



CANNABIS EXPO MONTREAL

MONTREAL

September 14 & 15, 2021

Palais des congrès



EXHIBITOR MANUAL

WELCOME AND THANK YOU for choosing to be a participant in The Montreal Cannabis Expo.

Please take a moment to read the exhibitor manual, which will provide you with all of the necessary information for the preparation and installation of your exhibit. Processing your orders at your earliest convenience will allow us and the service-contractors time to provide you with the best possible rates & service.

The Show Office will be set up
at the **Palais des congrès**
on Monday September 13th, at 9 am
and management will be available
to assist you for the duration of the Show.

**For specific information and guidelines related to COVID19,
please refer to the [COVID19 section](#) of the Rules & Regulations.*

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GENERAL INFORMATION

Show Location

Palais des congrès
Room 517
159 St-Antoine W.
Montreal PQ H2Z 1M2
Tel: (514) 871-8122

[AREA MAP](#)

[MAP TO FACILITY](#)

Show Dates & Times

Tuesday September 14, 2021	10:00 am – 4:00 pm
Wednesday September 15, 2021	10:00 am – 5:00 pm

Exhibitor Move-in Times

Monday September 13, 2021	9:00 am – 7:00 pm
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Exhibitor Move-Out Dates & Times

Wednesday September 15, 2021	5:00 pm – 10:00 pm
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Produced By

National Event Management
Suite #102
260 Town Centre Blvd.,
Markham ON
L3R 8H8
Tel: (905) 477-2677 or (800) 891-4859
Fax: (905) 477-7872

Exhibitor Coordinator

Joy Gallaiford
905 477-2677 or (800) 891-4859 Ext 284
Email: joy@nationalevent.com

Director of Operations

Dina Latina
905 477-2677 or (800) 891-4859 Ext 224
Email: dina@nationalevent.com

EXHIBITOR CHECK LIST

Please print a copy of this checklist to assist you in planning for the Show.
To take advantage of “early booking discounts” please note booking deadlines.

[CHECK LIST](#)

AUDIO / VISUAL RENTALS

ORDER DEADLINE: September 7, 2021

If you require audio visual equipment in your booth, please send the completed order form to;

Solotech

Guillaume Lacroix

Fax: (418) 683-5650

Email: Guillaume.lacroix@solotech.com

[AUDIO VISUAL ORDER FORM](#)

BOOTH ACCESSORY PACKAGES

ORDER DEADLINE: August 30, 2021

An all-inclusive, booth accessory package is available which contains: a draped booth, carpet, 1 white-skirted table (6 feet long x 30 inches high), 2 chairs, 1 wastebasket, and an electrical outlet. If you did not order at the time of booking and wish to have this package, please use the below form to submit your order.

There are no substitutions to this package.

To order a Booth Accessory Package, return the below form to joy@nationalevent.com.

[ALL-INCLUSIVE FORM](#)

BOOTH CLEANING

ORDER DEADLINE: August 29, 2021

Exhibitors are responsible for maintaining their own booth space.

If you require in-booth vacuuming please use this Portal [Link](#).

BOOTH INSTALLATION SERVICES

ORDER DEADLINE: August 30, 2021

For full move-in / move-out instructions, please see the relevant sections in the manual:

[Move-In Instructions](#)

[Move-Out Instructions](#)

Should you require assistance setting up or dismantling your booth, please contact;

GES

Tel: 514-367-4848

Email: montreal@ges.com

To place an order online, [click here](#).

CUSTOMS BROKER

SUBMISSION DEADLINE: August 13, 2021

ConsultExpo Inc. is our designated official Customs Broker for the Montreal Cannabis Expo and will be pleased to assist with the customs clearance of your display material to Canada. They offer round-trip simple and user-friendly customs assistance. **Please note:** If shipping via courier you will still require customs clearance - please provide ConsultExpo with your tracking number and complete their forms.

Follow this link to complete and submit the [Online ConsultExpo Order Form and Canada Customs Invoice](#), or [download their forms](#) and submit them via email: info@consultexpoinc.com or by fax: 888-629-9008.

For “live” assistance they have a Chat feature on their website.

For personalized service, please contact:

Jeff Labbé

Operations Coordinator

Tel: 514.482.8886 Ext. 7

Cell: 514.709.0739

JeffL@ConsultExpoinc.com

www.consultexpoinc.com

[CUSTOMS ORDER FORMS](#)

ELECTRICAL

ORDER DEADLINE: August 30, 2021

Electrical is not supplied to your booth. If you require an electrical hookup please contact:

GES

Tel: 514-367-4848

Email: montreal@ges.com

To place an order online, [click here](#).

EXHIBITOR BADGES & REGISTRATION

SUBMISSION DEADLINE: September 3, 2021

Exhibitors must register each individual staff member who will be working the booth (up to a maximum of 8 members) in order to obtain access to the show. Registration will be done on-line. Each exhibitor will receive an email from our registration provider (Microspec Tix123) containing a unique registration link and password. Follow the instructions provided in the e-mail to register your booth staff.

Badges will be available for pick up at the Exhibitor Registration desk or at Show Office on Monday September 13, 2021 from 10:00 am – 7:00 pm. In order to avoid delays the morning of the show, we strongly encourage you to pick up Badges for your staff during Move in.

If you did not receive the invitation e-mail with the link to the portal or have questions, please contact Microspec directly:

Tel: 888-780-9825

Email: customerservice@microspec.com

FOOD SAMPLING

SUBMISSION DEADLINE: August 20, 2021

If you are planning on sampling food or beverage products in your booth, please note the following updated guidelines:

- Samples must be no larger than 2oz (liquid) or 1oz (solids);
- Samples must be pre-cut and pre-packaged according to MAPAQ standards;
- The packaging is for single use only;
- Distribution of samples must be done to allow for proper distancing between the attendees and between exhibitors and attendees (currently 1m);
- There can be no 'animations' or traffic-stopper activities, to minimize the possibilities of gatherings;

For any distribution, the below SAMPLING FORM must be submitted to Capital Traiteur Catering at least 3 weeks prior to the event. Please read the guidelines included in the form for important details.

FOOD SAMPLING FORM

Your request should be submitted to info@capitaltraiteur.com by email or by clicking the Submit button at the bottom of the form.

Please also send a copy of your email to joy@nationalevent.com.

In addition to the above guidelines, you must adhere to the below safety requirements.

FOOD SAFETY REQUIREMENTS

FREE ATTENDEE PASSES

Each exhibitor will be provided with a promo code good for 6 free admissions to the show. The code is to be used for you to invite your clients or special guests to the event free of charge. NOTE: Once the code has been redeemed 6 times, it will become invalid.

HOTEL

BOOKING DEADLINE: August 12, 2021

Rooms and discounted rate will only be held until the specified date. Rooms will then be subject to availability at prevailing rates.

We have obtained a group rate of \$189.00 + taxes for single occupancy at Embassy Suites by Hilton Montreal.

The Embassy Suites is located at:

208 St-Antoine West
Montreal, Quebec
H2Y 0A6

Reservations may be made by calling 1-877-214-6725 or by booking online [here](#).

To receive these rates, you must mention that you are with **The Montreal Cannabis Expo** when booking. Rates cannot be changed at check-in/check-out times if you fail to identify your affiliation at the time of booking.

INSURANCE

Insurance for booth/show

Exhibitors must have their own liability insurance covering a minimum of \$1 million in damages. Please list National Event Management as “additional insured”.

Transportation Insurance

Show Management is NOT responsible for damages caused during the transportation of your products. We strongly recommend purchasing transportation insurance when booking your shipments.

Liability

Exhibitors will be liable for, will indemnify, and will hold harmless Show Management from any loss or damage whatsoever occurring to, or suffered by, any person or company. This includes, without limiting the generality of the foregoing, exhibitor, other exhibitors, management, the owners of the building and their respective agents, servants and employees, and members of the public attending the show, either (a) on the said space or (b) elsewhere. Neither the facility nor Show Management will be responsible for loss or damage to persons, exhibits, or decorations by fire, accident, theft, or any cause while in the exhibition buildings.

LANGUAGE

We strongly recommend that you prepare to communicate in both French and English at the Montreal Cannabis Expo. In order for your messaging to reach the greatest number of visitors, we suggest that you print signs and pamphlets in both languages, and ensure that your booth staff is capable of communicating in both languages.

LEAD RETRIEVAL

We are now offering a new Lead Collection system at the Cannabis Expo.

BENEFITS OF LEAD RETRIEVAL

- Connect with Attendees
- Easy To Use
- Flexible & Reliable
- No power required
- Scan Anywhere/Anytime
- Secure Portal
- Customizable Options
- Qualified Leads
- Real Time Data (App)
- Surveys (App)
- Pictures (App)
- Email (App)

To order this system, please visit <http://www.microspec.com/mslr/MCE2021>

LEAD RETRIEVAL OPTIONS

LOADING DOCKS

Please note that the loading docks are located at **163 St-Antoine W.** between de Bleury & St-Urbain streets.

Dock level access is available. Dollies and a pump truck will be available for your use. If you require a forklift to move material from the dock to your booth, a forklift will be available to you. However, if you have excessive forklift requirements (more than 2 skids), please speak with Dina Latina (dina@nationalevent.com) to discuss your needs. A charge may apply.

[AREA MAP](#)

[DIRECTIONS](#)

MATERIAL HANDLING

Dollies and a pump truck will be available for your use. Show Management has made arrangements to cover up to a maximum delivery of 2 skids to your booth. (This includes return of your skid at the close of the show). If you require dedicated forklift service, have awkward pieces to deliver that require more time, or simply have more than 2 skids of material, you will be charged a rate of \$150.00 per each additional skid.

If you have more than 2 skids, please email the below form to joy@nationalevent.com

[MATERIAL HANDLING FORM](#)

MOVE-IN INSTRUCTIONS

Move-in Times

Monday September 13, 2021

9:00 am – 7:00 pm

- **All exhibitors must officially register before setting up.**
Please come to the show office and staff will direct you to your booth.
- **All exhibits must be set up by 7:00 pm Monday.** Exhibitors will not be permitted to set up during show hours.
- The aisle carpet will be in place Tuesday morning. **Dollies and carts WILL NOT be permitted on the carpet.** Hand carried items **only** may be brought in on Tuesday.
- Children 17 years of age or younger will not be permitted in the exhibit area during move-in, set-up, or tear down.

Social Distancing & Masks

Masks and Social Distancing of 6' will be mandatory inside the Palais. If you have any reason that prevents you from wearing a mask, please let us know. No one with a fever or symptoms of COVID-19 or known exposure to Covid-19 case in their prior 14 days is permitted inside the venue.

MOVE-OUT INSTRUCTIONS

Move-out Times

Wednesday September 15, 2021 5:00 pm – 10:00 pm

Please note that move-out will begin once the show has closed, the aisles are cleared and the aisle carpets removed. If you are able to hand carry your supplies out to your car, we encourage you to do so.

Dismantling or removing your exhibit/exhibit materials before the end of the show is strictly prohibited. A fee will be charged if you move out early, as there are attendees still in the hall who have paid to attend the show.

All material must be removed by 10:00 pm

Items left on the show floor after move-out time will be forced off the floor. Show Management reserves the right to reroute shipments that are not picked-up or refused by carriers. Should this occur, you will be responsible for any charges incurred.

Exhibitors are encouraged to remove small items and open cases of products from the show floor first. Show Management will take all reasonable security precautions, but immediate removal of these items is the best way to prevent pilferage.

PARKING

The Palais des Congrès does not offer a parking pass. Parking is available in the Palais parking at the corner of Chénéville (1025) and Viger Streets.

30 minutes	\$2.25
1 hour	\$4.50
90 minutes	\$6.75
2 hours	\$9.00
Between 2 and 12 hours	\$12.50
Between 12 and 24 hours	\$15.50
Flat rate for certain events	\$24.00

[AREA MAP](#)

[DIRECTIONS](#)

PRINTING & PACKAGING

Detonate Cannabis Agency is the suggested supplier of print collateral, trade show builds and packaging & labelling. With over 4 years of experience in the cannabis market, Detonate understands Health Canada's guidelines on marketing within this industry. They offer design, printing, branding, building & dismantling needs all under one roof.

Contact: DCA@Detonategroup.com

Tel: 416-388-6713

RULES & REGULATIONS

Booth Display & Restrictions

Diagram #1: Sample of the drape provided for your booth

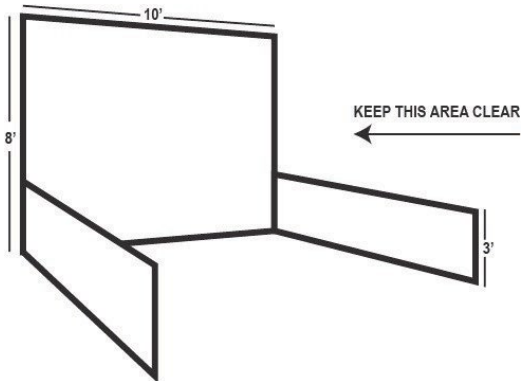
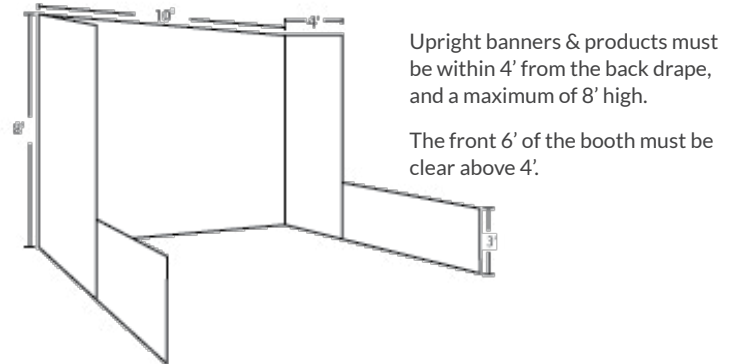


Diagram #2: Sample of display allowance



Booth Display & Restrictions

- Diagram#1 shows the drapes that are provided as a part of your booth cost.
- Diagram#2 shows the allowed clearance for displays, banners and products within your booth.
- 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 exceptions to this must have pre-approval from Dina Latina (dina@nationalevent.com).

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 8ft height at the back of your booth nor hung from the ceiling or across the aisle, without approval from Show Management. All signs must be printed on one side only. Your brand messaging can only face the inner walls of your exhibit space.

Tape (Floor, Wall, and Carpet Damage)

This only applies to companies that choose to place carpet or flooring on top of the existing carpet.

It is important that you use the proper carpet tape in your booth. If the tape you use leaves residue, there will be an additional charge for clean-up.

Here are some suggested models of two-faced tapes.

- Polyken 105c LPDE
- Scapa 274004
- DC W002A
- Écho Tape : DC-W188F
- Écho Tape : CL-W6048

If you bring your own carpet, you must adhere to the above Tape Restrictions. If you do not have the proper tape, please notify Show Management before installing your carpet or tiles.

The above tape can be purchased on-line here: <https://www.echotape.com/fr-ca/>. Tape can also be purchased through the [Show Decorator](#).

Restrictions for Booth Installation

Painting, nailing, drilling, or screwing to the floors, walls or any other part of the building is not permitted. Exhibitors are also responsible for oil, grease, or any general damage to the carpeted area. Exhibitors wishing to lay any floor coverings may not fasten the coverings to the building floor. It is suggested that building paper or the approved tape (Polyken 105c LPDE OR Scapa 274004 OR DC W002A) is used instead.

Demonstrations/Distributions

Displays, demonstrations or distribution of advertising materials, are not permitted outside the confines of your booth. If audio visual equipment is used, the sound must be subdued to such an extent as to ensure it's having no nuisance effect on neighboring exhibitors. The use of microphones is not permitted without prior management approval.

Fire Regulations

All exhibitors planning to use any type of fuel (such as gas, oil, helium gas, or propane) in their exhibits are requested to contact Show Management. All displays or exhibited materials must be fireproof to conform to Federal, Provincial/State, and City Fire Laws.

National Event Management is obligated to abide by the Fire Code regulations in each city. We therefore retain the right to refuse any material or object that does not conform to code. If you have a question or need information re the Fire Code please contact Dina Latina, dina@nationalevent.com, 905-477-2677 or 1-800-891-4859, ext. 224.

FIRE REGULATIONS

Animals in the Show

The facility's policy prohibits the presence of animals unless they are used as a working dog for the blind. Permission must be obtained from the facility for any exception. Please contact Dina Latina (dina@nationalevent.com ; 905 477-2677 ex: 224) regarding the necessary forms.

Helium Balloons

Helium balloons are prohibited in most venues. There is a large retrieval fee, charged to the exhibitor, when balloons are lost. Please contact Dina Latina (dina@nationalevent.com) if you wish to use helium balloons in your display.

Mechanical Conveyances

Mechanical Conveyances such as electric carts, scooters, or bicycles will not be allowed in the aisles during the show hours. The only exceptions to this rule will be in the case of handicapped persons visiting the show, or those with authorization from Show Management.

Non-Compliance

National Event Management reserves the right to make changes, amendments, and additions to the rules and regulations without notice, as considered necessary to the efficient and proper conduct of the show. Interpretation of these rules and regulations shall rest with Show Management and non-compliance can result in ejection of the offending exhibitor or in the closing of his/her exhibit.

Cannabis at the event

The display, storage or sale of cannabis on-site is prohibited by the law and the rules of the venue.

COVID-19 Guidelines

The following precautions and regulations have been put in place to ensure the health and safety of all Exhibitors, Staff and Visitors to the show. We are confident in our plans in working with the Palais des congrès staff and all suppliers to ensure a safe and successful show.

- Sanitizing stations will be added at every entrance and exit point, as well as scattered around the hall, along with increased signage to promote safe hand hygiene at the show.
- Masks and Social Distancing will be mandatory inside the facility. If you have any reason that prevents you from wearing a mask, please let us know.
- Posters and signage will be placed throughout the building and show floor encouraging people to physically distance as well as a reminder of our no hand-shaking policy.
- Staff and security will be monitoring the show entrance and show floor to ensure physical distance guidelines are adhered to.
- Increased housekeeping rounds will be implemented by the Palais staff for disinfecting shared surfaces and high touch areas like door handles.
- Registration will be sold exclusively online
- **If an exhibitor is experiencing any flu-like or cold symptoms, including fever, coughing, sneezing, sore throat or shortness of breath, they are required to stay home.**

For more details about the Montreal Cannabis Expo's Health & Safety Practices, please contact your sales representative.

SHIPPING & DELIVERIES TO THE SHOW

Shipping Direct To Show: Monday, September 13 2021

PLEASE NOTE: **The facility will NOT accept shipments prior to the Show move-in date.** Show Management will sign for the delivery on your behalf during move-in hours only. Your materials will be left at the dock until you arrive. To move your items to your booth space, pump trucks and dollies will be available at no charge. Should you require assistance or excessive use of a forklift, please e-mail dina@nationalevent.com as charges may apply.

Please address shipments to:

Company name; Booth number
Montreal Cannabis Expo
Palais des congrès
Room 517
163 St-Antoine W.
Montreal PQ H2Z 1X8

The most cost-effective way to ship your items to the show is to arrange delivery during move in hours with our Official Show Carrier;

YRC Reimer/ConsultExpo
Jeff Labbé
Tel: 514-482-8886 Ext. 7
JeffL@ConsultExpoinc.com

[YRC TRANSPORTATION FORMS](#)

[YRC PAYMENT FORMS](#)

Pre-Show (Advanced Warehouse) Shipping

If you choose the official show carrier as your freight carrier, they will warehouse materials for up to 30 days prior to the Show at no charge and deliver them to the show on move-in day.

Please address shipments to:

CONSULT EXPO C/O YRC FREIGHT/ MONTREAL CANNABIS EXPO
1725 CHEMIN ST FRANCOIS
DORVAL, QC
H9P 2S1

To request a quote, please complete the below order form and email to:

YRC Reimer/ConsultExpo
Jeff Labbé
Tel: 514-482-8886 Ext. 7
Email: JeffL@ConsultExpoinc.com

ADVANCED WAREHOUSING FORMS

Shipping enquiries must be finalized 14 days prior to show move in date. **Be sure your shipment is labeled clearly.**

If you choose to use a carrier other than the show carrier and wish to ship pre-show, please speak to your sales rep.

SHOW DECORATOR (TO ORDER TABLES, CHAIRS, ACCESSORIES, ETC.)

ORDER DEADLINE: August 30, 2021

Carpet, 8ft back drape and 3 ft side drape are supplied for your exhibit space. If you require tables, chairs or additional booth supplies, these items can be rented from the Show Decorator:

GES
Tel: 514-367-4848
Email: montreal@ges.com

To place an order online, [click here](#).

SHOW MAGAZINE AD & SPONSORSHIP/ PARTNERSHIP OPPORTUNITIES

There are a number of ways to increase your brand awareness at our shows. Additional ad space is available in our Show Magazines that are distributed to attendees and sponsorship recognition includes show magazine space, on-site signage, & online presence. Contact Jean-Philippe Turgeon at jpturgeon@nationalevent.com for more information.

SIGNAGE INSTALLATION (HANGING OF BANNERS / RIGGING)

ORDER DEADLINE: August 29, 2021

If you require the hanging of banners from the ceiling and/or rigging of equipment in your booth, please use this Portal Link: <https://portailclient.congresmtl.com>

Please note that your banner and booth structure should be limited to the space directly above your booth. Any other configurations would need to be approved by Show Management prior to the show.

TELEPHONE / INTERNET / WIFI

ORDER DEADLINE: August 29, 2021

If you require a telephone or internet line in your booth, please use this Portal Link: <https://portailclient.congresmtl.com>

VEHICLES ON SHOW FLOOR

All vehicles must abide by the arrival and departure schedules and procedures established by Show Management. Please contact Dina Latina (dina@nationalevent.com) to arrange arrival time if you want to display a vehicle.

Motor vehicles or gasoline-powered equipment on display must be equipped with lock-on type gasoline tank caps and batteries are to be disconnected. Gasoline tanks must not be filled beyond the $\frac{1}{4}$ mark in order to allow for expansion of product. Vehicles unable to be equipped with lock-on type caps must have caps sealed in a manner acceptable to the Fire Department.

- All fuel tank caps for vehicles and exposed combustion engines must be crossed off or sealed with adhesive tape to prevent vapors from escaping (with the exception of tanks that have never contained fuel).
- Fuel tanks must not be more than $\frac{1}{4}$ full and must not exceed 10 gallons (38 liters).
- Batteries must be disconnected.
- No vehicle may be moved without the written permission of the Exhibition Hall Administration.
- Propane gas tanks used in trailers, recreational and utility vehicles or other vehicles must be disconnected before entering the showroom.

Exhibitors are responsible for oil, grease, or any general damage to the carpeted area.

Exhibitors must provide a set of keys, the contact name, and phone number of the person responsible to remove the vehicle(s) to Show Management.