** An application form is located in the **Additional Services Forms section**.



HEALTH AND SAFETY

OVERVIEW

Preventing injury is of the utmost importance and every possible measure must be taken to provide a safe, healthy work environment.

All exhibiting companies, their employees and/or hired workers must comply with the Ontario Occupation Health & Safety Requirements as they pertain to Trade Shows. This includes, but is not limited to all persons involved in the move-in/move-out process (ie., set-up and tear-down of a trade show) must be properly dressed and equipped to work safely in specific areas of the show deemed by the Act, or by an on-site Safety Inspector, or member of Show Management staff, as an 'industrial' environment which may involve the use of heavy equipment (forklifts, etc.), as well as 'overhead activities' (hanging signs, lights, etc.). These areas, including areas in and around booths, may be marked off with safety cones or caution tape. Only persons wearing hardhats and safety shoes will be permitted into these areas until all work is completed.

Working in sandals/flip-flops/open-toed shoes/bare feet, etc. is strictly forbidden on the show floor. Any individual wearing inappropriate footwear will be prevented from entering the show floor by security.

Exhibitors are responsible for the health and safety of all employees and other persons on the show floor who are directly or indirectly under their supervision. Exhibitors are also responsible for informing/contacting all persons they will be hiring (ie. staff and any outside contractors hired to set up their booth, bring in their product, or anyone required to be on the show floor during move-in and out), that they must wear safety shoes, as well as any other necessary protective equipment, to keep them safe from injury.

For further details please read the document prepared by CAEM, the Canadian Association of Exposition Management entitled "HEALTH AND SAFETY BEST PRACTICE GUIDELINES FOR THE EXPOSITION INDUSTRY IN CANADA"



EXHIBITOR ROLE AND RESPONSIBILITIES

(excerpt from the CAEM Health & Safety Best Practice Guidelines – January 2009)

An Exhibitor, as an employer:

- must establish a health and safety policy and program for the organization as required by local health and safety legislation.
- ensure their employees comply with all required safe work practices.
- ensure that, where reasonably applicable, any employees appointed as supervisors have been adequately trained in local health and safety legislation and have a good understanding of the industry hazards & controls as it relates to their Show.
- ensure that employees have been properly trained to carry out all their job tasks safely as required.
- Educate themselves on local health and safety legal requirements, hazards and controls related to the show.
- Review all health and safety documentation provided by the Show Organizer, and ensure it is communicated to all personnel (including any Contractors) that will be involved in the show.
- Become familiar with first aid and emergency evacuation procedures and ensure they are communicated to all personnel/Contractors that will be involved in the show on their behalf.
- If hiring any Contractors to install/dismantle their booth they must ensure the Contractors are competent and aware of all required safe work practices and comply with them.
- Monitor and enforce safe work practices of any personnel/Contractors working at their booth.
- Comply with all the Safety rules and precautions as directed by the Show Organizer.
- Must not access crate storage areas unless specifically authorized to do so.
- Must respect and give right of way to vehicle traffic during move-in and move-out activity.
- Make every effort to keep aisles clear and clean of debris at all times during the show.
- Report any accident or incident to the Show Organizer when it occurs.
- Comply with all safety rules while working in or accessing any common areas.