



Saturday February 20, 2016

Exhibitor Manual for

Third Annual Middle Eastern Bridal Show

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Introduction

My team and I would like to extend a warm welcome back to our vendors from 2015 and greet our newest vendors for 2016. I am excited to be working with everyone on this great and spectacular event showcasing Middle Eastern Culture, Fashion and Food.

My Vision

When I first started with the idea of the Middle Eastern Bridal Show, I was thinking of how talented and unique our culture is. My thoughts were to bring this talent to the forefront for everyone to see and experience. From a business perspective, the show allows vendors to connect with clients looking for niche services that are not readily available in the mainstream market. Furthermore, it promotes vital networking between businesses that complement one another.

After the success of our first year show, I was convinced that we were definitely on the right track. All of the clients that visited our show were kind enough to give us feedback – and the feedback was an affirmation that the show was desired within our community.

The vendors also provided us with resounding positivity, asking us to come back stronger and better for the coming year.

Our Goals for 2016 are:

- Make the show bigger and better by providing more on-stage performances and entertainment
- Bring Middle Eastern fashion to the forefront by showcasing elegant and unique styles from local and international designers
- Offer clients the opportunity to experience authentic Middle Eastern flavors
- Provide a positive and vibrant atmosphere for all attendees
- Give our vendors and their clients a feeling of familiarity by connecting with those who speak the same language and share similar cultures and traditions
- Great marketing opportunities for our vendors that will showcase their services

If any vendor has any additional ideas or contributions to the Show they would like to make, we encourage you to submit your ideas to info@themiddleeasternbridalshow.com.

Producer

Amar Music and Entertainment - Office Tel: 647-438-2627

Show Personnel

Sam Jahshan
President/Show Manager
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Show Date & Times

Saturday, February 20, 2016
Time: 11:00am to 9:00pm

Stage Performance Times

1:00 PM, 4:00 PM, 7:00 PM

Location

The International Centre
6900 Airport Road
Mississauga, Ontario
905.677.6131
www.internationalcentre.com

Move In Dates & Times

Note: All exhibit materials must be in exhibitors' booths by 10:00 a.m. on Saturday, February 20, 2016. All booths must be completely set-up and ready for business by 10:45 a.m. Please allow enough time for setup. Remember that set-up always takes longer than anticipated.

Move In Procedures

Move in shall not start before 7:00 a.m. on Saturday, February 20, 2016.

1. Show Personnel will direct exhibitors to loading doors. Pedestrian entrances cannot be used for move in/ move out.
2. Report to Show Administration immediately upon arrival. Proceed to unload vehicle as quickly as possible. Move vehicle from the door to a parking space. Please be considerate of others waiting to use loading doors.
3. A limited number of dollies will be available for exhibitor use, although we suggest that you bring your own to facilitate your move in time and avoid delays. Please return dollies to loading doors after use.
4. Storage for empty crates is **not** available. Please make arrangements to either return them to vehicles or store them within the booth in a discreet manner.
5. Due to safety regulations, vehicles will not be permitted in the building.

Construction Site

The show floor is deemed a construction site by the Ministry of Labor. Effective January 1, 2007, **no children under the age of 16** are permitted on the show floor during move in or move out. Proper footwear must be worn during move in and move out times. **Open toe shoes are not permitted.**

For more information, please go to: <http://www.labour.gov.on.ca/english/hs/>.

Courier & Shipping Instructions

Pre-paid courier packages and shipments to the building will be accepted and signed for by Amar Music and Entertainment. Driver must report to the Show Office and show personnel will supervise and direct freight to the exhibitor's booth. Shipments cannot be accepted prior to Saturday, February 20, 2016 under any circumstances.

Please ensure the following information is on your label:

The Middle Eastern Bridal Show
The International Centre
6900 Airport Road
Mississauga ON L4V 1E8
Attention: Company Name + Booth Number

Any package received after the End Date of the Event will not be accepted. All returns will be sent collect. Amar Entertainment shall not be responsible for the failure to receive packages, the condition of any goods received or for any damage sustained in transit. All deliveries must be made via the designated docks and receiving doors. Dismantling, loading and removal of any

Property must be commenced immediately following the conclusion of the Event. If any Property has not been removed from the Facility by the End Time of the relevant Function Room, Amar Entertainment will have such Property removed at the expense of the Client, and Amar Entertainment will not be responsible for any damage caused by such removal. Before or after the Centre's Normal Business Hours, the Client must provide a Dock Master to supervise receiving and shipping.

Move Out Procedures

Saturday, February 20th, 2016 from 9:00pm to 11:59pm (**no earlier or later than the specified times**)

The tear down and movement of exhibits and materials while the public are legitimately viewing the show (i.e. before 9:00 p.m. on Saturday, February 20, 2016) is both discourteous and dangerous. Exhibitors may start tear down at exactly 9:00 p.m. Security will not allow goods to be removed from the building before that time.

All exhibits and display materials must be out of the building by 11:59 p.m. on Saturday, February 20, 2016. Should you be renting display materials from service companies other than those provided by the show management, it is your responsibility to notify them of setup and move out times. All products must also be removed: magazines, brochures and promotional materials. If there is excessive printed material left by the exhibitor, you will be responsible for a disposal fee as determined by The **International Centres' cleaning service**. Amar Music and Entertainment's contract ends at 12:00 a.m. Sunday morning and nothing can be left in the building overnight.

Show Office

The Show Office is located on the first floor and will be staffed by Show Management and Service Personnel throughout the setup show hours and take down. Please report to the Show Office upon arrival at setup and direct all inquiries to the Show Office throughout the show.

Exhibitor Badges

Each exhibitor will receive a maximum of 4 badges per booth. If requiring additional staff for any reason, please submit a formal written notice 30 days prior to the show.

Badges will allow exhibitor admission to show floor and must be worn during show hours.

Guest Passes

If you're looking to bring a client to the show, friends or family, you can order Guest Passes for a discounted price. Guest Pass Order forms can be located on our website, www.themiddleeasternbridalshow.com.

Parking

Parking is provided at no charge to patrons and exhibitors.

Empty Crates-Storage

There will be no storage provided to exhibitors. Please store all empty crates or boxes in your vehicle or in an unobtrusive manner in your booth.

Concessions

Food or beverage sales are prohibited. Free samples may be distributed by exhibitors in the confines of their booth provided arrangements have been made prior to the show.

Any exhibitor wishing to provide samples at the show must comply with the following:

1. All samples must be palm sized or bite sized.
2. A copy of the menu must be submitted 30 days prior to the Middle Eastern Bridal Show with ingredients. If peanuts are in the item, please make sure to display signs clearly indicating such in case of allergies.
3. All booths are required to have sanitizer and napkins present.
4. Exhibitor may want to consider additional insurance options, please contact Show Management for information: 647.438.2627.
5. For further information on City of Toronto Public Health requirements, please call 416.392.0978.

Insurance

Show Management strongly recommends exhibitors purchase liability insurance. The official show insurance provider is State Farm Insurance. For more information, please contact Rick Sawicki at 905-856-4172. Or visit www.sfinsure.ca Exhibitors should provide a certificate of insurance from their liability insurer adding the Middle Eastern Bridal Show on the certificate. *Show Management is not responsible for anything lost, stolen or broken.*

Security

Uniformed security personnel will be on duty 24 hours per day from opening time on move in until closing of move out. Exhibitors are advised to maintain normal precautionary measures to protect their display material and equipment. Please see www.themiddleeasternbridalshow.com for a security suggestion checklist. Booths must be manned at all times during show hours. Individual booth security may be contracted at an additional cost between the exhibitor and our security provider. Every precaution will be taken to prevent losses due to pilfering, however, Amar Music and Entertainment, a subdivision of Quality Plus Professional Disc Jockey Services Inc., and or their employees, and or agents, will not accept liability for losses of any kind.

Photography

No photography of any exhibits on the show floor or fashion show is allowed without the written consent of Show Management. No video or digital images are allowed to be taken of any booth displays. Exhibitors may photograph **their own exhibits only.**

Announcements

Exhibitor announcements will not be made during the show or over a P.A. system.

Payment of Exhibit Space

Payment in full for exhibit space as contracted must be made no later than **January 20, 2016**. Show Management reserves the right to refuse the use of the space to any exhibitor who has not made full and final payment.

Compliance with Rules & Regulations

Show Management reserves the right to make such changes, amendments and additions to the rules and regulations as considered necessary to the efficient and proper conduct of the show.

Draws & Competitions

Amar Music and Entertainment must pre-approve all draws offered by exhibitors. Exhibitors who do not obtain permission by Show Management will be required to cease and desist collecting entries and no compensation will be provided. Please review the Terms and Conditions of the Contract and fully comply with all rules and regulations governed by the Province of Ontario.

Booth Colours, Sharing, Signs & Staffing

Each booth is to have a maximum of 4 staff members. If additional staff members are required, please advise Staff Management prior to the show by 15 business days via written notice. The exhibit will be set-up with booth curtains and carpeting. If exhibitors wish to use alternative coloured curtains, they must either provide their own or rent.

In the interest of the overall appearance of the show, suspended signs will not be allowed in the show building. Signs must not exceed the eight (8) foot height restriction and may not be attached to or painted on equipment above that height. All booth signage must be professional lettered. **ABSOLUTELY NO HAND-WRITTEN SIGNS WILL BE PERMITTED ON THE SHOW FLOOR.** Prices or any reference to dollar figures are not allowed in any prominent display area within the booth, or attached to any of the signage on the booth. Show specials will be allowed.

Booths are rented on the understanding that the products or services contained in that booth will be offered solely by the person or the company contracting for the space. Amar Music and Entertainment reserves the right to bar any other company or product being represented in the space rented. ***Booth sharing is strictly prohibited.***

Prefabricated Booths

An exhibitor planning to use a prefabricated display must ensure that:

1. An allowance of one inch is made on each side of the display to allow for the thickness of standard dividers.

2. Projection of side walls must be limited to a maximum of half the depth of the exhibitor's booth (i.e. 4 feet from the rear of the booth), allowing 50% visibility to the sides of the exhibit at eye level (4 feet).
3. All sides and surfaces of exhibits (booths and signs) which are exposed to view must be properly finished and decorated.

Displays

Exhibitors may erect their own displays using their own regular employees, provided that there is no major construction involved. All display materials, including prefabricated booths must be pre-fitted and ready for installation prior to shipment to the building.

Floor & Wall Damage

Painting, nailing, drilling or screwing to the floors, walls or any other part of the building is not permitted. Kindly refrain from using tape products as we do not want to damage the existing carpeting. Exhibitors will be charged for cleanup of all other tape products. Minimum charge for unauthorized tape removal is \$250.00.

Your Booth

Please refer to the diagram below which outlines a standard 10' by 10' booth. Every exhibitor will be provided with curtained back and side walls. You must not obstruct your neighbor or build walls outside of this configuration without prior approval of Show Management. Should your booth not meet show code during set up, you will be asked to remove any walls that are obstructing your neighbor. Show Management is not discouraging creativity but trying to maintain consistency on the show floor, keeping sightlines open and primarily as a courtesy to your neighbor.

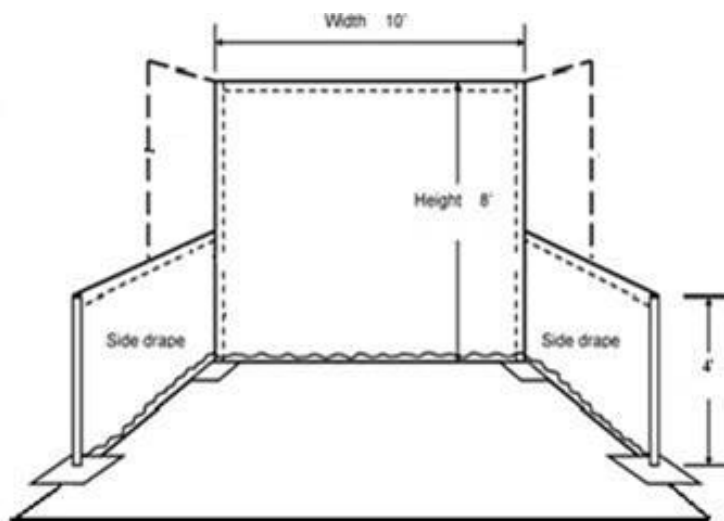


Exhibit Spacing – Interior

Please remember that within 100 square feet you will require adequate room to allow the consumer to do business in your booth. The amount of display material, product and merchandise shall be reasonable and allow the exhibitor the ability to conduct business within the confines of their contracted area. If Show Management deems there is excessive staff or product within the contracted area, resulting in public safety or obstruction of aisle traffic, the exhibitor will be asked to make changes or amendments.

Interpretation of these rules and regulations are at the sole discretion of the Show Manager and non-compliance of these regulations will result in the ejection of the offending exhibitor and the closing of their exhibit. Show Management will not be liable for any damages or loss to the exhibitor, nor will there be any refund on rental fees or any other exhibitor expenses.

Exhibits must be staffed during all show hours. Management reserves the right to uncover any un-staffed booths during show hours and will not be liable for damage or pilferage. Should an exhibitor leave their exhibit un-staffed, they will forfeit the right to participate in future shows.

Demonstrations & Distributions

Displays, demonstrations and distributing of advertising materials are not permitted outside of the confines of the exhibitor's booth. In cases where audio/visual equipment is used, the sound must be subdued to such an extent as to ensure its having no nuisance effect on neighbouring exhibitors. Floor managers will have the right to decide on accepted decibel levels at the show. Amar Music and Entertainment will take the responsibility to ensure that each exhibitor is able to conduct their business at the show free of undue disturbances from other exhibitors. Should complaints be made about the excessive noise, etc., from such things such as audio or audio-visual equipment, the following actions will be taken:

1. The Show Manager will request that levels be lowered to a point considered satisfactory by Amar Music and Entertainment.
2. Should the level be increasing following initial warnings, the Show Manager will insist that the equipment be either turned off completely or the exhibitor leaves the show. Should this happen, there will be no refunds or compensation to those involved.

Cleaning

The show floor aisles will be cleaned prior to the show date. The facility will also be cleaned. Individual exhibitor booths will **not** be cleaned. All exhibitors are responsible for keeping their booth cleaned and maintained throughout the show hours.

Electrical Contractor

Show Management does not provide electrical outlets free of charge. Rental of electrical source is required through our provider Showtech: 905.283.0550. Please find the form in your package or online at www.themiddleeasternbridalshow.com

Exhibiting Electrical Equipment

Extension cords must be of the three-prong type (i.e. grounded) and must contain wires of the proper size to carry the electrical load. Multiple outlet extension cords are not permitted. The contractor is obligated to refuse the connections where the exhibitor's electrical wiring or wiring method constitutes a code violation.

It is a requirement of the Electrical Safety Code that any electrical equipment which is being displayed, offered for sale or used in any show or convention must be approved. If you need any information, please call 905.283.0550.

Extra Services

Should you require services that are not available in this package, please call Amar Music and Entertainment at 647.438.2627 and we will assist you in any way possible.

Audio-Visual Services

Please contact our parent company, Quality Plus Professional Disc Jockey Services at 416.746.3548 to obtain pricing on any required equipment. Please note, a price schedule can be found on our website at: www.themiddleeasternbridalshow.com.

Wifi Services

Show Management will provide wifi at a charge of \$50.00 per account per booth.

The International Centre - Map & Address

The International Centre
6900 Airport Road
Mississauga, Ontario
905.677.6131
www.internationalcentre.com

