EXHIBITOR KIT 2018

Security Canada
OTTAWA
Ottawa Conference and Event Centre
Ottawa, Ontario
May 9, 2018

CANADA’S LARGEST SECURITY SHOWS

www.securitycanadaexpo.com
Dear Exhibitor,

Welcome to Security Canada Ottawa International Security Conference & Exposition!

The Canadian Security Association (CANASA) has produced this manual as a source of information to assist you in the successful planning of your exhibit.

Please read this manual carefully to address any questions or concerns that you may have.

This kit makes use of bookmarks so that you may quickly jump to the pages you need. To display the Bookmarks panel when a file is opened, follow these steps:
2. In the Document Properties dialog box that opens, select the Initial View tab.
3. From the Navigation drop-down list, choose Bookmarks Panel and Page and then click OK.

Should you require any additional information please contact us at (905) 513-0622 or (800) 538-9919.

Sincerely,

Steve Basnett
Steve Basnett CEM
Director, Trade Shows and Events
**Exhibitor Check List**

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<th>Item</th>
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<th>Complete</th>
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<td>Show Guide Listing Form (only if contact info differs from contract)</td>
<td>March 26</td>
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<td>Exhibitor Badge Request</td>
<td>April 8</td>
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<td>Hotel Room Group Rate Deadline</td>
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<td>Order Lead Retrieval Units (Scanner)</td>
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<td>Advise Booth Staff of Return Shipping Procedures</td>
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<td>Return Shipping Labels and Waybill</td>
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**Important Exhibiting Information**

**Show Hours**

The show will **open at 11:00 a.m. and close at 4:00 p.m.**
Please advise your booth staff so they can book their flights accordingly.

**Set Up Hours**

Set up begins at 7 a.m. and all exhibits must be set up and the floor cleared for the cleaners by 10:30 a.m.

**Booth Size**

The booths on the show floor are 10’ wide by 8’ deep and will accommodate a floor standing pop up display. A 6’ draped table is provided.

**Important Information**

Exhibitors do not need to bring their own carpet. The floor covering is at the discretion of the venue.

**Lead retrieval is available** at this show. Please refer to the form in this kit.

We strongly advise that you bring a good quality surge protector along with your extension cord and power bar as we cannot control fluctuations in the power provided.

As in previous years storage will not be provided on-site. Your shipping material will need to fit under your draped table or you will need to make alternate arrangements.
GENERAL OVERVIEW

SHOW PRODUCTION
Canadian Security Association
50 Acadia Ave., Suite 201
Markham, Ontario
L3R 0B3
Phone: (905) 513-0622 or (800) 538-9919
Fax: (905) 513-0624
Email: sbasnett@canasa.org

PURPOSE
The Security Canada Ottawa International Security Conference & Exposition has been designed to provide attendees with education and information on products and services.

EXPOSITION SCHEDULE

Wednesday, May 9, 2018
7:00 a.m. Exhibitor Registration Opens
7:00 a.m. - 10:30 a.m. Exhibit Set-up
11:00 a.m. Exhibits open with buffet lunch on show floor
3:00 p.m. Cocktail reception on show floor
4:00 p.m. Exhibits close
4:01 p.m. Tear Down Begins

VENUE
Ottawa Conference and Event Centre
200 Coventry Road
Ottawa, Ontario
K1K 4S3
SPECIFIC INFORMATION

ACCOMMODATIONS

The host hotel for Security Canada Ottawa is the Courtyard by Marriott Ottawa East 200 Coventry Road, Ottawa, Ontario. The rate is $125.00 per room, per night, plus taxes. The **deadline for reservations** is **April 8** and the phone number is (613) 741-9862. **In order to receive the show rate you must mention at the time of reservation the group code Security Canada.**

ADVANCE WAREHOUSE

Freeman Decorating has been chosen as our General Contractor. They can arrange for advanced storage and delivery of your exhibit as well as storage during the show. Exhibitors are responsible for any drayage or storage charges incurred. Please contact Freeman directly at 613-748-7180.

AIRLINE

Air Canada has been appointed the official airline. When booking please use **PROMOTION CODE X76VQ3U1**.

CANADA CUSTOMS

For U.S. based Exhibitors; the official customs broker is Lange. Please contact the official broker or the broker of your choice, to find out all the regulations for clearance of your display materials. Please refer to the enclosed document from Revenue Canada.

CUSTOM BROKERAGE

The Official Customs Broker for Security Canada is Lange. For more info contact:

Lange
3965 Nashua Drive, Mississauga, ON, L4V 1P3
Attn: Amanda Parsons
Tel: 905-362-4383
Fax: 905-362-1285
Email: amandap@langeshow.com
DISPLAY

Each space is 10 ft. wide by 8 ft. deep. Each Exhibitor will be provided with a 2 ft. x 6 ft. draped table. There will be draping for the back wall (8 ft. high) and side railings (3 ft. high).

Exhibits may not exceed 8 ft. in height and all visible areas must be finished. Display material must fit within the booth space. No part of the structural display at its full 8 ft. height may extend out more than 3 ft. from the back wall. The remaining frontage may not exceed 4’ in height to allow for greater visibility to all booths.

Show management reserves the right to adjust or remove an Exhibitor’s display should it exceed the intent of the environment or to accommodate those products that do not fit or block the sight line of other Exhibitors.

ELECTRICAL SERVICES

Every booth will have access to a basic electrical outlet; however, you must provide your own extension cords and power bars. Should you require extra power please contact show management.

We strongly recommend that you bring a surge suppressor as neither show management nor the facility is responsible for power fluctuations.

EXHIBITOR BADGES

There will be five complimentary Exhibitor badges per booth. Exhibitors wishing to purchase additional badges for staff may do so at a cost of $30.00 each (plus applicable taxes). This cost is to help offset the food and beverage that will be served throughout the day. The email you received with this kit should also contain a link to the badge ordering site as well as your username.

EXHIBITOR LIST & FLOOR PLAN

Please refer to the show website for the latest floor plan and list of Exhibitors including booth numbers.

http://securitycanadaexpo.com/exhibitor/ottawa/ottawa-floor-plan/

FURNITURE RENTAL

One 6’ draped table is provided. If you need to order additional furniture please contact Freeman directly at 613-748-7180.

INTERNET

Wireless internet is available by logging on and following the Data Valet prompts to pay by credit card on-site.
| **LEAD RETRIEVAL** | Lead Retrieval units (scanners) are available at this show. Make the most of your investment by ensuring you capture contact information from everyone you meet. To order please use the form in this kit. |
| **MOVE IN** | Booths will be identified upon arrival to assist Exhibitors with their set-up. Move in is from 7:00 a.m. - 10:30 a.m. on the morning of the show. |
| **MOVE OUT** | The exposition will close at 4:00 p.m. Please advise your staff not to tear down your display until that time and to book their travel accordingly in fairness to those attendees who come after work. Per the terms of your contract an early dismantle fee of $500 will be assessed to those tearing down early. |
| **RESOURCES** | Please visit the Exhibitor resources page for show promotional material including customizable e-flyers you can send to existing and potential customers to invite them to your booth: [http://securitycanadaexpo.com/exhibitortools/](http://securitycanadaexpo.com/exhibitortools/) |
| **SHIPPING** | The hotel will not accept shipments before May 8. Please plan accordingly. If your shipment might arrive earlier please arrange for advance warehousing through Freeman. They can arrange for advanced storage and delivery of your exhibit as well as storage during the show. Exhibitors are responsible for any drayage or storage charges incurred. Please contact Freeman directly at 613-748-7180. Sample shipping labels have been included in this kit. Please refer to the Shipping Information sheet for more information. |
| **SHOW GUIDE** | We will be producing a show guide, which will list all Exhibitors, floor plan and agenda of the event. This issue will be distributed to all attendees at the show. Your company info will appear as you entered it on your contract unless you submit the enclosed Directory Listing form with updated information by March 26. |
| **STORAGE ON-SITE** | Storage will NOT be provided on-site. You will, however, be able to store small items under your draped table. You will need to make arrangements to store large items off site. |
USEFUL HINTS

The secret to enjoying a successful exhibition is pre-planning and organization. The following few hints may help you achieve an efficient, problem-free exhibit.

1. Let your customers know that you are participating in Security Canada. Inform them of your booth number in special mailings, through trade publication advertising, email blasts, reminders on your invoices and email signatures and by using the customizable e-flyer located on the link below: http://securitycanadaexpo.com/exhibitor/tools/.

2. Tell your customers they can meet and talk with your top executives and have your company officials remain throughout the show.

3. Use your exhibit space to put up an eye-catching display that keeps buyers and their interests in mind.

4. Make sure your booth display conveys your sales and product message, as well as the kind of image you want to create for your company.

5. Plan an interesting, functional display that will spotlight the advantages of your product or service.

6. Prepare and have available at your booth, effective promotional material to hand out to buyers.

7. Most important of all, have something new for the show and promote it! It can be new products, new pricing policies, or a new service. Attendees are always looking for new ideas at each Security Canada show.

8. Promote, promote, promote. Take advantage of some of the marketing/promotional opportunities that show management is offering. If you want to do something not currently offered please contact us, we would be happy to work with you.
Show Guide Listing

We will be producing a show guide that will list all Exhibitors, a floor plan and an agenda of the event, which will be given to all attendees when they pick up their badge. This listing is included as part of your booth package.

Your company listing will AUTOMATICALLY BE INCLUDED as it appears on your contract unless otherwise specified in the space below.

Please type or print clearly and fax back to (905) 513-0624 or email to lwawryk@canasa.org

Company Name: ________________________________

Contact Email: ________________________________

Booth #: ________________________________

Sales Contact: ________________________________

Sales Contact’s Phone #: ________________________________

Member of Canasa: ☐ Yes ☐ No

Return form to CANASA no later than March 26, 2018

*** You do not need to complete this form unless you wish your listing to differ from the information you provided on your contract.
IMPORTANT SHIPPING INFORMATION

Beginning on Tuesday May 8 the Ottawa Conference and Events Centre will accept clearly labeled shipments from Security Canada Ottawa Exhibitors. They will not accept anything prior to May 8. If you are shipping to the show you must use the included labels so they may easily identify SC Ottawa shipments. Failure to do so may result in your shipment not being accepted.

Exhibitors will need to store their own items under their tables. No storage is provided on-site.

At show close Exhibitors must prepare their items for shipment, clearly label them, including their name and the event name, and attach a completed bill of lading. The “Shipper’s Information” on the Bill Of Lading must be your company name and address, or your personal name and address, not the hotel’s. Once this is done please advise the Front Desk.

All shipments must be picked up by end of day May 10 or storage charges will apply.

Exhibitors will need to bring their own courier way bills and arrange with their courier for pick up. The hotel is not able to do this.

We have arranged with Freeman to provide advance warehousing, storage, drayage and return shipping services for those wishing the convenience of these services or who have items for storage that will not fit under their table. This will be at your expense. Please contact Freeman directly at 613-748-7180.

PLEASE FORWARD THIS INFORMATION TO THE STAFF WORKING YOUR BOOTH TO AVOID ANY CONFUSION OR LOST SHIPMENTS.
Ship To: Ottawa Conference and Event Centre
200 Coventry Road
Ottawa, Ontario, K1K 4S3
Loading Dock Entrance
613-288-3450

Please Hold For: Security Canada Ottawa
May 9, 2018
Booth #: _________
Exhibiting Company: ________________________
Exhibitor’s Full Name: _______________________
Exhibitor’s Contact Number: ________________
Piece ______ of __________

Ship To: Ottawa Conference and Event Centre
200 Coventry Road
Ottawa, Ontario, K1K 4S3
Loading Dock Entrance
613-288-3450

Please Hold For: Security Canada Ottawa
May 9, 2018
Booth #: _________
Exhibiting Company: ________________________
Exhibitor’s Full Name: _______________________
Exhibitor’s Contact Number: ________________
Piece ______ of __________
LEAD RETRIEVAL OPTIONS
Security Canada Ottawa
Ottawa, Ontario

Easily Capture, Qualify & Connect With Potential Buyers

Option 1: Mini Scanner

This unit is based on single dimensional barcodes that contain an attendee number. You receive a hand-held laser scanner/data storage unit able to read barcodes from a distance of approximately 8”. The system is compact, lightweight, portable and easy to use.

The all-inclusive rental cost includes the scanner, download, exhibitor portal link for data and reports, leads in an excel file that can be exported, standard follow-up codes. No extra power required.

BENEFITS OF LEAD RETRIEVAL

- Easy To Use
- Flexible & Reliable
- No power required
- Secure Portal
- Customizable Options
- Qualified Leads

To order your lead retrieval unit(s), please visit the link below. For onsite orders, please visit the lead retrieval counter at the event.

www.microspec.com/mslr/SCO18
Canada Border Services Agency  
International Events and Convention Services Program  
191 Laurier Ave, 12th Floor  
Ottawa, ON  K1A 0L8

December 15, 2017  

Canadian Security Association  
50 Acadia Avenue, Suite 201  
Markham, ON  L3R 0B3  

Attn: Steve Basnett

Dear Mr. Basnett:

In response to your correspondence dated December 5, 2017 the Canada Border Services Agency (CBSA) - International Events and Convention Services Program (IECSP) officially recognizes the following event:

| Security Canada Ottawa Trade Show  
May 9, 2018  
Ottawa Conference and Event Centre  
Ottawa, Ontario |

The information provided to the CBSA states there will be approximately 500 attendees to which 5% are foreign to Canada and that the event is closed to the general public with no sales.

As outlined in your correspondence, this event is expecting approximately 14 foreign exhibitors who will be importing display booths, product literature and industry-related products for use at the event.

It should be noted that, non-Canadian exhibitors may import temporarily as outlined in the provisions of tariff classification **9993.00.00.00** duty free, on the condition that the goods will be exported from Canada upon the completion of the event.

Goods imported as “giveaways” must also be accounted for at time of release on a **Form B3** with all applicable duties and/or taxes collected at the time of importation.

Under certain circumstances, the CBSA may waive the requirement for goods being temporarily imported to be documented on the Temporary Admission Permit (Form **E29B**) as well as the posting of a security deposit.

At the time of exportation, goods granted temporary admission on a Form E29B or Carnet must be presented along with importer’s/owner’s copies of the appropriate documentation to CBSA for verification and certification. This presentation may occur at a CBSA office inland or at the port of export, depending on the circumstances involved and is necessary for you to receive a refund of any securities posted. Please note that the refund is not immediate.

The IECSP has been informed that Academy Customs & Traffic has been designated as the official customs broker for this event. If you have any questions regarding importing event materials into Canada or if you wish to inquire as to the brokerage services provided, please contact Greg Thompson at 905-677-9834.
CBSA requires everyone seeking admission into Canada to properly declare themselves to CBSA by providing accurate identification. CBSA will accept a valid passport as proof of citizenship.

Persons who have been convicted of any criminal offences may be inadmissible to Canada. For more information please visit:  www.cic.gc.ca/english/information/inadmissibility/index.asp

If you have attendees from visa-requiring countries (www.cic.gc.ca/english/visit/visas.asp), please contact the Special Events Unit of Citizenship and Immigration Canada (CIC) at special.events@cic.gc.ca with the specifics of your event. They will assess the visa requirements of your event.

Visa-exempt foreign nationals, excluding U.S. citizens, now require an Electronic Travel Authorization (eTA) to fly to or transit through Canada. For more information please visit:  www.cic.gc.ca/english/visit/eta-start.asp

To facilitate border procedures during entry into Canada, each participant should have a copy of this letter and be in possession of an itemized list of articles stating description, quantity and value for presentation to CBSA officials.

Please do not hesitate to contact the undersigned if you have any questions or require additional information.

Sincerely,

Ian Donald
National Coordinator, International Events and Convention Services Program (IECSP)
Canada Border Services Agency
Tel: 613-941-4965 Fax: 613-998-5584
Email: Ian.Donald@cbsa-asfc.gc.ca
Government of Canada

cc. Academy Customs & Traffic

The information you provide in this document is collected under the authority of Section 107(9) of the Customs Act for the purpose of the facilitation of border coordination services for organizers of international events being held in Canada. The information may be disclosed to Other Government Departments and/or Agencies (e.g. Citizenship and Immigration Canada) for the purposes of providing assistance with admissibility requirements.

Individuals have the right of access to, the protection and correction of their personal information under the Privacy Act – Section 12. The information collected is described under the International Events Personal Information Bank CBSA PPU 040 which is detailed at www.cbsa.gc.ca/agency-agence/reports-rapports/pia-efvp/atip-aiprp/infosource-eng.html