



Exhibitor Manual

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1. BOOTHS INCLUDE

- 10’ wide x 8’ deep space (pipe & drape booth)
- Height: 8’ backwall, 3’ side rails
- Carpeting
- One table (6’L x 24”W x 30”H) with cover & skirt
- Two basic stacking 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. Also, the following services can be ordered from Stronco – the official service contractor (Section 19):

- Additional furnishing
- Signage
- Display
- Labour

3. CHECK LIST

- Register your Radio InterActive or Music Summit Conference Delegate(s) using the Exhibit Space Contract Form and send to the Exhibition Manager or register on this site:
- Order Electrical, Internet, Telephone and A/V from PSAV located at Hotel – see sections 10
- Order Booth Decorations from the service contractor: Stronco
- Book Load-in Time with Exhibition Manager (only if you need to use the loading dock)
- Book Accommodations at Hotel

4. CMW CONTACT INFO

Canadian Music Week

30 Village Centre Place, Suite 300, Mississauga, Ontario L4Z 1V9

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
Senior International Consultant	Gary Taylor	gary_taylor@shaw.ca
Director, International Marketplace	Kathy Hahn	kathy@cmw.net
Registration Manager	Kristen Campbell	registration@cmw.net
Festival Programmer	John Kastner	john@cmw.net
Exhibition Manager	Earle Taylor	exhibition@cmw.net

Tel: 519-681-3284 Cell 519-868-8618 (use only May 9-11, 2019 during CMW).

6. CUSTOMS BROKER

The customs broker for CMW is Academy Customs & Traffic but all customs services are booked through STRONCO, our Service Contractor. They will be pleased to help you with your customs clearance of goods being imported into Canada. They will provide you with all the appropriate customs and shipping documents. To receive these documents, please contact STRONCO directly:

Steve Holden, Account Executive, Show Services

STRONCO

1510-B Caterpillar Road, Mississauga, ON L4X 2W9 Canada

Tel: 905-270-6767, x2324

Fax: 905-270-6771

Toll Free: 1-800-665-2621

Steve.h@stronco.com

www.stronco.com

7. EXHIBIT BOOTH LOCATIONS

TRADE SHOW – Lower Concourse Level, Sheraton Centre Toronto Hotel

8. 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 may 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.

9. 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

10. HOTEL – CONTACT INFO

Sheraton Centre Toronto Hotel

123 Queen St. West, Toronto M5H 3M9

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

11. HOTEL – GUEST ROOMS / RESERVATIONS

Make your reservation directly with the Hotel and be sure to mention “CMW” to receive the CMW rate if space is still available. Please check the Hotel Info Page of our site for more information:

<https://cmw.net/hotel-travel>

Sheraton Centre Toronto Hotel

123 Queen St West, Toronto, Ontario M5H 2M9

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

www.sheratontoronto.com

12. 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.

13. 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.

14. LOAD-IN / LOAD-OUT

If you need to use the hotel loading dock, please contact the Earle Taylor, Exhibition Manager to schedule your load-in times. Tel: 519-681-3284 Email: exhibition@cmw.net

Cell 519-868-8618 (use only May 9-11, 2019 during CMW).

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

If you are simply carrying-in your exhibit materials, you may do so during these times without scheduling in advance: **Wednesday, May 8, 2019 – 4 pm - 9 pm** AND **Thursday, May 9, 2019 – 6 am - 8 am.**

(Note: You ONLY need to schedule a load-in time if you require the use of the hotel loading dock.)

Load-out will begin for all exhibitors immediately after the close of the Trade Show; 4:00 pm Saturday, May 11, 2019. All exhibits must be struck at that time and removed as soon as possible. No exhibits may be struck earlier than 4:00 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.

15. 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.

16. ON-SITE REGISTRATION

Convention Registration will be located on the Concourse Level of the Hotel – one level below the 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.

The Registration Desk will be open as follows:

Wed, May 8, 2019	12 noon - 8:00 pm
Thu, May 9, 2019	7:00 am - 8:00 pm
Fri, May 10, 2019	8:00 am - 8:00 pm
Sat, May 11, 2019	8:00 am - 6:00 pm

17. 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.

18. SERVICE CONTRACTOR

Steve Holden, Account Executive, Show Services

STRONCO

1510-B Caterpillar Road, Mississauga, ON L4X 2W9 Canada

Tel: 905-270-6767, x2324

Fax: 905-270-6771

Toll Free: 1-800-665-2621

Steve.H@stronco.com

www.stronco.com

Call Stronco Group of Companies to arrange for any of these services:

- additional furnishings
- signage
- display labour
- transportation & storage
- advance warehousing / advance show receiving
- material handling
- secure storage racks
- customs brokerage service

19. SHIPPING INFORMATION & STORAGE PRIOR TO SHOW

For shipping from outside Canada, please refer to Section 6 titled "Customs Broker" which is arranged through Stronco, the official service contractor.

For large shipments such as a pre-fab booth, we strongly suggest speaking to the service contractor (Stronco) about their Advance Show Receiving service and delivery right to/from your booth.

Please note that if shipping directly to the Hotel (Small and Medium sized packages), please contact the TDI company which handles all shipping on behalf of the Sheraton Centre. See the additional attachment with their full information.

TDI Business Centre, Sheraton Centre Toronto

123 Queen Street West

Toronto, ON M5H 2M9 CANADA

Tel: 416-363-8786

sheraton@tdifirm.com

tdifirm.com

Mon-Fri: 7:30 am - 6:00 pm

Sat-Sun: 8:00 am - 5:00 pm

20. STORAGE DURING SHOW

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.

21. TRADE SHOW HOURS

Booths must be staffed during all CMW 2019 Trade Show operating hours:

- Thursday, May 9 9:00 am – 6:00 pm
- Friday, May 10 9:00 am – 6:30 pm **
- Saturday, May 11 9:00 am – 6:00 pm

** Please note the later close on Friday due to a cocktail party in the International Marketplace (IMP) for our Spotlight on South Africa. The IMP is located right next door to the Trade Show. There is a chance the cocktail party will move to an outdoor terrace and if that happens, the trade show will close at 6:00 pm rather than 6:30 pm on Friday. Thank you for your attention to this detail!

Updated:

May 1, 2019



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.