



Security Canada

*INTERNATIONAL SECURITY
CONFERENCE & EXPOSITION*

2010

Exhibitor Kit

Security Canada Atlantic

Ramada Crystal Palace
Moncton, New Brunswick
September 16, 2010

www.securitycanadaexpo.com | 1.800.538.9919

PRODUCED AND MANAGED BY THE CANADIAN SECURITY ASSOCIATION

Security Canada

INTERNATIONAL SECURITY CONFERENCE & EXPOSITION

Dear Exhibitor,

Welcome to **Security Canada Atlantic 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.

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

Sincerely,
Steve Basnett
Steve Basnett
Director, Trade Shows and Events

Security Canada

INTERNATIONAL SECURITY CONFERENCE & EXPOSITION

Exhibitor Check List

Item	Due Date	Complete
Directory Listing Form (only if contact info differs from contract)	August 9	
Hotel Room Group Rate Deadline	August 16	
Lead Retrieval Unit Rental Deadline	August 16	
Exhibitor Badge Request	August 27	
Advise Booth Staff of Return Shipping Procedures		
Return Shipping Labels and Waybill		

Important Exhibiting Information

Show Hours

The show will **open at 12:30 p.m.** with a buffet lunch and **close at 5:30 p.m.** Please advise your booth staff so they can book their flights accordingly.

Booth Size

Once again this is a **table top only** format. All items must sit on the table and not exceed 8' in height from the ground. There is **no floor space** available for displays.

Important Information

- **Lead Retrieval** services will be available at this show. Please see the flyer in this kit.
- As in previous years storage will not be provided on-site. Your shipping material will need to fit under your table.
- Exhibitors will **not** need to bring their own carpet. The floor covering is at the discretion of the venue.
- 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.
- Although we do not have a dedicated press room, members of the press are invited to attend and are not charged admission.

Important Dates

August 9	Directory Listing Form (only if contact info differs from contract)
August 16	Hotel Room Group Rate Deadline
August 16	Lead Retrieval Unit Rental Deadline
August 27	Exhibitor Badge Request

GENERAL OVERVIEW

SHOW PRODUCTION

Canadian Security Association
610 Alden Road, Suite 100
Markham, Ontario
L3R 9Z1
Phone: (905) 513-0622 or (800) 538-9919
Fax: (905) 513-0624
Email: tradeshowmanager@canasa.org

PURPOSE

The Security Canada Atlantic International Security Conference & Exposition has been designed to provide attendees with education and information on products and services through the exhibition.

CONFERENCE & EXPOSITION SCHEDULE

Thursday September 16, 2010

09:00 a.m. - 12:00 p.m.	Exhibit Set-up
12:30 p.m.	Exhibits open with Buffet luncheon on show floor
04:00 p.m.	Cocktail reception on show floor
05:30 p.m.	Exhibits close
05:31 p.m.	Tear Down Begins

SHOW SITE & HOST HOTEL

Ramada Crystal Palace

499 Paul Street
Dieppe (Moncton), NB
E1A 6S5
1-800-561-7108

SPECIFIC INFORMATION

ACCOMMODATIONS

The host hotel for Security Canada Atlantic 2010 is the Ramada Crystal Palace. The rate is \$132.95 per room, per night, plus taxes. The **deadline for reservations is August 16** and the phone number is 1-800-561-7108.

In order to receive the show rate you must mention at the time of reservation that you are with "SECURITY CANADA ATLANTIC".

ADMISSION COST

To encourage attendance there will be no charge to attend the exhibits, provided attendees pre-register prior to the deadline of September 9rd. On-site there will be a charge of \$20.00 for CANASA members and \$40.00 for non-members (this includes the applicable taxes).

ADVANCE WAREHOUSE

Lange Show Services have 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 Robert George directly at 800-668-5687.

AIRLINE

Air Canada has been appointed the official airline. When booking please use **PROMOTION CODE XNQUJYJ1**

CUSTOMS BROKERAGE

The Official Customs Broker for Security Canada is Commerce Tradeshow Logistics Group.

For more info contact:

Joe Clark

Commerce Tradeshow Logistics Group

2540 Matheson Blvd. Atlantic, Mississauga, ON, L4W 4Z2

Tel: (905) 673-5445

Fax: (905) 629-5660

DISPLAY

Booths are **table top only**. All items must sit on the table; no floor standing displays or accessories are allowed. Each exhibitor will be provided with a 2 ft. x 6 ft. draped table.

Exhibits may not exceed 8 ft. in total height and all visible areas must be finished. Display material must fit on the table.

DISPLAY Continued...

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 table will have access to a basic electrical outlet; however, **you must provide your own extension cords, power bars and surge protectors.** 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 3 free 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. Please complete the online Exhibitor Badge form to request badges for your staff no later than **AUGUST 27TH.**

<https://www.microspec.com/mers/login.cfm?code=sca2010>

EXHIBITOR LIST & FLOOR PLAN

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

http://www.securitycanadaexpo.com/en/attendees/atlantic/floor_plan.html

INTERNET

Wireless internet service is currently available at no charge. As the quality cannot be guaranteed we recommend you try to make alternate arrangements.

LEAD RETRIEVAL

Lead Retrieval units (scanners) are now available at this show. Make the most of your investment by ensuring you capture contact information from everyone you meet. To order please visit

<https://www.microspec.com/lr/sca2010>

MOVE IN

Booths will be identified upon arrival to assist exhibitors with their set-up. Move in is from 09:00 a.m. - 12:00 p.m. on September 16th, the morning of the show.

MOVE OUT

The exposition will close at 5:30 p.m. **Please advise your staff not to tear down your display until that time and to book their travel accordingly.**

REGISTRATION FORMS

Attendee registration is now available on our secure site. We would appreciate your help in promoting the show to your customers. To register please refer them to:

www.securitycanadaexpo.org/sca

SHIPPING

The hotel will not accept shipments before September 14th. Please plan accordingly. If your shipment might arrive earlier please arrange for advance warehousing through Lange Show Services at 800-668-5687. 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.

Shipping labels have been included in this kit.

Please refer to the Shipping Information sheet for more information.

SHOW DIRECTORY

We will be producing a show directory, 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 **August 9th**.

STORAGE ON-SITE

Storage will not be provided on-site. You will, however, be able to store small items under your draped table. All other freight must be stored off site. Please arrange for storage through Lange Show Services at 800-668-5687

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 Atlantic International Security Conference & Exposition**. Inform them of your booth number in special mailings, through trade publication advertising, email blasts and reminders on your invoices and email signatures.
2. Tell your customers they can meet and talk with your top executives and have your company officials remain throughout the Show!
3. Show Management suggests that you bring a supply of literature in both official languages (French and English) to the Show. This will ensure you will be better able to communicate with visitors.
4. Use your exhibit space to put up an eye-catching display that keeps buyers and their interests in mind.
5. 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.
6. Plan an interesting, functional display that will spotlight the advantages of your product or service.
7. Prepare and have available at your booth, effective promotional material to hand out to buyers.
8. 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.
9. Promote, promote, promote. Take advantage of some of the marketing / promotional opportunities that Show Management is offering such as sponsoring an email blast to pre-registered attendees. If you want to do something not currently offered please contact us, we would be happy to work with you.

LEAD RETRIEVAL OPTION

Security Canada Atlantic 2010

Ramada Crystal Palace, Moncton, New Brunswick
September 16, 2010

Would you go fishing without any bait? Then why would you exhibit at a show without a Lead Retrieval unit?

MicroSpec, the official registration and lead retrieval service provider for the event, offers you a fast, easy and reliable electronic method of capturing sales leads. Simply scan a barcode on the attendee's badge and the registration information from that attendee is recorded in your system. No need to collect business cards – which most attendees do not carry.

MicroSpec lead retrieval personnel are on-site throughout the show with fast and friendly service. Our staff floor-walk during show hours and visit booths multiple times a day ... ready to answer any questions exhibitors have.

The options available to you are listed below. If you have any questions regarding any of our services, please call our Lead Retrieval hotline at 888-780-9825 x208 or email us at

leadretrieval@microspec.com

SYSTEM 1 Barcode Scanning with Download



Based on a 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, and end of show email containing attendee information in ASCII-delimited format. Standard Follow-up codes included. **No extra power required.**

TO ORDER YOUR LEAD RETRIEVAL UNIT(S), PLEASE VISIT:

<https://www.microspec.com/lr/sca2010>

Show Directory Listing Form

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

We will be producing a directory 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 staff@canasa.org

Company: _____

Booth No.: _____

Sales Contact: _____

Sales Contact's Phone Number: _____

Member of Canasa: Yes No

Return form to CANASA no later than August 27, 2010

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

SECURITY CANADA ATLANTIC 2010

IMPORTANT SHIPPING INFORMATION

Beginning on Tuesday, September 14th the Ramada Crystal Palace will accept clearly labeled shipments from Security Canada Atlantic exhibitors. **They will not accept anything prior to September 14th.** If you are shipping to the Ramada Crystal Palace you must use the included labels so they may easily identify SCA shipments. Failure to do so may result in your shipment not being accepted.

You will need to pick up your shipment from the concierge on the morning of the show.

Exhibitors will need to store their own items under their tables. No storage is provided onsite.

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 contact the Concierge for further instructions.

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 **Lange Show Services** 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. Please contact them directly at 800-668-5687.

PLEASE FORWARD THIS INFORMATION TO THE STAFF WORKING YOUR BOOTH TO AVOID ANY CONFUSION OR LOST SHIPMENTS.



SHIP TO:

Ramada Crystal Palace
 499 Paul Street
 Dieppe (Moncton), NB
 E1A 6S5
 1-800-561-7108

PLEASE HOLD FOR:

Security Canada Atlantic 2010
 Booth #: _____
 Exhibiting Company:

Piece _____ Of _____



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 499 Paul Street
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 Booth #: _____
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Piece _____ Of _____