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1. BOOTHS INCLUDE

10' x 8' Stand (pipe & drape) – 10' dimension is width, 8' is depth
 Height: 8' backwall, 3' side rails
 Carpeting
 One (1) 6' table with cover & skirt, two (2) chairs
 24-hour professional security

2. BOOTHS DO NOT INCLUDE

Telephone, Internet, A/V and Electrical Services (must be ordered through PSAV) – see sections below.
 The following services can be ordered from Freeman – Decorating Division:

- Additional furnishing
- Signage
- Display
- Labour

3. CHECK LIST

- Complete & send “Exhibitor Profile Form” to Exhibition Manager - see Appendix 1
- Register your Radio InterActive or Music Summit Conference Delegate(s) using the Exhibitor Space Contract Form and send to the CMW office with a copy to the Exhibition Manager
- Order Electrical and A/V services from PSAV located at the Hotel – see sections 10 & 12
- Order Telecommunication (phone and Internet) services from Hotel – see sections 14 & 15
- Order Booth Decorations from Freeman – Decorating Division
- Book Load-in Time with Exhibition Manager
- Book Accommodations at Hotel

4. CMW CONTACT INFO

Canadian Music Week

5355 Vail Court, Mississauga, Ontario L5M 6G9

Tel: 905-858-4747 Fax: 905-858-4848 info@cmw.net

www.cmw.net

5. CMW STAFF

President	Neill Dixon	neill@cmw.net
VP Programming	Danya Dixon	danya@cmw.net
VP Operations & Live Programming	Cameron Wright	cameron@cmw.net
Registration Manager	Kassie Dobie	registration@cmw.net
Conference Facilitator	Greg Simpson	greg@cmw.net
Director, International Marketplace	Kathy Hahn	kathy@cmw.net
Festival Programmer	John Kastner	john@cmw.net
Exhibition Manager	Earle Taylor	exhibition@cmw.net

6. CUSTOMS BROKER

The customs broker for CMW is "Mendelssohn Commerce" who will be pleased to help you with your customs clearance of goods being imported into Canada. They will provide you with an exhibitor kit, containing all appropriate customs and shipping documents. To receive this kit, please contact Mendelssohn Commerce directly:

Michele Odhoch, Account Executive, Events

Mendelssohn Commerce

1600 Courtneypark Drive East, Mississauga, ON L5T 2W8

Tel: 905-673-5445

Cell: 647-272-1506

Fax: (416) 863-5149

Toll Free: 800-665-4628

Web: www.mend.com

Email: modhoch@mend.com

7. EXHIBIT BOOTH LOCATIONS

TRADE SHOW – Lower Concourse & Concourse levels (28 & 11 booths respectively)

– Sheraton Centre Toronto Hotel

8. EXHIBITOR PROFILE

Please give us the following information by completing the attached 2-page Exhibitor Profile Form (Appendix 1) and then sending it to the Trade Show Manager by e-mail no later than Tuesday, March 21, 2017. Please fill out the form electronically to facilitate transferring your data. Please do NOT send scanned copies that are image files. E-mail: exhibition@cmw.net

- Names of your Official Delegates to the Conference - 1 per booth or previous arrangement.
- Name of your Exhibition Supervisor who will be on-site during the Trade Show.
- Your company info to appear in Conference Program and CMW website.

9. EXHIBITOR STAFFING

- Each Exhibitor is asked to ensure that there is at least one (1) of their Exhibit Staff on duty at the booth at all times during exhibition hours.
- Exhibit Staff must wear laminates at all times, including during exhibit setup.
- Exhibit Staff will be required to produce identification or a letter of authorization from the company they are representing.
- No exhibit load-in may commence until proper laminates are collected from CMW Registration by your authorized Exhibit Staff, or by one of your Official Delegates.

10. PSAV – ELECTRICAL, INTERNET, TELEPHONE, A/V SERVICES

PSAV - Sheraton Centre Toronto

123 Queen Street West, Toronto, Ontario M5H 2M9

■ office: 416-304-1354 ■ fax: 416-304-0113 ■ email: SCTsales@psav.com

11. HOTEL – CONTACT INFO

Sheraton Centre Toronto Hotel

123 Queen St. West, Toronto M5H 3M9

Tel: 416-361-1000 Reservations: 1-888-627-7175

12. HOTEL – GUEST ROOMS / RESERVATIONS

The CMW Room Rate for CMW Delegates & Exhibitors is CAD \$215.

Make your reservation directly with the Hotel and be sure to mention “CMW” to receive the CMW rate.

Sheraton Centre Toronto Hotel

123 Queen St West, Toronto, Ontario M5H 3M9

Tel: 416-361-1000 Reservations: 1-888-627-7175

On-line: [\(Click Here\)](#)

13. HOTEL – PARKING

Sheraton Centre Toronto Hotel:

9:00 am to 5:00 pm - \$30.00

Covered valet is available for \$50 CAD per day with full in and out privileges

Local Downtown Toronto Pay Parking Lots:

Within close proximity of the hotel, there are several pay-lots that offer parking options from the half hour – overnight. If you are interested in downtown Toronto parking lots within proximity [click here](#).

Driving to hotel?

Use [driving directions](#) to find your way.

14. INSURANCE

The Hotel and CMW will not accept any claim for loss due to fire, theft or damage of exhibits, nor will it be held liable for personal injury caused by an exhibit or exhibitor. Exhibitors are advised to make all exhibit insurance arrangements in advance of the Conference with their insurance broker or agent.

15. LOAD-IN / LOAD-OUT

Please contact Exhibition Manager to schedule your load-in times:

Tel: 519-681-3284 Email: exhibition@cmw.net

Cell (use only April 18-21, 2017 during CMW): 519-868-8618

General Load-In (carry in) and Setup will take place:

Sheraton Centre - Lower Concourse Level

Tuesday, April 18, 2017 – 4 pm - 9 pm

OR

Wednesday, April 19, 2017 – 6 am - 8 am

Load-out will begin for all exhibitors immediately after the close of the Trade Show; 6:00 pm Friday, April 21, 2017. All exhibits must be struck at that time and removed as soon as possible. No exhibits may be struck earlier than 6:00 pm without the authorization of the exhibition manager.

Only when your exhibit is packed and ready for transport will your vehicle be permitted access to the loading dock.

16. NOISE

Although we are a music conference and exhibition wherein exhibits may include the demonstration of musical instruments and amplification, we must control the noise to keep the cumulative noise level in the exhibit area reasonable for commerce. Our rules regarding noise levels are similar to those of other popular music trade shows such as MIAC and NAMM that have successfully handled this problem.

Please refer to “Exhibit Sound Demonstrations – Rules & Regulations” (Appendix 2) concerning noise from exhibits. CMW reminds everyone that the goal of the show is commerce and that if you cannot sell your product or wares at the show due to excessive noise, then this is not going to work. Please cooperate with the Exhibition Manager and respect the fact that we must all contribute to making this show work for everyone involved.

17. REGISTRATION

Convention Registration will be located on the Concourse Level of the Hotel – one level below Lobby. All Exhibitors are required to pick up passes BEFORE load-in of their exhibits. This is extremely important for security reasons. No one will be admitted to the Exhibit Area without a pass.

18. SECURITY

Professional security will be on-duty 24 hours a day in the Exhibit area. Please be sure to have your conference badge with you at all times to ensure you are not denied access to the Exhibit area.

19. SERVICE CONTRACTOR

Freeman Exhibitor Services Dept.
61 Browns Line
Toronto, Ontario M8W 3S2
Tel: (416) 252-2420
Fax: (416) 252-2365

Contact: Maud Langlois, Director Exhibitor Services
E-mail: maud.langlois@freemanco.com

Call Freeman Exhibitor Services to arrange for any of these services:

- additional furnishings
- signage
- display labour
- transportation & storage

20. SHIPPING INFORMATION

For shipping from outside Canada, please refer to Section 6 titled “Customs Broker”.

Please note that if shipping to the Hotel, it is wise to have staff on-site to receive the shipment. If the shipment is received by hotel staff, it will be placed in storage at the FedEx office and a receiving/storage fee will apply. See Appendix 3 – FedEx Shipping & Receiving Services for details.

21. STORAGE

There will be limited storage available to exhibitors. If you require storage space for boxes, cases, or other booth-related items, please contact the Exhibition Manager by phone or email with your request.

22. TRADE SHOW HOURS

Booths must be staffed during all CMW 2017 Trade Show operating hours:

- Wednesday, April 19 9:00 am – 6:00 pm
- Thursday, April 20 9:00 am – 6:00 pm
- Friday, April 21 9:00 am – 6:00 pm

Updated: February 24, 2017

CMW 2017 Exhibitor Profile

(Please complete 2 pages electronically; return by email; no scans please – must be copy-able text.)

Company Name:

Address:

City:

Prov/State:

Postal/Zip Code:

Country:

Tel:

Email:

Fax:

Website:

Toll Free:

1. Type of Company (please place an "X" beside one choice)

- | | | | | |
|---|--|--------------------------------------|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Agency/Artist Mgmt. | <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Distributor | <input type="checkbox"/> Retailer | <input type="checkbox"/> Association |
| <input type="checkbox"/> Trade Association | <input type="checkbox"/> Music.Publisher | <input type="checkbox"/> Publisher | <input type="checkbox"/> Importer | <input type="checkbox"/> Education |
| <input type="checkbox"/> Other (indicate here): | | | | |

2. Exhibit Booth Supervisor

Please provide the name of the person who will be on-site during the CMW trade show, along with his/her email and cell phone.

Name & Title:

Email (mandatory):

Cell Phone (mandatory):

3. Official Conference Delegates

Unless you have arranged a specific number of full delegate passes as part of a sponsorship or contra deal, you will receive 1 delegate pass (Standard Package) or 2 delegate passes (Premium Package). Please provide the name(s) of your official delegates and ensure that these people are registered with the CMW office for either (check one):

- Radio InterActive or Music Summit delegate badges.

Name & Title:

Email (mandatory):

Name & Title:

Email (mandatory):

4. Booth Pipe and Drape

Certain exhibit designs work better without the usual booth backdrop and side-rails (i.e. pipe & drape). If you prefer an OPEN booth area with NO pipe and drape, please indicate here:

5. Booth Furnishings

Will you be supplying any of your own booth furnishings? If so, please indicate with an "X", which of the following items you DO NOT want CMW to provide for your booth:

DO NOT SUPPLY THESE ITEMS: Table: Chair #1: Chair #2:

Note:

Please see next page to ensure your company information appears in the CMW Program, exactly as you wish.

Exhibitor Information - to be published in the CMW Program and posted to the CMW Website.

6. Sample Listing from Previous Year (to show how company info is presented):

Norris-Whitney Communications Inc.
 4056 Dorchester Dr., #202, Niagara Falls, ON L2W 1A3
 T: 905-374-8878
 F: 888-665-1307
 http://www.nor.com
 info@nor.com

NWC will be featuring the latest Canadian Musician Magazine, NWC Business Services and Music Books Plus. www.musicbooksplus.com will have its Hottest Releases, Best Sellers, Specials, Author Signings and more!!

7. Information for the CMW Program

Place an "X" here if your company name and contact info on Page 1 of this form is exactly how you want it to appear for your listing in the CMW Program and on the CMW Website.

If you wish to make changes to the name and contact information you gave on page 1 to be used for your listing in the CMW Program and Website, please show the correct information here:

8. Company Description or Message

Please write your company message here (approximately 30–40 words). This will be the message published under your company listing in the Exhibitors Section of the CMW Program.

9. Additional Services

Please mark an "X" beside any of the following additional services that you require:

- | | | | | |
|---|-----------------------------------|------------------------------------|--|---|
| <input type="checkbox"/> Electricity | <input type="checkbox"/> Internet | <input type="checkbox"/> Telephone | <input type="checkbox"/> Audio Visual services | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Transportation | <input type="checkbox"/> Storage | <input type="checkbox"/> Labour | <input type="checkbox"/> Additional Furniture | <input type="checkbox"/> Customs Broker |

Do you wish CMW to ask these suppliers to contact you? Check one: Yes No N/A

Please complete BOTH pages of this form electronically (no scans please) and return to:
Exhibition Manager, CMW 2017
 no later than Tuesday, March 21, 2017 by email: exhibition@cmw.net
 N.B. please phone 519-681-3284 if any problems.



Exhibit Sound Level Regulations

IMPORTANT

To accommodate the fact that this is a music industry show, some demonstration and exhibit sound will be permitted. The Trade Show Manager's rulings on sound levels will be final and we appreciate your cooperation on this issue.

RULES

Exhibitors will be permitted to demonstrate products for a period of not longer than 5 minutes at a time to a maximum of 85db or 20db above the average ambient room level at the time, whichever is less.

Sole performers or clinicians will be permitted to perform in exhibit space with the understanding that the above noise levels are adhered to.

Acoustic drum kits MUST be sound baffled if being demonstrated in an exhibit space in order that sound levels do not exceed the above-noted levels.

FAILURE TO COMPLY

A first violation will result in suspension from exhibit sound demonstration privileges for one (1) hour.

A second violation will result in suspension of sound demonstration privileges for the remainder of the exhibit day.

A third and final violation will result in suspension of and subsequent disconnection of all electrical power to the exhibit space. This could affect all exhibit lighting and computers. This termination of exhibit power will be without reduction or refund of the cost to the exhibitor for such service termination. Reminder: "borrowing" power from another exhibitor or electrical outlet in these cases will result in ejection from the trade show.

The Exhibition Manager will have the FINAL say in rulings on these matters

We want to make this show work for All Exhibitors.

Please help us to ensure that is the case.

Thank you.



Sheraton Centre Toronto Hotel

FedEx Office Shipping & Receiving Services

FedEx Office is now providing Package Handling Services to hotel guests and internal departments. The hotel will continue to handle food and beverage items, as well as other hotel maintenance supplies.

This document is intended to provide key hotel departments with an overview of FedEx Office's Package Handling Services, which are aligned with providing the best service experience to the hotel and guests.

Internal Packages

Inbound Packages: Packages delivered to the Hotel for internal departments are received by FedEx Office team members at the hotel's shipping/receiving office or loading dock. Once an internal package is received, an email is sent to the addressee notifying him/her that the package can be claimed at the FedEx Office Parcel Office during normal business hours. Generally, FedEx Office will not deliver these packages to the departments. No handling fees will be applied to internal packages. Please ensure shipments include your name or department name to eliminate delays after packages are received.

Outbound Packages: FedEx Office will handle the outbound shipping needs of the hotel's internal departments. FedEx shipping supplies are available at the Business Centre or Parcel Office. (Larger brown boxes are available for purchase.) All outbound packages should be handed directly to a FedEx Office team member at the Parcel Office or the Business Centre. No handling fees will be applied to internal packages, however normal shipping charges will apply. If a carrier other than FedEx is to be used, please ensure that all documentation required by the carrier of choice accompanies the package (e.g. the completed airbill form). Only FedEx shipping supplies are available in the Business Centre and Parcel Office.

Guest Packages

Inbound Event Packages: Packages delivered to the hotel for guests attending an event are received by FedEx Office team members at the hotel's shipping/receiving office or loading dock. Guests who are attending an event at the hotel may request to have their packages delivered by FedEx Office to their meeting room at a designated date and time, at which time a delivery fee will be applied. Guests who are not attending an event are encouraged to claim their package(s) from the FedEx Office Business Centre during normal business hours. Guests may also request to have their package(s) delivered to their guest room by a FedEx Office team member and, in such instance, a delivery fee will apply.

Inbound Guest Packages: Packages delivered to the hotel for guests are received by FedEx Office team members at the hotel's shipping/receiving office or loading dock. Once processed, these packages are moved to the Business Centre to await guest pickup. Guests can claim their package(s) at the Business Centre during normal Business Centre hours. Guests may request to have their package(s) delivered to their guest room by a FedEx Office team member and, in such instance, a delivery fee will apply.

Outbound Event Packages: Guests are encouraged to ship their outbound packages from the Business Centre, unless other arrangements have been made by the Event Manager. All required supplies, including boxes and FedEx shipping supplies, are available in the Business Centre. (Some shipping supplies are complimentary, and other items are available for purchase.) If a carrier other than FedEx is to be used for shipping, all documentation required by the carrier of choice must accompany the package (e.g. the completed airbill form) as only FedEx supplies are available in the Business Centre. Handling fees are applied to outbound packages, regardless of carrier, in addition to shipping/transportation charges.

Oversized or overweight packages can be picked up by FedEx Office team members during normal business hours. Guests are encouraged to contact the FedEx Office Business Centre to schedule a pickup. Outbound and pickup handling fees will be assessed to these packages.

Outbound Guest Packages: Guests are encouraged to ship their outbound packages from the Business Centre. All of the required supplies, including boxes and FedEx shipping supplies, are available in the Business Centre. (Some shipping supplies are



complimentary, and other items are available for purchase.) If a carrier other than FedEx is to be used for shipping, all documentation required by the carrier of choice must accompany the package (e.g. the completed airbill form) as only FedEx supplies are available in the Business Centre. Handling fees are applied to outbound packages, regardless of carrier, in addition to shipping/transportation charges.

Retrieving Packages After-Hours

Guests are encouraged to claim their packages from the Business Centre during normal business hours, or to contact the Business Centre to schedule the delivery of packages. If a guest needs his/her package after-hours, please contact Hotel Security personnel. Hotel Security personnel may access the FedEx Office Parcel Storage Room and/or the Business Centre Package Storage Room for package retrieval. Hotel Security will be required to sign the Access Log available within each location and the individual requesting removal of the package(s) will be required to sign the After-Hours Package Report on each line for each package removed. These packages will have receiving fees applied.

Fee Schedule

Fees are applied per package, by weight, and are charged in addition to normal shipping/transportation charges. Discounting is typically not available. The Receiving fee is applied when packages are picked up by guests at the Business Centre. The Receiving/Delivery fee is applied when a package is delivered to any part of the hotel other than the Business Centre.

Weight Class	Inbound Receiving Fee	Inbound Receiving/Delivery Fee	Outbound Drop Off Handling Fee	Outbound Pickup/Handling Fee
0.0 – 1.0 lbs.	\$0.00	\$5.00	\$0.00	\$5.00
1.1 – 10.0 lbs.	\$10.00	\$15.00	\$10.00	\$15.00
10.1 – 20.0 lbs.	\$15.00	\$20.00	\$15.00	\$20.00
20.1 – 30.0 lbs.	\$20.00	\$30.00	\$20.00	\$30.00
30.1 – 40.0 lbs.	\$25.00	\$40.00	\$25.00	\$40.00
40.1 – 50.0 lbs.	\$25.00	\$50.00	\$25.00	\$50.00
50.1 – 60.0 lbs.	\$25.00	\$50.00	\$25.00	\$50.00
60.0 lbs. and Over	\$25.00	\$70.00	\$25.00	\$70.00
Crate & Pallet *	.75 p/ lb. (\$150.00 Minimum)	.75 p/ lb. (\$150.00 Minimum)	.75 p/ lb. (\$150.00 Minimum)	.75 p/ lb. (\$150.00 Minimum)

* For inbound/outbound pallets or crates, the receiving and delivery charges are consolidated into a single fee of .75 p/ lb. (\$150.00 Minimum), which is applied to each pallet/crate handled. A Labor fee of \$70.00 per hour will apply for breaking down pallets, building pallets, or excessive package handling/moving due to a customer's request. The Labor fee can be charged in 15 minute increments.

Centre Hours

Sheraton Centre Toronto Hotel
 FedEx Office Business Centre
 123 Queens Street West
 Toronto, ON M5H2M9
 TEL: 647.255.1856
 FAX: 416.947.4854
 HOTEL EXT: 4651
 EMAIL: can5652@fedex.com

HOURS:
 Monday - Friday 7:00AM - 6:00PM
 Saturday 8:00AM - 2:00PM
 Sunday 8:00AM - 2:00PM

Centre Manager: Joseph Duarte
 Centre Manager Email: joseph.duarte@fedex.com

Sheraton Centre Toronto Hotel
 FedEx Office Guest Package Services
 TEL: 647.255.2011
 FAX: 647.255.1857
 HOTEL EXT: 4694
 EMAIL: amt5652@fedex.com

HOURS:
 Monday - Friday 7:00AM - 6:00PM
 Saturday 8:00AM - 2:00PM
 Sunday 8:00AM - 2:00PM

Parcel Manager: Glaiza Lucier
 Parcel Manager Email: amp5652@fedex.com

Appendix 4 – Hotel Shipping Label

Name of Shipping Contact

Company Name

Street Address

City, Prov/State, Postal or Zip Code

Tel: 888-888-8888

CMW 2017 – (Your Name & Company)

c/o Marushka Fonseca

Sheraton Centre Hotel Toronto

FedEx Receiving

Level 2B, 100 Richmond St. W.

Toronto, Ontario M5H 3K6

BOX __ of __