

Exhibitor Kit

SPORT CARD & MEMORABILIA EXPO

May 3-5, 2019

The International Centre, Hall 5

6900 Airport Rd. Mississauga, ON. L4V 1E8

EXHIBITOR MOVE-IN INFORMATION

Below you will find links to all the information you require for participation in the show including deadlines, important dates and FAQ's. We have indicated due dates to receive discounts set forth by the suppliers to maximize savings. Additionally, we have included some marketing options to enhance your presence at the show and bring added exposure to your brand. Please avoid last minute surprises and read all the sections to learn everything you need to know to participate at the Sport Card Expo.

MOVE-IN TIMES:

THURSDAY May 2nd FROM 3:00PM TO 8:00PM (move in until 8 but you may set up until 9). Please note that doors will open as close to 3pm Thursday as it is possible – we will get everyone in as soon as we can. Thursday you can drive your car/or pick-up truck on to the show floor or use the loading docks. On Friday NO VEHICLES are allowed on the show floor.

FRIDAY MAY 3rd FROM 7:30AM TO 10:00AM – move-in is through loading docks and man-doors only!

MOVE-IN DOORS:

Move-in door on THURSDAY is Door #79 on the south side of Hall 5 and you can drive right into the hall – subject to the directions & the Parking and Move in staff!

Move-in door on FRIDAY is #73 on the north side of Hall 5. NO OTHER DOORS are to be used for this purpose and NO inventory or displays are to be moved in or out the glass doors at the main entrance.

- HALL #5 RULE: NO TRAILERS PERMITTED IN THE HALL
- PLEASE BE CONSIDERATE OF OTHERS! DRIVE IN, UNLOAD AND MOVE YOUR VEHICLE OUT RIGHT AWAY SO EVERYONE CAN GET IN AND SET UP

SHOW HOURS:

PLEASE NOTE THE SHOW HOURS REMAIN AS:

FRIDAY	12NOON TO 9:00PM	<u>NOTE: VIP Entry is at 11:45am!</u>
SATURDAY	10:00AM TO 6:00PM	<u>NOTE: VIP Entry is at 9:45am!</u>
SUNDAY	10:00AM TO 5:00PM	<u>NOTE: VIP Entry is at 9:45am!</u>

NOTE: VIP TICKET HOLDERS WILL BE ALLOWED ONTO THE SHOW FLOOR 15MINUTES BEFORE OFFICIAL SHOW OPENING ON EACH DAY – PLEASE BE READY FOR THEM!

SATURDAY DEALER RE-STOCK: 8:00am - 9:30am / SHOW HOURS: 10:00am – 6:00pm

SUNDAY DEALER RE-STOCK: 8:00am - 9:30am / SHOW HOURS: 10:00am – 5:00pm

MOVE OUT TIME SUNDAY:

The Expo closes at 5pm and move-out time is 5pm! That means that **you should not be packing up / moving out until that time**. If anyone is found to be substantially packing up their booth before then I reserve the right to NOT ALLOW YOU TO REBOOK THAT SAME BOOTH SPACE! It is not fair to ticket holders, to your fellow Dealers or to Show Management to pack up early and looks very unprofessional!

What's Included & NOT Included with booth space:

Each Booth (whether you have one or multiple) is 10'x10', comes with an 8' back curtain, a company sign, one-8' table & one-6' table per booth and 2 PASSES PER BOOTH.

Company name in the Expo Magazine (must be registered prior to print deadline)

If you want extra tables or other items for your booth that haven't been pre-ordered, you must order them from the OPS Exhibitor booth at the show or you can call them in advance at 905-624-6955 or through the link on the site: <http://sportcardexpo.com/exhibitors/>. Any items beyond the 2 tables and chairs that come with your booth are at your own expense. OPS will also have a limited number of cart's available. Exhibitors should bring their own move-in equipment if required.

ELECTRICAL & INTERNET:

Can be ordered from the 'Exhibitor' page of our website <http://sportcardexpo.com/exhibitors/>

There is free wifi in the ticketing area and by the main entrance but not in the majority of Hall 5. New for the Spring Expo, eBay Canada will be providing free wifi by the ebay Main Stage for those wishing to bid on the live auctions. All you need to do is to register on the log-in screen.

Height & Booth Restrictions:

Exhibitors are provided with a standard 8' high draped exhibit back wall (blue & white). Only some booths have dividers for the sides of their spaces but all spaces are 10' deep x 10' wide and can be measured by the distance between the bars that are spaced 10' across the back of the booth.

The maximum height for the back of an exhibitor's display, including signage, is 8 feet.

All exposed areas must be finished to the satisfaction of show management.

All exhibit material and personnel must remain within their allocated space as contracted

HOTEL ROOMS:

We have Special Rates at the Hampton Suites & Fairfield Suites (Marriott). You can find the information and discount codes on our website at: <http://sportcardexpo.com/hotels/>

EXHIBITOR BADGES & WRISTBANDS

You can pick up your Exhibitor wristbands & badges on Thursday and walk right in on Friday (assuming your booth balance has first been paid in full). If you have staff that are only there for move-in on Thursday, they will simply get a hand stamp for access to the Expo Hall. Back by popular demand, Upper Deck is once again branding collectible VIP, Exhibitor & Sponsor badges. Here is a preview of just one of the new Spring Expo Upper Deck badges:

These look amazing and will come with an Upper Deck branded lanyard as well. Thank-you UPPER DECK!

PLS NOTE:

These badges are meant to identify you to other Exhibitors, sponsors and customers etc. but ***you still need to wear your weekend wristbands*** for access to the building for the 3 days. Each exhibitor will receive 2 Exhibitor wristbands per 10x10 booth. You can buy additional wristbands (cash only from the Exhibitor move-in desk staffed by Troy) for \$20 cash tax included but the Souvenir badges and lanyards from Upper Deck will be provided only as long as supplies last.

Parking, Security & Soliciting:

PARKING:

Free parking on-site is available throughout the show for exhibitors and visitors.

There will be designated accessible parking available to visitors in front of Hall 5.

Exhibitor Parking is available by Door #79 but please do not park in the marked off area. Vehicles parked here OR in front of the loading docks will be towed at owners' expense.

OVERNIGHT TRUCK / TRAILER PARKING ONSITE

If you plan to leave your truck/trailer overnight at the International Centre you MUST register it with the ITCC Parking department either online at ticcparking.com or call [416.723.0451](tel:416.723.0451)

SECURITY & UNIFORMED POLICE:

We recommend that you lock up or place expensive articles out of sight at night. We are not responsible for any losses! Do not expect to gain access to the exhibit hall at any time without your exhibitor pass & wristband. Security staff will not allow you to enter the building without it: this is for the protection of everyone's valuable property! Our Security provider is NORTHWEST SECURITY however we will also have UNIFORMED POLICE OFFICERS on the show floor throughout Expo hours. If you see any suspicious

behavior or suspect any shoplifting, please report directly to Security or to the Police – do not attempt to confront them on your own.

The exhibit halls will be secured and locked every night on closing. It takes approximately 10 minutes to clear the hall of customers. Do not leave your booth unattended and open to theft. For the security of your goods, we suggest you stay in your booth until 10 minutes after the show closes. You must vacate the halls no later than a half-hour after closing each show night. Exhibitor property remains exclusively the exhibitor's responsibility. Show management cannot assume responsibility for any loss or damage to exhibitor's property. We will have a full-time security officer on-site, day and night, from 3pm Thursday, May 2nd to Sunday May 5th at 12am.

FOOD COURT:

PLEASE NOTE that the Food Court area will again be in Aviation Ballroom A at the front of the hall. The Food Court area offers improved food choices (and is licensed for beer & wine sales), has plenty of seating and offers free Wi-Fi! Also, if you show your Exhibitor wristband/badge you will get a 15% discount off your purchases (valid at the Coffee Shop only). There is also a smaller Café with coffee and snacks at the back of the hall near the Exhibitor entrance at door #74.

SHOWCASE RENTALS NOW AVAILABLE!

Brand new cases from the industry leader • high quality anodized gold aluminum • 22"x34"x3 ¼" with hinge on the 34" side • Tempered safety glass & built in cylinder lock • Black velvet pad liners included Available from Thursday move-in to Sunday end of show Rental Price: \$55 + hst for pre-orders and \$65 + hst onsite For info or to book, email, sales@sportcardexpo.com

ADVERTISING OPPORTUNITIES:

This Expo we have added digital units that will have the Show Floor Plan on them as well as the most up to date Exhibitor List. They also offer advertising opportunities that you can still take advantage of for advertising special items, pricing, giveaways etc. – see below for details:

EMERGENCY DOORS: Are clearly marked. DO NOT USE THEM - THE ALARM WILL GO OFF!

BOOTH RE-BOOKING FOR November 15-17, 2019

As usual, we will be doing our re-bookings Saturday and Sunday morning from 8:30 until 9:30 at the Sport Card Expo signing area for those of you who have not already booked for the November Expo

As always, I strongly encourage you to re-book your space! Whether you are paying cash, cheque or by c/card, please take a moment to let us know your intention to ensure things are smooth for everyone.

SPORT CARD EXPO SHIPPING ADDRESS:

ATTN: SPORT CARD & MEMORABILIA EXPO
C/O INTERNATIONAL CENTRE
HALL #5 LOADING DOOR 72
6900 AIRPORT RD., MISSISSAUGA ON L4V 1E8

NO SHIPMENTS BEFORE 8:00AM Thursday May 2nd

ALL SHIPMENTS MUST BE PICKED UP SUNDAY NIGHT AFTER 6:00PM - NO EXCEPTIONS.

FOR FORK LIFT AND LABOURERS CALL OPS @ 905-624-6955

US CUSTOMS CLEARANCE BROKER

FREIGHTBOY would like to offer you the following services:

- Door-to-door movement of your freight for the Show
- Cross Docking of your freight in Niagara Falls, NY or in Mississauga, ON
- Canadian & US Customs clearance to/from the show; Documentation prep for Customs clearances
- ACE manifest preparations for those who want to move their own freight back to the USA

They can help you with any requirements you may have involving the logistics of attending this event.

Please email ymckay@northerncustoms.com or quotes@freightboy.ca for quotes or information.

Contact: Yogi McKay President /Freight Boy

SORRY WE ARE UNABLE TO ACCEPT ANY U.S. WAX BOX AND CASE SELLERS

PLAYER AUTOGRAPHS:

Many of our autograph guests are no longer under contract with the NHL, all photographs reproduced without the written consent of the Player are unlicensed and CAN NOT be sold at the show. The players will only sign photo's that have been licensed by the League and authorized by the individual player.

COUNTERFEIT MERCHANDISE POLICY

One of the comments I have heard most frequently from dealers about how to improve this Expo is re: counterfeit merchandise and/or signatures. As I have discovered, this is a very difficult area to understand and manage let alone to police. That said, our livelihoods depend on the trust that fans and collectors place in us to provide them with authentic merchandise and while it is not my role (or expertise) as the Expo promoter to assess what is/isn't authentic, we are responsible to self-police and to manage this from within the business while the license holders and police/RCMP fraud departments decide how and when to address it. While I have not yet defined a more specific policy regarding the exhibiting of counterfeit merchandise at Expo, it is not something that I am prepared to allow. For now, I can say that we don't allow replicas, counterfeit items/signatures to be sold at the Expo – period. Please make sure that the items you sell are authentic and if they aren't it/they and your booth may be removed from the Expo without refund, and you may be subject to a range of other actions up to and

including permanent suspension from the Expo and reporting to the appropriate Licensor and/or legal authorities.

If you have any further questions please call the show office at 866.466.7116 or by email at sales@sportcardexpo.com See you at the show!

Thank you & have a great Expo!

Steve Menzie

Sport Card & Memorabilia Expo