



CANNABIS CONFERENCE & EXPO
SEPT. 12-14, 2019, NIAGARA FALLS, ON
SCOTIABANK CONVENTION CENTRE • NIAGARA FALLS, CANADA

EXHIBITOR MANUAL

(updated July 15, 2019)

EXHIBITOR LOAD-IN / VIP INDUSTRY CONFERENCE • SEPTEMBER 12, 2019

General Load-In (carry in) and Setup:

Thursday, September 12th, 2019 – 9am - 8pm

MAIN EXPO SEPTEMBER 13-14, 2019

TOLL-FREE: 1.866.GROW.UP.1

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Appendix 1 Exhibitor Registration

1. 10 X 10 BOOTHS INCLUDE

- 10' x 10' booth space (pipe & drape)
- 8' black backdrop, 3' black side rails
- (2) Two-day Exhibitor Passes
- (1) Two-day Conference Pass
- 1 6' table and 2 chairs (if required)
- Company listing on the Grow Up Conference website
- Company listing in the official show guide.

2. BOOTHS DO NOT INCLUDE

Telephone, Internet, A/V, Water and Electrical Services must be ordered through Scotiabank Convention Centre (SCCN) – see sections below.

The following services can be ordered from our service contractor Stronco:

- Additional furnishing
- Signage
- Carpet
- Display
- Labour

All order forms are on our website.

3. CHECK LIST

- Register your Conference Delegate(s) / booth attendees online - (see Appendix 1)
- Provide proof of exhibitor insurance - Mandatory (See #14)
- Order Electrical, A/V, Telecommunication (phone and Internet) services from SCCN. (see sections 10)
- Order Booth Decorations (see sections 19)
- Book Load-in Time with SCCN Exhibition Manager (see sections 15)
- Book Accommodations at Hotel (see sections 12)
<https://growupconference.com/contact-us/travel-hotel/>

4. GROW UP CONTACT INFO

Grow Up Conference and Expo

30 Village Place, Suite 300, Mississauga, Ontario L4Z 1V9
Tel: 1-866-GROW-UP-1 Fax: 905-858-4848
info@growupconference.com
<https://www.growupconference.com>

5. GROW UP STAFF

Randy Rowe

President
rrowe@growupconference.com

Neill Dixon

Co-Founder
neill@growupconference.com

Danya Dixon

VP Programming
danya@growupconference.com

Kristen Campbell

Registration Manager
registration@growupconference.com

Caitlin O'Neill

Exhibitor Manager
expo@growupconference.com

Melanie Osmond

Conference Logistics
logistics@growupconference.com

6. CUSTOMS BROKER

The customs broker for Grow Up is Stronco 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 Stronco directly:

Steve Holden, Account Executive

Stronco

1510 Caterpillar Rd, Mississauga, ON L4X 2Y1
Tel: 905-270-6767 Ext. 2324 Fax: 905-270-6771
Toll Free: 1-800-665-2621
www.stronco.com
exhibitorservices@stronco.com

7. EXHIBIT BOOTH LOCATIONS

Hall A, B, & C, Scotiabank Convention Centre

8. EXHIBITOR PROFILE

Please make sure you have submitted your company description to appear in the printed program and website by August 16, 2019.

TOLL-FREE: 1.866.GROW.UP.1

9. EXHIBITOR STAFFING

- Each Exhibitor must 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 Grow Up
- Registration by your authorized Exhibit Staff, or by one of your Official Delegates.
- If you would like to have additional staff at your booth, please contact Grow Up to purchase additional passes.

10. ELECTRICAL, INTERNET, TELEPHONE & A/V SERVICES

Ray Anderson, Exhibitor Services Coordinator
Scotiabank Convention Centre
6815 Stanley Ave, Niagara Falls ON, L2G 3Y9
Tel: 905.357.6222 Fax: 905.357.6212 Toll Free: 1-888-997-6222
Randerson@fallsconventions.com

11. CONVENTION – CONTACT INFO

Ray Anderson, Exhibitor Services Coordinator
Scotiabank Convention Centre
6815 Stanley Ave, Niagara Falls ON, L2G 3Y9
Tel: 905.357.6222 Fax: 905.357.6212 Toll Free: 1-888-997-6222
Randerson@fallsconventions.com

12. HOTEL – GUEST ROOMS / RESERVATIONS

Grow Up has arranged special rates at the following:

Marriott Fallsview (Host Hotel)

6755 Fallsview Boulevard, Niagara Falls ON Canada, L2G 3W7
Cityview \$209.00 Fallsview \$229.00

Raddison Hotel & Suites Fallsview

6733 Fallsview Boulevard, Niagara Falls ON Canada, L2G 3W7
905-356-1944

City view rooms \$139.00

Family Suites \$179.00

Fallsview Rooms \$199

plus discounted parking charges of \$10/vehicle/day for one vehicle per room. Please check with hotels to verify pricing.

Reservations can be made online at <https://www.radisson.com/growup> or by calling 1-877-325-5784. When calling be sure to mention "Grow Up" to receive that rate.

13. EXHIBITOR PARKING

Parking passes valid on event days as specified with unlimited in and out privilege. Purchase of Pass does not guarantee parking space.

Single Automobile - 2 Day Pass \$30

Single Automobile - 3 Day Pass \$40

Truck parking passes available upon request. Please contact Exhibitor Services.

14. INSURANCE

Mandatory: Exhibitors must have valid exhibit insurance in advance of the Conference with their insurance broker or agent. Insurance policy number must be provided to Grow Up prior to load-in. Online resource:
<https://www.palcanada.com/en/exhibitor-liability>

Grow Up 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.

15. LOAD-IN / LOAD-OUT

Loading docks are available on-site and are on a first-come first-served basis.

If you require more than 3 hours to set-up your booth please contact the Exhibition Manager to schedule an earlier load time.

Exhibition Service

Caitlin O'Neill

Exhibitor Manager

expo@growupconference.com

EXPO FRI SEPTEMBER 13TH - SAT SEPTEMBER 14TH

General Load-In (carry in) and Setup:

Thursday, September 12th, 2019 – 9am - 8pm

Load-out will begin after the close of the Expo:

Saturday, September 14th, 2019 – 5pm - 10pm

All exhibits must be struck at that time and removed as soon as possible. **No exhibits may be struck earlier than 5:00 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.

TOLL-FREE: 1.866.GROW.UP.1

16. NOISE

Grow Up 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.

IMPORTANT

The Exhibition 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.

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.

17. REGISTRATION

Exhibitor Registration will be located at the loading docks of the convention centre. 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 during the conference and exhibition hours. Please be sure to have your exhibitor badge with you at all times to ensure you are not denied access to the Exhibit area.

19. SERVICE CONTRACTOR

Stronco Group of Companies

Steve Holden
1510-B Caterpillar Road
Mississauga, ON L4X 2W9
Tel: 905.270.6767 ext. 2324 | Fax: 905.270.6771
exhibitorservices@stronco.com
1.800.665.2621

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

- tables and chairs
- additional furnishings
- booth carpeting
- signage
- display labour
- transportation & storage
- secure storage racks
- custom brokerage

20. SHIPPING INFORMATION

For shipping from outside Canada, please contact Stronco for custom brokerage services. Please note that if shipping to the Convention Centre, you must have staff on-site to receive the shipment. We will not accept shipment on your behalf.

21. STORAGE

There will be limited storage available to exhibitors on the exhibition floor. 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.

All items stored in the exhibit floor storage area are done so at your own risk. Please make sure to label and secure belongings. Valuable items are not recommended in the storage area. Secure storage racks are available for purchase through Stronco.

22. EXPO HOURS

Booths must be staffed during all Grow Up Expo operating hours:

- Friday, September 7, 10:00 pm – 6:00 pm
- Saturday, September 8, 10:00 am – 5:00 pm

APPENDIX 1 - EXHIBITOR REGISTRATION

To register, please follow the steps online www.growupconference.com/expo/login.

Note that whomever creates the account with their details (name, email, etc) in order to complete this purchase as the BUYER will be the one with the login details that your company will require to complete your personnel's details for their badges to be picked up at our registration desk on site.

Your booth purchase indicates the TICKET/BADGE TYPE and QUANTITY for each.

If you require additional badges for your staff as Exhibitors/Delegates you must purchase these additionally online our registration page - use the promotional code 2019-EXHIBITOR to receive a 15% discount

If you do not know the names of who will attend Grow Up Conference & Expo, you may leave the badge types under the Buyers name, then edit these respectively. To edit the names for the badges, simply log into your Eventdex account: www.growupconference.com/expo/login. Select the "Event" Grow Up Conference & Expo, then "My Tickets". Here you will see all ticket types and you may edit the names/emails of your staff by clicking on the edit icon - aka the green pencil. Don't forget to hit the 'Save' button!

To purchase additional passes, the same Buyer Login details should be used.

IMPORTANT TO NOTE: "Lead Retrieval" is NOT a Badge Type, but rather a feature included in your booth purchase. Therefore anyone's name associated with "Lead Retrieval" will not be granted a badge/entry to the event.

If you will have more than 5 people attending Grow Up Conference & Expo from your company, or you did not purchase your booth online, please contact our Registration Manager, Kristen Campbell, registration@growupconference.com (no later than Friday, August 31, 2019), to upload your staff directly using a Google Sheets document:

Should you have any questions, or require assistance with this process, please contact Kristen Campbell: registration@growupconference.com.

Lead Retrieval

Use the same buyer login details as above to use your "Lead Retrieval" license. Up to three staff may use the same login details to access use of the license at the same time.