

The 2009 CANADIAN POKER EXPO  
Exhibitors Manual & Information Package  
Saturday November 7th 2009 & Sunday November 8th 2009  
The Toronto Congress Centre Hall D

Welcome and our sincere thanks for choosing to be a participant in the 2009 Canadian Poker Expo this November 7th and 8th at the Toronto Congress Center.

Please take a moment to read the exhibitor manual below. The information to follow will provide you with all of the necessary details to help make your participation in the Show more profitable and enjoyable. The Show Office will be open at the Toronto Congress Centre at 11:00 am on November 6th and management will be available to assist you for the duration of the Show.

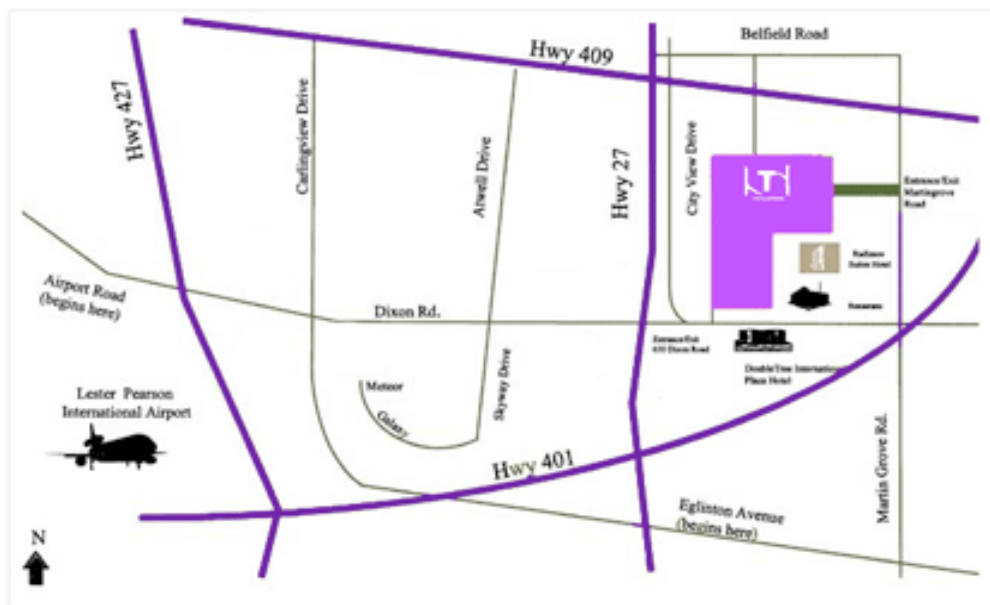
## SHOW MANAGEMENT

Canadian Poker Show  
861 Williams St Suite #2  
London, Ontario  
N5Y2S2  
T: (519) 913-1757  
F: (519) 913-1763

## SHOW LOCATION

Toronto Congress Centre  
650 Dixon Rd.  
Toronto, ON  
**HALL D**

[www.torontocongresscentre.com](http://www.torontocongresscentre.com)



## Directions to the Toronto Congress Centre

### By car (via highways)

- **West on Hwy 401**, exit Dixon Road W, turn right into Toronto Congress Centre.
- **East on Hwy 401**, exit Dixon Road W (left), turn right into Toronto Congress Centre.
- **North on Hwy 427**, exit Dixon Road E (right), turn left into Toronto Congress Centre.
- **North on Hwy 427**, follow Hwy 27 N to Dixon Road E, turn left into Toronto Congress Centre.
- **South on Hwy 427**, exit Hwy 409 E to Martin Grove Road, travel south on Martin Grove Road, turn right on Dixon Road, turn right into Toronto Congress Centre.
- **West on Hwy 407**, exit Hwy 27 S, follow Hwy 27 S to Dixon Road E, turn left into Toronto Congress Centre.
- **East on Hwy 407**, exit Hwy 27 S, follow Hwy 27 S to Dixon Road E, turn left into Toronto Congress Centre.

### By car (via downtown)

- **From the Harbourfront area of downtown Toronto**, take the Gardiner Expressway W to Hwy 427 N, follow Hwy 27 to Dixon Road E exit, and turn left into Toronto Congress Centre.
- **From the East areas of Greater Toronto**, travel the Don Valley Parkway N to Hwy 401 West follow Hwy 401 W to Dixon Road W exit turn right into Toronto Congress Centre.

### By public transportation

- Travel to the Lawrence West subway station then transfer to the Malton #58 bus which will take you directly in front of the Toronto Congress Centre.

## SHOW DATES & TIMES

Saturday, November 7th 2009 10:00 am – 8:00 pm

Sunday, November 8th 2009 10:00 am - 6:00 pm

## EXHIBITOR MOVE-IN TIMES

Friday, November 6th 2009, Move-In starts at 11:00 am - 8:00 pm

**Exhibitors will not be permitted to set up during show hours** unless alternate arrangements have been made with show management

All exhibitors are responsible for their own move-in & move-out. All exhibitors must check-in at the Show Office located inside the main doors of Hall D upon arrival at move-in. Exhibitors are not permitted to begin setting up booths until they have registered at the Show Office. All exhibitor badges will be given out at the Show Office, with a limit of 6 badges per 10 x 10 booth space.

Move-in and move-out access will be available via the **loading docks located right at Hall D**. For any **vehicles not appropriate to use a loading dock**, you may **off load and bring your supplies in through the main doors of Hall D**.

A limited number of dollies will be available at no charge for your convenience and assistance. Any exhibitor requiring assistance to unload via a fork lift or additional staffing, there will be an **additional charge for materials handling** from GES Show Services. This can be arranged in advance or at the Show. Anyone with a large truck off loading at the loading docks and requiring fork lift assistance should make arrangements with GES via the materials handling form on the [www.canadianpokertextpo.com](http://www.canadianpokertextpo.com) website in advance. **CHILDREN UNDER THE AGE OF 14 ARE NOT ALLOWED ON THE SHOW FLOOR DURNING SET-UP.**

### **EXHIBITOR MOVE-OUT TIMES**

Sunday, November 8th 6:01 pm - 10:00 pm

Please note that Move-out will begin once the show has closed at 6pm and the aisles are cleared. To avoid waiting in line, if you are able to carry your supplies out to your car we encourage you to do so. Exhibitors are **NOT** permitted to begin dismantling their booth before **6:01pm on Sunday the 8<sup>th</sup>**. Security **will not** allow exhibitors to take any materials from their booths out the doors of the show before the show is closed on Sunday. **All material must be removed by 10:00 pm**

### **BADGES**

There will be 6 (six) badges per 10x10 booth printed under your company name and available for pick-up at the show office during move-in. The badges will not be personalized but will have your company name only. Badges must be worn at all times to gain entrance to the show. Badges can be left at the Show Office during Show hours for staff/volunteer pick-up.

### **IMPORTANT SHOW SERVICES/FORMS**

**For savings please note the pre-show deadline on each of the forms.  
Please return by fax to the number on the form.**

### **DECORATOR**

#### **GES CANADA**

5675 McLaughlin Road  
Mississauga, ON L5R 3K5  
Tel: 905-283-0500  
Fax: 905-283-0501  
Toll Free: 877-437-4247

**Show Colors – all booths at the Show will receive the following:**  
Booth Drapes (back drapes 8 foot, side drapes 3 foot) – black  
Booth Carpet – grey

Booth furnishings will **NOT** be supplied in your booth nor is electrical supplied, if you require furnishings you are welcome to bring your own or you may order from GES Show Services. All Show form information is listed in the exhibitors' manual.

All GES Show service forms for the following can be found under the Exhibitors section of the [www.canadianpokerexpo.com](http://www.canadianpokerexpo.com) website.

#### Services Available

Furnishings

Carpet & Under-padding

Specialty Furnishings

Signs & Graphics

GEM Exhibits & Accessories

Plants

Installation & Dismantling

Materials Handling/In Booth Fork Lift Services

GES Canada logistics & Shipping

### SHIPPING TO THE SHOW

During move in hours, show management will accept shipments on your behalf. These will be left on the show floor until you arrive. If you require assistance moving your supplies from the dock to your booth by forklift, GES will be available to assist you. **There will be a charge for forklift use.** Please note that the Toronto Congress Centre will **NOT** accept shipments on behalf of an exhibitor. If you require pre-show shipping of your exhibit booth, GES is set up to receive, store, deliver and then set in your exhibit space, your common freight/crated displays. **Be sure your shipment is labeled clearly with company name, the address of the Toronto Congress Centre as shown under "Show Location", the name of the show and your booth number.**

### ELECTRICAL

An electrical hookup is not included in your booth. If you require one please complete the enclosed form and return to **Showtech.**

Showtech

Tel: (416) 244-4899

Fax: (416) 244-6956

Electrical is **NOT** supplied as part of your booth. If you require electrical at the Show please contact Showtech to order. The Electrical Order Form is available on the [www.canadianpokerexpo.com](http://www.canadianpokerexpo.com) website under the exhibitor section.

### HOTEL

We have secured a preferred rate of

\$109.00 Deluxe Suite

\$129.00 Deluxe Executive Suite

The Radisson Suites Hotel. The Radisson Suites is right next-door and within walking distance to the Toronto Congress Center.

The Radisson Suites Hotel  
640 Dixon Road  
Toronto, ON  
M9W 1J1  
Tel: (416) 242-7400  
Fax: (416) 242-9888

If calling in a reservation, please quote reservation group name, "The Canadian Poker Expo". Reservations must be made by **October 15th 2009** to be guaranteed this rate.

## TELEPHONE/INTERNET

If you require a telephone line or Internet connection in your booth, please return the attached form to the **Bell Canada**.

**Bell Canada**  
Tel: (800) 414-8424  
Fax: (866) 242-3131

Bell Canada telephone order form is available in the exhibitors section on the Canadian Poker Expo website.

## BOOTH CLEANING

Exhibitors are responsible for maintaining their own booth space. If you require your booth vacuumed, please complete the booth cleaning form and fax to the **Toronto Congress Centre**. Booth cleaning form is available in the exhibitors section on the [www.canadianpokerexpo.com](http://www.canadianpokerexpo.com) website.

## EXHIBITOR PARKING

There is **free parking** available during show hours at the Toronto Congress Centre. No vehicles should be left at the Toronto Congress Centre overnight unless arranged with venue security.

## FOOD SALES AND SAMPLING

If you are sampling a food or beverage product, please contact your Account Representative, as we have to supply a list to the Congress Centre.

## RULES & REGULATIONS

### Vehicle Restrictions

Any exhibitor wishing to bring a vehicle on-site at any event, for display within their booth space must first apply for approval from show Management.

### Insurance

The Toronto Poker Expo will not assume responsibility for losses or damages incurred from pilferage or any other causes. Exhibitors should take all possible precautions to protect their own property, including insurance for liability insurance for liability within your booth space. **All exhibitors must carry 2 million dollars of liability insurance for the Show.**

### Booth Display & Restrictions

No exhibit may exceed a maximum height of 8 ft. Side panels 8 ft. high, must not exceed a depth of 4 ft. extending from the back of the display. The remainder of the 6 ft depth from the front of the booth must not exceed a 4 ft height. Any exception to this must have pre-approval from Show Management.

Prefab booth partitions must be finished on both sides. If they are not, please request drapes prior to the show.

### Signage

No signage or material may be extended above the 8 ft height at the back of your booth nor hung from the ceiling or across the aisle, without approval from Show Management.

### Demonstrations/Distributions

Displays, demonstrations or distribution of advertising materials, are not permitted outside the confines of your booth. The use of microphones is not permitted without prior management approval.

### Fire Regulations

The Canadian Poker Expo is obligated to abide by the Fire Code regulations. We therefore retain the right to refuse any material or object that does not confirm to code. If you have a question or need information regarding the Fire Code please contact the Canadian Poker Expo.