



Canadian Restaurant & Bar Show

**NOVEMBER  
1 - 2/2020**

INTERNATIONAL CENTRE, HALL 5  
Mississauga, Ontario

*"The Most Unique and Interactive Foodservice Industry Show in Canada"*



FOOD



BEVERAGE



TECHNOLOGY



EQUIPMENT

### SUPPORTING SHOW PARTNERS



# 2020 CANADIAN RESTAURANT & BAR SHOW (CR&B) EXHIBITOR PROSPECTUS

[www.crbshow.ca](http://www.crbshow.ca)

**TO BOOK YOUR BOOTH SPACE, PLEASE CONTACT**

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**MediaEdge**

Official CR&B Show Media Products:

Canadian  
Restaurant &  
Foodservice News

**RESTOBIZ RESTOBIZ BYTES**

## WELCOME TO THE 2020 CANADIAN RESTAURANT & BAR (CR&B) SHOW!

First off, our sincere thanks go out to all organizations that have supported the CR&B Show since its inception in 2018. Working with many leaders in the Canadian foodservice space, we developed the show to fill a void while providing foodservice industry owners, operators, managers and chefs with a unique, interactive, informative and entertaining show experience unlike any existing foodservice industry event in Canada. This revolutionary event was developed by the industry, for the industry and our sincere thanks goes out to the many industry professionals whose vision and ideas have helped make the CR&B Show a true success.

The main goal of the CR&B Show is no secret: create the most unique and interactive trade show for Canadian foodservice industry professionals. And while launching a new trade show is a challenge, the first year always has one saving grace: there's nothing to directly compare it to. There's no getting better, but there's no getting worse, either.

That changes for year two, though. The bar has been set, and leading up to the day of the show, everyone — show staff included — wonders whether the lessons they learned will have been put to good use and whether attendees will walk away with better things to say. Everything might look good on paper the day before, but you don't really know. Now, with the second CR&B Show finished, we do.

By every metric, the 2019 CR&B Show was bigger and better. Over 2018, there was a 43 per cent increase in delegate registrations, 42 per cent more attendees visited the show and the show saw a 52 per cent increase in exhibitors, sponsors and brands. The trade show floor was bigger, with 35 per cent more space dedicated to trade show booths and other show activities and features.

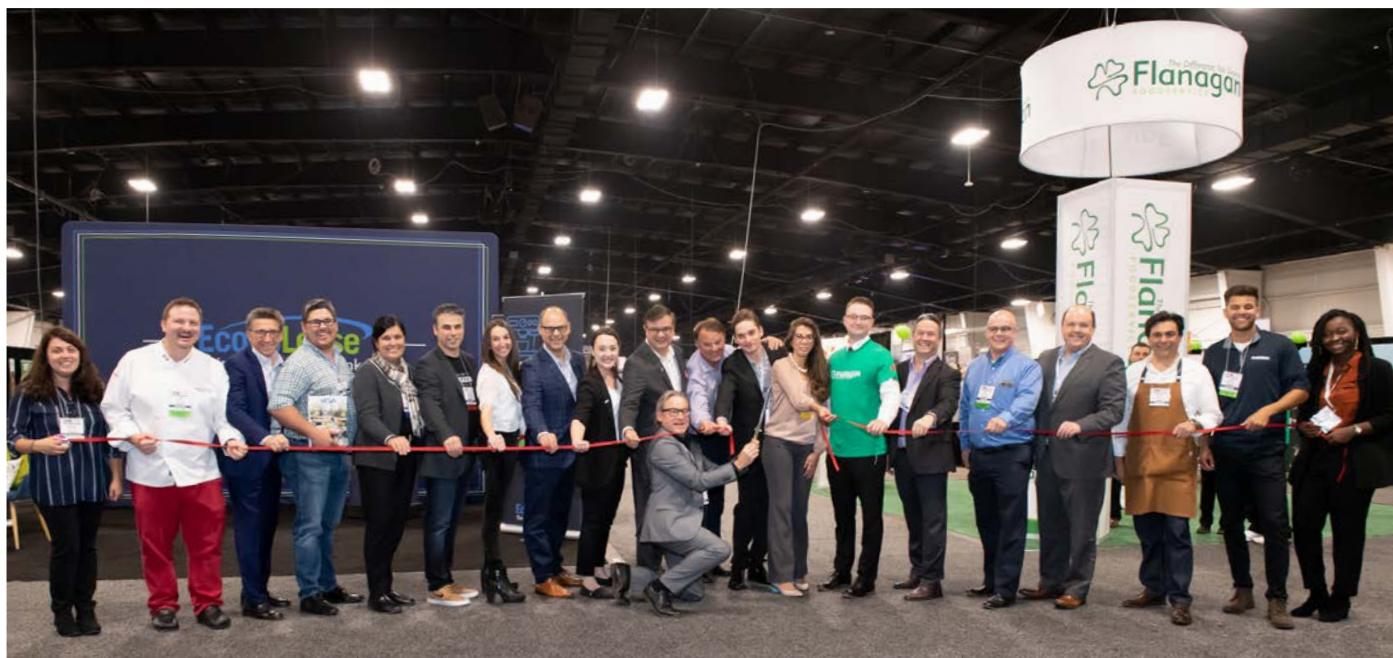
We admit that it took some adjusting to push the show in the right direction. In 2018, education sessions were held in a separate space, while this year, they were right on the floor in the thick of the action. On day one, the 2019 show kicked off early with the Canadian Women in Food's Full Tilt Conference, a peer-led discussion about the advancement of women in the foodservice industry. And at the end, exhibitors donated excess food to Second Harvest, a food rescue non-profit and show sponsor.

There were countless other adjustments as well, many the result of conversations with industry partners. For their help, the CR&B Show wants to thank the Culinary Federation, Foodservice Consultants' Society International, Manufacturers' Agents Association for the Foodservice Industry, Nightclub & Bar Show, Ontario Independent Meat Processors, Ontario Restaurant, Hotel and Motel Association and the aforementioned Canadian Women in Food.

The CR&B Show sponsors were also a huge help, special thanks goes out to Heritage Parts, Kraft Heinz, Rational, American Beverage Marketers, Flanagan Foodservice, Sysco, and to the many others that supported us this year. The 2019 show was a big improvement over 2018, but it was only possible with their help and the help of our valued exhibitors, show attendees, education session presenters, bar and chef stage competitors, and others that made a positive contribution.

We are beyond excited to bring you our 2020 CR&B Show and look forward to continuing the positive growth that you have helped with. We look forward to your support for 2020 and also your ideas.

## SUPPORTING SHOW PARTNERS



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## ABOUT THE CR&B SHOW PARTNERS:

There are dozens of reasons why the CR&B Show was established, but our overarching mandate is to provide support and tangible content to the entire foodservice industry in Canada in order to help make it as vibrant and successful as possible. Our unique show features and educational content were developed for ALL types of foodservice establishments including:

- Independent and Chain Restaurants
- Pubs, Bars and Cafes
- Sports Bars and Nightclubs
- Accommodation (Hotels, Motels, Casinos, Lodges, Inns and more)
- Institutional (Universities, Colleges, Airports, Healthcare)
- Recreational (Casinos, Tourist Attractions, Sports Arenas, Museums, Banquet Halls, Golf Clubs, Amusement Parks)
- And More...

Every delegate will receive significant benefits from attending, regardless of their facility type and job description. We are very fortunate that our vision is also shared by a number of North American foodservice industry associations who are behind the CR&B Show as Supporting Industry Partners. These show partners are as dedicated to their members and the industry as the CR&B Show is and together we will help foodservice owners, operators, managers and chefs be as successful as possible.



Canadian Women in Food (CWIF) was founded in 2014, as a national association to help amplify the voices of female food entrepreneurs, and to promote a more inclusive space for all women in food. The mission of CWIF is to promote women-owned businesses; to cultivate the positive energy that comes from women supporting women; and to stir up the spirit of female food entrepreneurs by creating opportunities for economic growth.

In 2020, CWIF is prioritizing opportunities for members to market & promote their businesses, creating more meaningful learning initiatives, engaging with industry to unlock opportunities for access, and building a network of women serious about food. CWIF is grateful for how the association has been nourished by the passion, inspiration, and expertise of many within the food industry and reflects their aspirations to ensure a sustainable future for female food entrepreneurs in Canada.

*For more information, please visit [www.canadianwomeninfood.ca](http://www.canadianwomeninfood.ca).*



The goal of the Culinary Federation is to unite chefs and cooks across Canada in a common dedication to professional excellence. The Culinary Federation (CF) was founded in 1963 and incorporated in Ottawa as a non-profit association in 1972. Since its inception, the federation has enjoyed a deep and long-standing tradition as Canada's true representation of the professional chef and cook.

Throughout its history as Canada's largest federally chartered professional chefs' organization, the name of the federation has undergone several changes to recognize the chef's continually changing role in the kitchen and education. From 1963-1982 the organization was called the Canadian Federation of Chefs de Cuisine. When the importance and role of the professional cook was recognized, the name was changed to Canadian Federation of Chefs & Cooks. In 2003, when "inclusion" was the buzzword, it became necessary to recognize other competencies in culinary arts without forsaking the basic food preparation skills of a qualified cook, baker or pastry cook.

Membership in the Culinary Federation is available to any and all persons who actively seek and involve their career paths as a Cook Apprentice, Journeyman Cook, Professional Chef/Cook or Culinary Professional. The Federation is a federally chartered, not for profit organization, and is managed by a member elected board of directors. Its membership is derived from Regional and City Branches who maintain their affiliation with the CF by way of the charter and acceptance of National Bylaws. The business of the CF is presented at recognized annual conferences open to all members, invited guests and persons or organizations associated with the hospitality industry.

*For more information, please visit [www.culinaryfederation.ca](http://www.culinaryfederation.ca)*



Foodservice Consultants Society International, "FCSI" are a worldwide organization of independent consultants specializing in the commercial foodservice aspect of industry and the only such consulting society that operates on a worldwide basis.

All FCSI Professional Members have specialized areas of service in which they have extensive experience such as functional programming, space planning, costs analysis, facility design, operational management, equipment specifying, contract management and many other areas of specialism.

FCSI members must abide by a strict code of ethics and professional conduct working efficiently and confidentially for our clients with a commitment to honesty and integrity. Consultant members are required to participate in the FCSI Continuing Professional Growth program that focus on cutting-edge developments in the foodservice industry. Networking with their global peers, allied manufacturers and fabricators and industry associates are an integral benefit to the clientele we serve.

We make every effort to understand the needs of the food service operator, the concerns of the owner and the requirements of the contractors and are not associated with any manufacturer or dealer nor do we sell equipment. FCSI members strive to nurture strong relationships with equipment dealers, fabricators and manufacturers to bring optimum value to the client and end users.

Keeping abreast of all market trends and equipment enables them to gear to the clients' individual needs and ideas in this fast changing industry and smaller world. Speak to an FCSI consultant about your Foodservice needs for the sizzle that you're striving for!

*For more information, please visit [www.fcsi.org](http://www.fcsi.org)*

## ABOUT THE CR&B SHOW PARTNERS:



Educate. Innovate. Elevate.

It's what MAFSI reps do. It's what we do for manufacturers. It's what we do for the industry.

275 rep agencies, 260 manufacturers and 2,400 members strong. Spanning North America, feeding 300 million people and changing an industry. MAFSI member companies represent most of the top brands of foodservice equipment and smallwares you need for your operation.

Our role is to provide sales and marketing information, train Operators on the many functions and applications of the equipment we sell and to provide post-sales support to our customers. The equipment we represent is sold through authorized restaurant equipment suppliers.

You are our customers. We are the Experts. From restaurants, to colleges, hospitals, major chains – we're there. With great people, and great products - moving an entire industry further than ever before. With industry-wide training through Foodservice 101, regional and national market research, and the largest educational conference in the industry – we don't just make it different. We make a difference.

We. Are. MAFSI.

*For more information, please visit [www.mafsi.org](http://www.mafsi.org)*



Nightclub & Bar Show is North America's most influential gathering of bar and nightlife professionals. Annually, for 30+ years more than 36,000 professionals gather from across the U.S. and 50+ other countries to learn, network and grow the industry. The 2020 Nightclub & Bar Show will host 600+ exhibitors and sponsors on their innovative Expo floor and at venues throughout the city of Las Vegas, dynamic keynoters plus hundreds of the industry's leading experts in its comprehensive conference program, and an unparalleled nightlife lineup.

The Nightclub & Bar Show Experience consists of a series of beverage-oriented educational sessions and roundtable discussions delivered by many recognizable industry experts and leaders

*For more information, please visit [www.ncbshow.com](http://www.ncbshow.com)*



OIMP is a not-for-profit, board-led association representing over 300 members across Ontario including abattoirs, processing plants, butcher shops, fine food stores, suppliers and partners. OIMP acts as a single and unified voice for meat and poultry processors since 1980, and provides industry leadership on matters that directly affect our members.

Our objective is to protect, grow, and strengthen the industry to the benefit of all members and best serve Ontario consumers. OIMP provides leadership for Ontario's meat and poultry industry by fostering innovation, promoting food safety and integrity and recognizing excellence.

Our Mission is to strengthen Ontario's meat and poultry industry by working with stakeholders, responding to challenges and identifying opportunities on behalf of the membership. The Premier's Award for Agri-Food Innovation Excellence recognizes the innovative contributions of producers, processors, agri-food organizations and rural communities in Ontario. Their innovations improve existing products, create new jobs and grow Ontario's economy. OIMP has been recognized for this award in 2009 and 2014.

*For more information, please visit [www.oimp.ca](http://www.oimp.ca)*



ORHMA is dedicated to fostering a positive business climate for Ontario's hospitality industry, while providing value-added services to its members.

The Ontario Restaurant Hotel & Motel Association (ORHMA) is the largest provincial hospitality association in Canada. With over 4,000 members, representing more than 11,000 establishments across the province, the ORHMA is uniquely positioned to represent the issues that most impact your business.

ORHMA represents the industry's interests at both the Provincial and Municipal levels of government. Through our specialized in-house government relations experts, our provincial Board of Directors and our local Regional Boards, the Association provides pertinent and timely advice on industry-specific issues to politicians across the province.

The Association's dedicated and professional Membership Team provides ORHMA members with meaningful cost-saving programs and unique educational services. These resourceful programs not only improve the bottom line for our members, but also enhance their operating standards

*For more information, please visit [www.orhma.com](http://www.orhma.com)*

## 2020 CR&B SHOW SCHEDULE:

### Friday, October 30, 2020

- Exhibitor Shipping and Move-in, Day One (8:00 am – 5:00 pm)

### Saturday, October 31, 2020

- Exhibitor Shipping and Move-in, Day Two (8:00 am – 5:00 pm)

### Sunday, November 1, 2020

- Trade Show Floor Hours (10:00 am – 4:00 pm)
- Education Sessions and Panel Discussions (10:00 am – 3:00 pm)
- Show Demonstrations, Competitions and Special Features (10:00 am – 3:00 pm)

### Monday, November 2, 2020

- Trade Show Floor Hours (10:00 am – 4:00 pm)
- Education Sessions and Panel Discussions (10:00 am – 3:00 pm)
- Show Demonstrations, Competitions and Special Features (10:00 am – 3:00 pm)
- Exhibitor Move-out (4:00 pm – 10:00 pm)

***All displays and products must please be removed from the building by 10:00 pm on Monday, November 2.***

## 2020 CR&B SHOW - SPECIAL FEATURES:

There are numerous reasons why the CR&B Show is unique, including our impressive array of special features and on-floor activities.

These features/activities will provide attending delegates with an intimate and interactive show experience, while increasing exposure and traffic to your booth space. Our sincere thanks go out again to many foodservice industry professionals who helped the CR&B Show recognize what attending delegates want as their preferred show experience. Below are samples of the CR&B Show special features and activities planned for 2020:

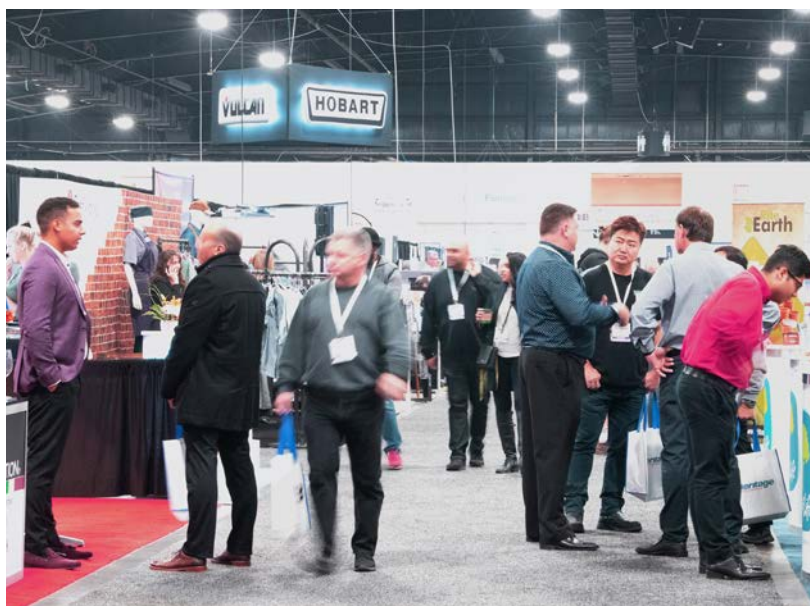
- Food, beverage, equipment and technology onsite purchasing via promoted "Show Specials".
- Education Sessions – The CR&B Show will identify some of the industry's most pressing topics and deliver content via industry-recognized presenters.
- Industry Partner Booths:
  - ♦ **CWIF** - Canadian Women in Food
  - ♦ **CF** - Culinary Federation
  - ♦ **FCSI** - Foodservice Consultants Society International
  - ♦ **MAFSI** - Manufacturers' Agents Association for the Foodservice Industry
  - ♦ **NC&B** - Nightclub & Bar Show
  - ♦ **OIMP** - Ontario Independent Meat Processors
  - ♦ **ORHMA** - Ontario Restaurant Hotel & Motel Association
- Culinary Stage – Demonstrations, Competitions and Beverage Pairings.
- Bartending Stage – CR&B Cocktails and Dreams Show Mixology and Flair Bartending Competition, Beverage Demonstrations, Bartending Tutorials, Training, and more.
- Butchery Stage - Recognized Butchers will not only perform amazing demonstrations, but their end products will be cooked and served to attendees as samples.
- The CR&B Show Bar Area – this area will consist of a number of new and recognizable spirits, wine, beer and cider manufacturers and distributors.
- Complimentary Knife Sharpening.
- Photography Booth.
- Recruitment / Job Fair.
- Trade Show Floor Lounges – the lounge areas will provide attendees with an opportunity to recharge their cell phones, network with industry peers and relax for a few minutes between booth visits taking in show feature areas.
- Other activities planned for 2020 include:
  - ♦ Chocolate carving
  - ♦ Buffet station centre piece demonstrations
  - ♦ Ice Carving
  - ♦ Beverage and food pairings

Additional activities will occur throughout the show, stay tuned for more details!



## THERE ARE MANY REASONS WHY YOUR COMPANY SHOULD BE A 2020 CR&B SHOW EXHIBITOR/SPONSOR. WE LOOK FORWARD TO ALIGNING YOUR ORGANIZATION WITH CANADA'S MOST UNIQUE AND INTERACTIVE SHOW FOR FOODSERVICE PROFESSIONALS:

- There are a number of sponsorship opportunities that are available during the show, each with its own varying degree of entitlements. For more information, please review the Sponsorship Prospectus. Complimentary booth space is included in many sponsor packages.
- Reach thousands of foodservice industry buyers across Canada through on-going company and product promotions before, during and after the CR&B Show.
- Drive additional traffic to your booth space.
- Increase company and brand awareness through customized pre-event marketing programs.
- Meet new customers.
- Conduct research for business planning, marketing and sales strategies.
- Participate in education sessions and panels.
- Coordinate private meetings and demonstrate new offerings.
- Demonstrate your industry leadership position by supporting the CR&B Show.
- Sell your products during the show - via CR&B exclusive Show Specials.
- Host clients with your company-specific complimentary registration code that includes free parking throughout.
- Take advantage of special marketing packages and discounts offered for CRFN magazine, [www.restobiz.ca](http://www.restobiz.ca) website and RestoBizBYTES e-newsletter both before and after the show!
- The show's intimate layout and scope allows for thorough interaction between attendees and exhibitors.
- Attendees will experience first-hand a number of interactive feature areas that will provide new ideas, areas of inspiration, fun and the ability to conduct business.
- Several foodservice industry associations are actively involved with the CR&B Show and are helping to dictate its content and overall format.
- CR&B will provide multiple ways for suppliers and attendees to engage in order for ideas to be exchanged and for business transactions to occur.
- Prior to the actual CR&B Show, we will provide numerous ways to strategically and actively promote our valued show sponsors and exhibitors to nearly 170,000 Canadian foodservice professionals that comprise our database.

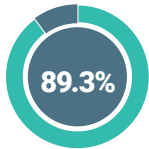


## 2019 CR&B SHOW - ATTENDEE SURVEY RESULTS AND COMMENTS:

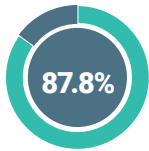
### Attendee Survey Results:



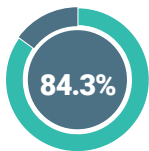
*"THE SHOW ONLINE REGISTRATION PROCESS WAS GOOD OR EXCELLENT"*



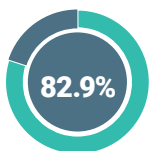
*"THE VENUE, LOCATION, FREE PARKING AND CONVENIENCE WAS GOOD OR EXCELLENT"*



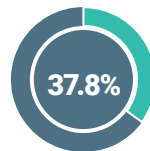
*"THE SHOW PROMO CODE WAS A GOOD OR EXCELLENT IDEA "*



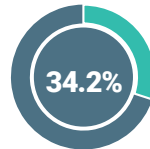
*"THE 2019 CR&B SHOW MET OR EXCEEDED THEIR EXPECTATIONS"*



*"MEETING/SPEAKING WITH PEERS AT THE SHOW WAS IMPORTANT"*



Percentage of attendees who purchased products/services onsite at the show + 21.8% who said they would be purchasing products after the show based on connections with show exhibitors. This total of 59.6% is a true indication that the CR&B Show is a **BUYING SHOW**



Percentage of show attendees who will be bringing more staff to the 2020 CR&B Show



#### Sunday/Monday vs. Monday/Tuesday?

The show has decided to move the show back to Sunday/Monday for a few important reasons:

- Friday, the first move-in day, will allow for weekday shipping vs. shipping on the weekend. This will make things easier and less expensive for those that need to ship product and/or materials to the show.
- Many restaurants cannot send more than one staff member on weekdays and said they will send more staff if one of the show days was Sunday.
- Having one weekend day and one week day for the show will provide our attendees with more options from an attendance perspective.

### Individual Attendee Comments:

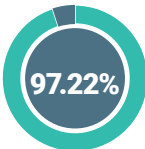


## 2019 CR&B SHOW - EXHIBITOR SURVEY RESULTS AND COMMENTS:

### Exhibitor Survey Results:



*"THE VENUE, LOCATION, FREE PARKING AND CONVENIENCE WERE GOOD OR EXCELLENT"*



Would recommend the CR&B Show to a friend or industry colleague

### Sunday/Monday vs. Monday/Tuesday?

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- Having one weekend day and one week day for the show will provide our attendees with more options from an attendance perspective.

### Individual Exhibitor Comments:



"Need a dishwasher station (dishwasher/dish pit) for exhibitors to wash their wares during and after the show"

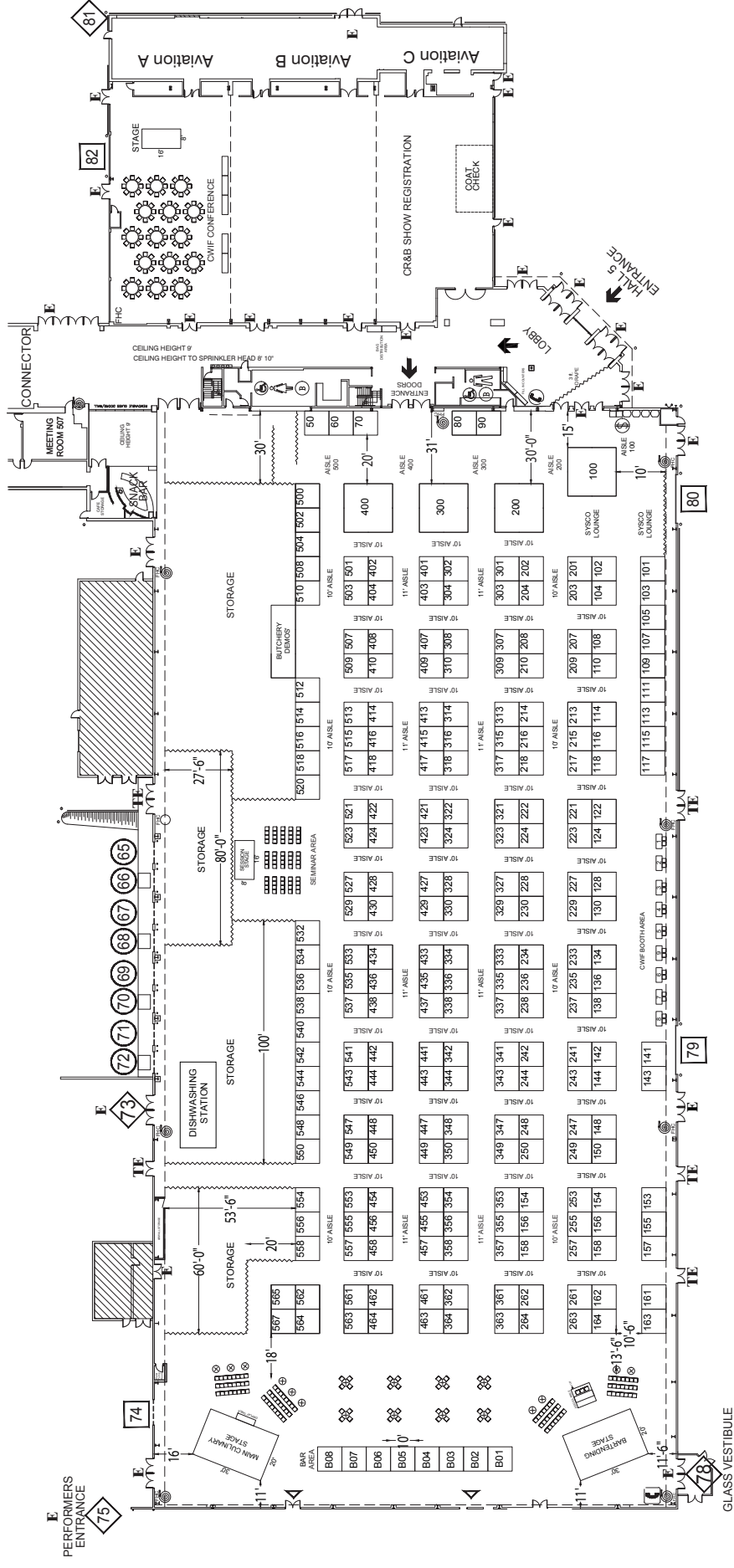
The CR&B Show has received similar feedback from a number of other exhibitors and will be setting up a central dishwashing station for all exhibitors to use. We apologize for any inconvenience this year and can assure you that this will not be an issue for 2020

# CR&B

# NOVEMBER 1 - 2/2020

INTERNATIONAL CENTRE, HALL 5  
Mississauga, Ontario

Canadian Restaurant & Bar Show



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**NOVEMBER  
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INTERNATIONAL CENTRE, HALL 5  
Mississauga, Ontario

[www.crbshow.ca](http://www.crbshow.ca)

**For Office Use**

Rep: \_\_\_\_\_  
Booth(s) Assigned: \_\_\_\_\_  
Square Ft: \_\_\_\_\_  
Booth Cost: \$ \_\_\_\_\_  
Corner(s) Fee: \$ \_\_\_\_\_  
HST (13%): \$ \_\_\_\_\_  
**Total (CDN): \$ \_\_\_\_\_**

# CONTRACT FOR EXHIBIT SPACE

*This Agreement for exhibit space at the event ("Show") is made between MediaEdge Communications ("Show Management") and the company listed below ("Exhibitor"):*

Exhibiting Company Name (EXACTLY AS IT IS TO APPEAR IN SHOW GUIDE & WEBSITE LISTINGS):

Website \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ Provincial/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_  
Key Contact \_\_\_\_\_ Title \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_ Cell \_\_\_\_\_  
Products/Brands to be exhibited \_\_\_\_\_  
Booth Choice #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_ Booth Size \_\_\_\_\_

**SEND CHEQUES PAYABLE TO:**

CR&B Show c/o MediaEdge Communications Inc.  
Attn: Brad Moore  
2001 Sheppard Avenue East, Suite 500, North York, ON M2J 0A1  
Phone: 416-512-8186 Fax: 416-512-8344

**PAYMENT INFORMATION**

☐ Cheque ☐ Credit Card  
☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS

Card Number \_\_\_\_\_  
Expiry Date \_\_\_\_\_ CVV Code \_\_\_\_\_  
Name of Cardholder \_\_\_\_\_  
Amount (CDN) \$ \_\_\_\_\_  
Signature \_\_\_\_\_

**EXHIBIT DESIGN GUIDELINES:**

In order to maintain high quality exhibits and the overall appearance of the CR&B Show, all exhibits must follow the *Guidelines for Display Rules and Regulations* that have been established by the International Association of Exhibitors and Events™ (IAEE), which can be found in our Exhibitor Manual. Floor covering is mandatory in all displays! Removal of Exhibits – The exhibitor agrees no display will be dismantled or goods removed before the end of the close of the show. Also, all items must be removed from the building before 10:00 pm or risk additional cost for forced freight or loss of products and display.

**I accept the terms and conditions herein and acknowledge that this shall become a binding contract upon acceptance and co-signature by MediaEdge Communications Inc.:**

Authorized Signature \_\_\_\_\_  
Print Name \_\_\_\_\_  
Company Name \_\_\_\_\_  
Date \_\_\_\_\_

Accepted by MediaEdge Communications Inc. \_\_\_\_\_ Date \_\_\_\_\_

**EXHIBIT SPACE RATES (PER 10' X 10' BOOTH IN CAD DOLLARS PLUS TAX):**

	*Member Rate	Non-member Rate
1 booth (100 sq. ft.)	\$2,100	\$2,300
2-4 booths (200 sq. ft.)	\$2,000/booth	\$2,200/booth
5-9 booths (100 sq. ft.)	\$1,900/booth	\$2,100/booth
10+ booths (100 sq. ft.)	\$1,750/booth	\$1,950/booth
Corner(s) Rate:	\$200	\$200

**PAYMENT SCHEDULE:**

50% due with this Contract  
Balance due by August 31, 2020  
**100% balance due for all bookings after August 1, 2020**

**ALL PAYMENTS MUST BE RECEIVED PRIOR TO MOVING IN.**

**TERMS AND CONDITIONS:**

Should the exhibitor cancel this agreement after July 17, 2020, all payments received are non-refundable and the remaining balance is payable to the show. If the exhibitor books space and cancels it prior to July 17, 2020, a 25% cancellation fee is required and payable to the show. The exhibitor accepts and will comply with the rules and regulations in this agreement and in the Exhibitor Service Manual. Show Management reserves the right to relocate the assigned exhibitor booth(s) to an alternate space, or to relocate the show to an alternate location than designated herein. Such relocations shall not relieve the exhibitor obligations. The exhibitor agrees to carry a minimum of \$5,000,000 commercial general liability insurance, naming MediaEdge Communications Inc. as additional insureds for the duration of the show from move-in through move-out. The exhibitor agrees to conduct all business at the show in accordance with the Occupational Health and Safety Act as outlined by the appropriate Provincial Ministry of Labour.

Questions? Please contact Chuck Nervick at [chuckn@mediaedge.ca](mailto:chuckn@mediaedge.ca) | +1 (416) 512-8186 ext. 227 and Nick Nervick at [nickn@mediaedge.ca](mailto:nickn@mediaedge.ca) | +1 (416) 512 8186 ext. 249