



# It's Showtime!

It's not every day you can say your sales will go up when all of your customers are going downhill. But this is exactly what will happen when you participate in the 2011 **Toronto Ski, Snowboard & Travel Show**, the largest consumer ski and snowboard show in North America.

The Canadian Ski Council calls the **Toronto Ski, Snowboard & Travel Show** one of the greatest marketing opportunities in the country. Last year the event attracted over 33,000 skiing and boarding enthusiasts who were eager to see and buy the latest gear, check out some great entertainment and book their slope side trips for the upcoming winter season, right at the show!

For skiers and snowboarders the **Toronto Ski, Snowboard & Travel Show** is the ultimate lifestyle source for the latest in fashion, equipment and winter getaway destinations. For retail shops and resort operators, it's an amazing 4 day opportunity to kick off the season, smash sales records and most importantly, meet their customers face to face! The show returns to **Exhibition Place at the Better Living Centre from October 13 – 16, 2011**. Get your share of a multimillion dollar industry that's growing every year. Other than the first snowfall of the season, the arrival of the show is the most highly anticipated event for a market of over 500,000 skiers and snowboarders residing within Toronto and thousands more who live beyond the city.

We're gearing up with new entertainment features, new promotions and a powerful end-user multi-media advertising campaign that will drive the crowds to the show and to your booth. Make plans to be part of this exceptional sales opportunity. **Everything you need to know about the show and how to book your space is available in the following pages or online at the Exhibitor Info section of our website, located at [www.torontoskishow.com](http://www.torontoskishow.com).** Prime space goes quickly, so don't hesitate. Check it out and make the smart decision to participate in Canada's premiere snow show.

Once you've completed and returned the Exhibit Space Application we will contact you to discuss your specific requirements. If you have any questions or special requests, please contact me at 905.361.5248, toll-free at 888.695.2677 ext. 248, or e-mail [mitch@sportshows.ca](mailto:mitch@sportshows.ca). I look forward to hearing from you.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Mitch'.

Mitchell Ostapchuk  
Show Manager



# "Email Kit"

Better Living Centre, Exhibition Place  
October 13 – 16, 2011

Thank you for requesting an information package on the 2011 Toronto Ski, Snowboard and Travel Show. Everything you need to apply for space in the show is contained on the following pages. Additional information on our event can be viewed at our websites,

[www.torontoskishow.com](http://www.torontoskishow.com) or [www.snowboardshow.ca](http://www.snowboardshow.ca).

**1. This e-mail Information Package contains the following:**

- Show Fact Sheet
- Space Application and Contract
- Show Rules and Regulations
- Show Floor plan (require Acrobat Reader to view)

**2. Here's How to apply:**

- Print off your Space Application / Contract and Rules and Regulations sheet.
- Fill out the top section of the application, including product description. Please sign and date it. By signing the application, you acknowledge having read the Show Rules and Regulations and agree to abide by them.
- Fax the application to us at 905.361.2679 or mail the application and deposit to us at the address below. Cheques or money orders should be made out to the Toronto Ski, Snowboard and Travel Show. To make payment by credit card fill out the attached Credit Card Authorization form.

**NOTE: Office Address**

Canadian National Sportsmen's Shows  
30 Village Centre Place  
Mississauga, ON L4Z 1V9  
Telephone: 905.361.2677  
Fax: 905.361.2679  
Toll Free: 888.695.2677

Once we have received your space application, you will receive a call from one of our Account Managers to discuss your participation in the 2011 show.



October 13 - 16, 2011  
Better Living Centre, Exhibition Place, Toronto, Ontario

[www.torontoskishow.com](http://www.torontoskishow.com) or  
[www.snowboardshow.ca](http://www.snowboardshow.ca)

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**Date:** October 13 – 16, 2011

<b>Year Established:</b>	1972	<b>Type of Show:</b>	Consumer
<b>Expected Attendance:</b>	35,000+	<b>Frequency:</b>	Annual
<b>Number of Exhibitors:</b>	200+	<b>Gross Square Footage:</b>	180,000

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### 2011 Show Hours

Thurs. 3pm to 10pm    Fri. 12pm to 10pm    Sat. 10am to 9pm    Sun. 10am to 6pm

### 2011 Admission Prices - (HST Included)

<b>Adults:</b>	\$18.00	<b>Juniors (ages 6-14) &amp; Seniors: (60+)</b>	\$13.00
<b>Family (2 Adults, 2 Juniors):</b>	\$50.00	<b>Children (Under 6 years):</b>	Free

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**2011 Exhibit Rates (sq. ft.) Booth:** \$16.40/sq. ft.    **Bulk:** \$11.20/ sq. ft.

### Show Description (Features & Benefits, Products/Services displayed)

Canada's largest showcase of Ski & Snowboard related resorts and travel destinations, hard goods, soft goods and related industry products and services. Located in Toronto, the show draws from a population base approaching 7 million consumers and is easily accessed by Public Transit, Go Train and major highways with parking for 6,000+ vehicles on site. Industry specific entertainment, associations and clubs are featured as an integral part of the show. The show is home to Canada's largest ski and snowboard swap sponsored by The Canadian Ski Patrol.

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**For more information contact:**  
**Show Manager: Mitchell Ostapchuk**  
30 Village Centre Place, Mississauga, ON L4Z 1V9  
Tel.: 905.361.5248    Fax: 905.361.2679  
Email: [mitch@sportshows.ca](mailto:mitch@sportshows.ca)  
Toll Free: 1.888.695.2677

Canadian National Sportsmen's Shows (1989) Limited  
(Schedule subject to change) April 2011

**\*\*\*Endorsed by Ontario Snow Resorts Association**



**Better Living Centre, Exhibition Place  
October 13 to October 16, 2011**

**SPACE APPLICATION / CONTRACT**

WE WISH TO EXHIBIT IN THE 2011 TORONTO SKI, SNOWBOARD & TRAVEL SHOW

Company Name: \_\_\_\_\_ Code: \_\_\_\_\_

Address: \_\_\_\_\_

City / Prov / State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

We wish to rent \_\_\_\_\_ square feet of BOOTH  
(Standard 10'x 10') at \$16.40 per square foot + HST.

◆ Booth Space exhibitors please remit \$1,640.00 + 13% HST (per 10x10 booth).

We wish to rent \_\_\_\_\_ square feet of BULK SPACE  
(Minimum 20'x 20') at \$11.20 per square foot + HST.

◆ Bulk Space exhibitors please remit deposit of \$2,000.00 + 13% HST.

**EXHIBIT DESCRIPTION:** Please supply a specific description of the products/services you wish to display in your booth. Only those items described below and approved by Show Management will be permitted to be displayed at the show.

\_\_\_\_\_

\_\_\_\_\_

We agree to pay Canadian National Sportsmen's Shows (1989) Limited (CNSS) (the "Licensor") the appropriate space rate, plus HST. We have read and understand the Conditions of the Application/Contract on the reverse, or attachment if received via e-mail and agree to abide by them. If this Application/Contract is faxed to CNSS, we authorize the Licensor to take any and all steps in reliance on our faxed Application/Contract as though it were an original. By signing below, the undersigned (in both your personal capacity and where applicable, on behalf of the entity) agrees that verbal authorization may be obtained from you to charge the credit card tendered in respect of payment hereunder.

Exhibitor Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ VISA \_\_ MC \_\_ AMEX \_\_

Card Number: \_\_\_\_\_ Exp. \_\_\_\_\_

On acceptance of this contract by the Licensor a signed copy of this contract and an invoice will be sent. **Your deposit must accompany this application.** The balance is due based on the terms listed on the reverse. Please note that by signing this agreement you have acknowledged the rules & regulations on the back of this space application/contract

**OFFICE USE ONLY**

Customer Code _____	(A) Dimensions Front: _____ x Depth _____
Date Received _____	(B) Dimensions Front: _____ x Depth _____
Booth Space # assigned (A) _____	(A) Sq. ft. _____ @ _____ \$ _____
Booth Space # assigned (B) _____	(B) Sq. ft. _____ @ _____ \$ _____
Sales Person _____	Sub Total \$ _____
Space Code _____	Plus 13% HST \$ _____
Confirmation Number _____	Total Cost \$ _____
Invoice Number _____	Deposit Received \$ _____
Number of Badges _____	Interim Balance Due \$ _____
Cheque # _____	FINAL BALANCE DUE \$ _____

Accepted by Show Management: \_\_\_\_\_ Date: \_\_\_\_\_



# RULES AND REGULATIONS APPLICATION FOR SPACE

No right to allocation of space may be derived from the application. In special cases the organizers may decide not to confirm an application, to allocate less space than has been applied for, to alter allocated space or to withdraw an allocation without the participant being entitled to claim compensation for damage incurred.

## RENT AND TERMS OF PAYMENT

Booth Space exhibitors please remit payment of \$1,640.00 + H.S.T. per 10' x 10' booth with your Application.

Bulk Space payments should be made in 3 installments: 1) Deposit of \$2,000.00 + H.S.T. required with Space Application/ Contract

2) Second payment (50% of the total value) required by June 26<sup>TH</sup>, 2011 for early bookings only. 3) Balance due September 2, 2011

Full Payment must be sent with any bulk space Application received after August 27, 2011

## PLEASE MAKE CHEQUES PAYABLE TO TORONTO SKI, SNOWBOARD & TRAVEL SHOW

### USE OF SPACE

Each exhibitor shall be restricted to showing only those goods described in this agreement, and shall confine its exhibit, activities and operations to the licensed space. Without limiting the generality of the foregoing, the Exhibitor shall be prohibited from handing out coupons, samples or other materials belonging to or promoting the wares or activities of third parties and shall strictly confine all permitted activities to the licensed space. In addition, use of the space shall be strictly restricted to the Exhibitor and the Exhibitor shall not assign, either in part or in whole, otherwise permit the participation of any third party in any of the activities, undertakings or displays in the licensed space, without the prior express written consent of the licensor. In the event of the failure of the Exhibitor to utilize all its space to the satisfaction of the Licensor, it may at any time after the opening hour of the Show allot any vacant space to such other applicant, as it may deem appropriate, in its sole discretion, for the benefit of the exhibition. The Licensor reserves the right to relocate contracted exhibit space as it may deem necessary, in its sole discretion, for the overall benefit of the exhibition.

The use of said space shall be subject to the Rules and Regulations appearing in this contract and in the "Exhibitor Information Kit" and to all further rules and regulations now or hereafter adopted for the conduct of said Show, which are hereby, made a part of this Agreement and to which the Exhibitor agrees strictly to conform. The Exhibitor further acknowledges that the Licensor is a party to an occupancy agreement pursuant to which the use and occupation of the building by the Licensor and all Exhibitors is governed. The Exhibitor agrees to be bound by the terms, conditions, rules and regulations set forth in such agreement.

### CHARACTER OF EXHIBIT

The Licensor reserves the right, in its sole discretion, to decline, prohibit or remove any exhibit, Exhibitor or proposed exhibit or Exhibitor not approved of by it, and to permit only such matter and conduct as it shall approve. The above reservation covers persons, things, conduct, printed matter, souvenirs and emblems, and all things which effect the character of the exhibition, and the Exhibitor will not obstruct or hinder the Licensor in preventing or removing forthwith any matter, conduct or thing which it considers objectionable.

### RISKS

All property used or exhibited is at the sole risk of the Exhibitor, and the Licensor will not assume any responsibility for the safety of exhibits against theft, robbery, fire, accidents or for any matter or thing whatsoever, or for bodily injury or damage to property or persons caused by the operations of the Exhibitor. The Exhibitor understands and agrees that the Licensor shall assume no responsibility for representations or warranties given by the Exhibitor to the public in regard to its products or services or for transactions or contracts between the Exhibitor and the public, or for any losses or damages arising therefrom.

### INSURANCE

The Exhibitor shall hold the Licensor harmless from any damage, expense or liability, to or in respect to any person, arising out of the Exhibitor's occupancy of the said licensed space or any thing or matter connected with such occupancy or the activities of the Exhibitor, its servants, agents or employees in conjunction therewith, whether or not such activities shall occur in the licensed space, the building or elsewhere.

### REMOVAL OF GOODS

Under no circumstances shall any portion of an exhibit be removed from the licensed space during the continuance of the Show without prior written permission of the Licensor. The Exhibitor will cause all exhibits, equipment and products to be removed from the Show premises on the date and time specified as "Exhibit Removal Deadline" in the Exhibitor Information Package. The Licensor shall be entitled to remove all exhibits, equipment and products of the Exhibitor to any place of storage, and the Exhibitor shall be liable for all additional charges or damages incurred by the Licensor for or by reason of all such property of the Exhibitor left on the Show premises or other environs after such deadline.

### PREVENTION OR INTERRUPTION OF USE OF PREMISES

The Licensor reserves the right, exercisable in its sole discretion, to change the date or dates upon which the Show is to be held and shall not be liable in damages or otherwise by reason of such change. In the event the Show is cancelled because of reasons beyond the control of the Licensor, space rental fees or deposits already made will be returned to Exhibitors on a pro rata basis, after all related expenses incurred by the licensor through the date of cancellation have been met, and the Licensor shall be released from any and all claims for damage which might arise in consequence thereof.

### LABOUR AGREEMENTS

The Exhibitor agrees to observe all union contracts and labour relation agreements in force, agreements between the Licensor, official contractor service companies and the building in which the Show will take place and the labour laws of the jurisdiction in which the building is located.

### CANCELLATION POLICY

No amount paid or payable by the Exhibitor hereunder is refundable in the event the Exhibitor does not use the reserved space. The Licensor shall have full power in the interpretation and enforcement of all Rules and Regulations whether contained herein or otherwise and the power to make such amendments thereto and such further rules and regulations governing participation in the Show as it shall consider necessary for the proper conduct of said Show. If the Exhibitor fails to make any said payments at the time appointed there for, all rights of the Exhibitor hereunder shall cease and terminate, and any payments made by it on account hereof prior to said time may be retained by the Licensor as liquidated damages for the breach of this Agreement, and the Licensor may thereupon re license said space. The Licensor may at any time that the Exhibitor fails to pay any indebtedness owed by the Exhibitor to Licensor, after demand, seize and sell any property of the Exhibitor within the Show premises or their environs, either at public auction or by private sale, and may apply the proceeds thereof against such indebtedness, together with its costs, without prejudice to any other rights of the Licensor, and the Exhibitor shall be liable for any deficiency or loss suffered by the Licensor. This license may be terminated by the Licensor at any time on the breach of any of the terms or conditions hereof by the Exhibitor, and thereupon all rights of the Exhibitor hereunder shall cease and terminate, and any payments made by it on account hereof to said termination shall be retained by the Licensor as liquidated damages for such breach, and the Licensor may thereupon re license said space. Until this application is accepted by the Licensor, the exhibitor shall be entitled to the return of the rent paid, upon notice in writing to the licensor.

### GENERAL

In the event that any provision of these terms, conditions and rules shall be found to be illegal or otherwise unenforceable, the balance of these terms, condition or rule is not contained herein. No waiver or permitted variation of any provision hereof shall be taken to permit any future waiver or variation of such provision.

There is no representation, warranty or condition made by binding upon the Licensor affecting the subject matter of this Agreement of the said space other than as expressed herein or in the Exhibitor Information Package or in writing signed by the Licensor. Nothing herein shall be construed as constituting the Exhibitor and the Licensor partners, joint ventures or agents of one another. The Exhibitor has read and understands the Rules and Regulations and understands that this application and the contract resulting from it will be subject to these Rules and Regulations. The Licensor reserves the right to determine the eligibility and appropriateness of exhibits before acceptance of this contract. This contract and any disputes that may arise herefrom shall be interpreted and governed in accordance with Ontario law.

### COMPLIANCE WITH HEALTH AND SAFETY LAW

Exhibitors, their on-site staff and suppliers/contractors, shall comply with all show terms, rules and regulations, and with all pertinent and applicable laws, codes and regulations, Federal, Provincial, Municipal and local, including the Occupational Health & Safety Act, governed by the province of Ontario, which may affect the show space. For more information on the Health & Safety Act please visit their web site at [http://www.e-laws.gov.on.ca/html/statutes/english/elaws\\_statutes\\_90o01\\_e.htm#BK22](http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_90o01_e.htm#BK22). It is also the sole responsibility of the Exhibitor to ensure that all their on-site staff and suppliers/contractors are informed of and comply with all these terms at all times while on the show property. The exhibitor agrees to be liable for the actions of its on-site staff and suppliers/contractors.

These terms and regulations will be enforced by both Show Management and Ministry of Labour. Exhibitor's failure to comply with such laws, terms, rules and regulations shall entitle CNSS to terminate CNSS obligations under this contract and remove, shut down or darken Exhibitor's space. CNSS's decision on all such matters shall be final. The Exhibitor accepts full responsibility for its legal liability and any losses or fines incurred as a result of failure to comply with health and safety laws. If Show Management should be held liable for an exhibitor's action or failure to comply with its legal obligations, the exhibitor shall reimburse Show Management for all expenses incurred and hold Show Management harmless for any resulting liability.

### FIRE & ELECTRICAL SAFETY

Exhibitors must comply with all facility and local Fire Code Regulations. Booth decorations must be flameproof, and all hangings must clear the floor. Electrical wiring must conform with all National, Provincial and Municipal government requirements and to the local provincial Electrical Code Safety Rules. If inspection indicates that an exhibitor has neglected to comply with these terms, or otherwise incurs a fire or electrical hazard, Show Management reserves the right to cancel all or such part of the exhibit as may be out of compliance.

### INJURY, LOSS, OR DAMAGE

Show Management will not be responsible for any injury, loss or damage that may occur to or be caused by the exhibitor to the exhibitor's employees, property, or to the facility from any cause whatsoever. Show Management will not be held liable for any injury, loss, or damage which is sustained by any person who may be on the premises leased or rented to the exhibitor, or watching, observing, or participating in any demonstration in the exhibitor's exhibit unless such injury, loss, or damage is caused by active negligence or a willful act of Show Management.

If Show Management should be held liable for an exhibitor's action or failure to act in any manner whatsoever, the exhibitor shall reimburse Show Management for all expenses incurred and hold Show Management harmless for any resulting liability.



# 2011 FLOOR PLAN

TORONTO



**We Own Winter!**

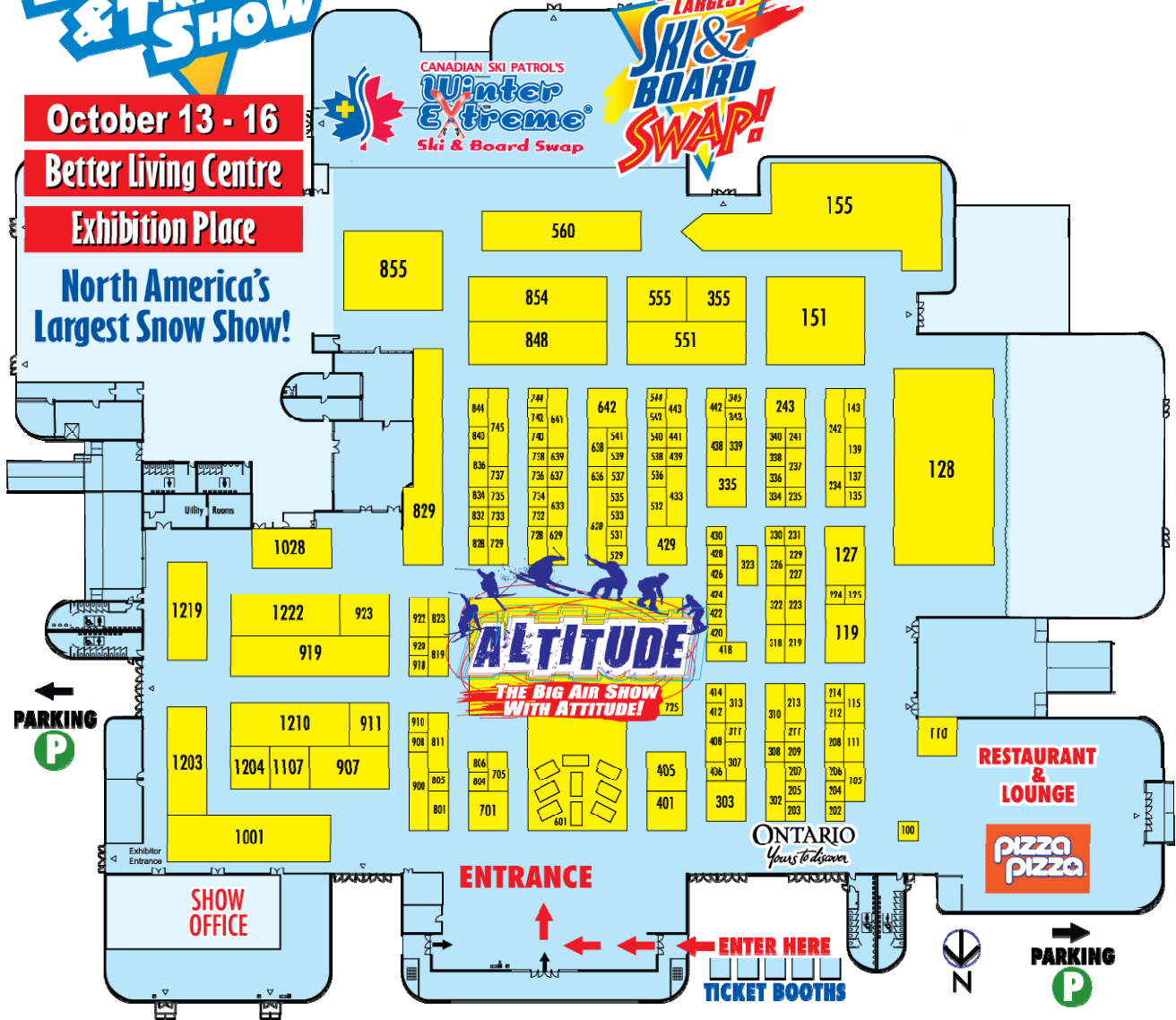
[www.torontoskishow.com](http://www.torontoskishow.com) or [www.snowboardshow.ca](http://www.snowboardshow.ca)

**October 13 - 16**

**Better Living Centre**

**Exhibition Place**

**North America's  
Largest Snow Show!**





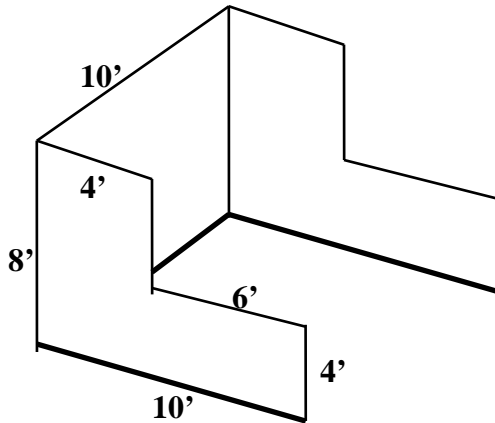
# BOOTH RULES AND REGULATIONS TO BE AWARE OF

## 10 x 10 BOOTH RATE DISPLAYS:

**BACKDROP AND SIDEWALLS** - Management provides the following equipment for 10 x 10 booth rate exhibitors at no extra charge: One 8 foot high (blue & white) drape backdrop and perimeter 3 foot high (blue & white) drape dividers between exhibits. Extra railing, carpet, and exhibit equipment can be rented from Stronco Group of Companies, using the forms provided in the exhibitor kit after you've booked your space. (Exhibitor to complete and mail) Please note that all on-site orders are subject to a premium surcharge.

## EXHIBITOR SUPPLIED DISPLAYS:

Exhibitors may supply their own exhibit booth, provided it conforms to all the regulations of the Toronto Ski, Snowboard & Travel Show and meets all safety, fire and union regulations. Exhibit sidewalls must not exceed 8 feet in height for the first 4 feet from the back of the booth and must not exceed 4 feet in height for the remaining 6 feet to the front. Exhibit sidewalls **must be finished on both sides** to present an acceptable appearance to neighbouring exhibitors and the public. Across the back of your 10 x 10 Booth display, walls, fixtures, banners or signs may not exceed 8 feet in height.



**Why the Height Limits?** If a portion of a 10 x 10 exhibit display extends beyond the 8' high limit, the booth will detract from the overall impact of the exhibitor booth directly behind that booth. The side height and depth regulations ensure that each exhibitor is entitled to a reasonable sight line from the aisle and is not boxed in.

In some cases, depending on location in the show and with written permission from show management, easy Up tent displays in 10 x 10 booth spaces are allowed. In order to be considered, the same rules and regulations with regards to sightlines must be observed, the tent must have documentation showing that it is constructed of flame proofed materials and an exhibitor supplied fire extinguisher must be present in the booth. Contact show management for details.

## BULK RATE DISPLAYS (Minimum 20 x 20)

**BACKDROP AND SIDEWALLS:** Backdrops and dividers are not permitted in bulk rate areas. Exceptions may be permitted in some cases, ie. When a booth backs onto a wall or when sharing a back-wall with another exhibitor. Island booths requiring a wall must erect this wall in the centre of their booth. **Exhibit walls must be finished on both sides** to present an acceptable appearance to neighbouring exhibits and the public.

In some cases, a bulk space display may exceed the 8' height limitation depending on its location in the show, i.e. when a bulk display backs onto a wall or when sharing a back wall with another exhibitor. In these cases, written permission must be given by show management.

**Management does not provide any rail or draping for bulk space exhibitors. If you require drape, rail, or additional exhibit equipment, it can be rented from Stronco Group of Companies, using the order form provided in the exhibitor kit which will be sent after your space has been booked.**



# CANADIAN NATIONAL SPORTSMEN'S SHOWS (1989) LIMITED

## CREDIT CARD AUTHORIZATION

Company Name: \_\_\_\_\_

Total Payment: \_\_\_\_\_

Date Received: \_\_\_\_\_

The undersigned authorizes Canadian National Sportsmen's Shows to charge the credit card number listed in the amount shown above. We agree to pay Canadian National Sportsmen's Shows (1989) Limited (CNSS) (the "Licensor") the appropriate space rate, plus HST. We have read and understand the Conditions of the Application/Contract, and agree to abide by them. If this Application/Contract is faxed to CNSS, we authorize the Licensor to take any and all steps in reliance on our faxed Application/Contract as though it were an original. By signing below, the undersigned (both your personal capacity and where applicable, on behalf of the entity) agrees that verbal authorization may be obtained from you to charge the credit card tendered in respect of payment hereunder.

PLEASE PRINT

VISA \_\_\_ MC \_\_\_

Credit Card #: \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_

Card Holder (Please Print): \_\_\_\_\_

Card Holders Signature: \_\_\_\_\_

### Office Use Only:

OBSS \_\_\_\_\_ Invoice Number: \_\_\_\_\_

TMS \_\_\_\_\_ Show Deposit: \_\_\_\_\_

TSKI \_\_\_\_\_ V.I.P. Tickets: \_\_\_\_\_

TSS \_\_\_\_\_ Parking Passes: \_\_\_\_\_

\_\_\_\_\_ Other: \_\_\_\_\_

OTHER

Authorized Account Manager: \_\_\_\_\_



# BOOK NOW!

## DON'T WAIT UNTIL THE LAST MINUTE!

The Toronto Ski, Snowboard & Travel Show wants to be sure that you are not left out in the cold. A special exhibitor rate has been negotiated with the Hyatt Regency Toronto. In order to receive the special rate please call the reservation desk and indicate that you are with the "Toronto Ski, Snowboard & Travel Show"

Book Your Room No later than

**September 17th, 2011**

*\$159.00 single/double occupancy (plus taxes)*

\* After this date, regular rates will apply and room availability may be limited.


**LIMITED SPACE**



**BOOK ON-LINE**

VISIT  
[www.torontoskishow.ca/](http://www.torontoskishow.ca/)  
**TODAY!**

or call

**1.888.421.1442**





**Complimentary Internet with your stay**

For your convenience the *Hyatt Regency Toronto* will be providing a free shuttle bus service to and from the show starting Thursday Oct 13<sup>th</sup> to Sunday Oct 16<sup>th</sup>, approximately 1 hour prior to show opening and 20 minutes after closing.

Remember rooms sell out fast so be sure to book before the deadline.

Hyatt Regency Toronto

370 King Street West

Toronto, ON M5V 1J9

Website: [www.torontoregency.hyatt.com](http://www.torontoregency.hyatt.com)

Email: [Vivek.Satoskar@hyatt.com](mailto:Vivek.Satoskar@hyatt.com)

Tel: 416.343.1234

Toll Free: 1.888.421.1442

Fax: 416.599.8889





## After Hours

**“It’s time for a little T.O....with BIG Ski Show Style!”**

**While in Toronto, Make the most of your visit!  
There’s plenty to do after the show!**

**Check out these websites for up-to-date information.**

[www.toronto.com](http://www.toronto.com)

[www.torontotourism.com](http://www.torontotourism.com)

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

[www.i4toronto.com](http://www.i4toronto.com)

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

[www.theaircanadacentre.com](http://www.theaircanadacentre.com)

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

[www.rogerscentre.com](http://www.rogerscentre.com)

[www.whynotdine.com](http://www.whynotdine.com)

**Book your tickets or reservations ahead of time on-line.**

# Stand Out and Be Seen!

## Simple Tactics for Creating an Eye-Catching Display To Attract Potential Clients!

1. [Do the Research](#). If you don't have the expertise or feel you need help with your booth, there are numerous places to seek assistance. The Yellow Pages lists hundreds of consultants and agencies who will provide a turnkey display solution. For the budget conscious, community colleges, interior decorators, art or design students and exhibit display company websites are an excellent source of great ideas. Take a look at what other successful companies are doing and then adapt these ideas to your own company and product.
2. [Professional Signage and Banners](#). Digital technology has drastically reduced the cost of producing professional looking signs, banners and backdrops. These items, once sourced, will provide many years of productive use in a variety of settings. With little more than a decent digital camera and computer, you can provide the local sign shop with the images, logos and copy to create a dynamic display. Make sure you identify your company clearly with a phone number or web address!
3. [Booth Décor](#). Your booth display is your billboard. A picture says a thousand words and a well thought out image or graphic and a few well chosen words will convey a powerful message. Theme-ing the booth to focus your message with your company or brand will increase your opportunity to have people stop and talk. Well thought out accessories such as props, plants and visuals will turn an average display into an exceptional one.
4. [Audio Visual Equipment](#). Control your corporate message! Tapes or DVD's will add action and motion to your display which will help attract people's attention. The new all in one VCR/DVD/Television combos are inexpensive or can be rented. Your corporate message will never be clearer than when its broadcast and an added benefit is that people can be watching while your staff is busy communicating and answering questions. Just remember, sound levels must be set as not to disturb other exhibitors in the vicinity.

5. [Booth Furnishings](#). Your display is your home away from home. You'll need space to store brochures, promotional items and personal effects so plan your furnishings accordingly. If tables and chairs are part of your display, consider using high back stools and counter-high tables which are excellent for allowing your staff to communicate at "eye-level" with potential clients while allowing them to stay fresh and rested.
  
6. [Promotional Items and Giveaways](#). People are attracted to freebies. They entice people to take notice, stop and speak to your staff. These types of items don't have to be expensive in order to work. Posters, rub on temporary tattoos with your logo, luggage tags, etc. can be sourced at a very reasonable cost. If your items are more expensive you can limit quantities or have people answer a question about your business correctly. And don't forget the draw or contest, which can serve as an excellent source of follow up after the show by gathering names, phone numbers or emails.
  
7. [Proper Staffing](#). Now that you've got the display all set, don't forget that your staff are the most important part of the display. Making them "stand out" can be as simple as having them theme their clothing to the display with matching shirts, vests, hats or "uniforms" so that they can be easily identified with your company. Make sure that they're "people" people, because a welcoming smile and courteous greeting will make the difference. Not everyone will want your product or service, but you certainly want people to remember your company and brand for the day that they might require it.
  
8. [Brochures and Information](#). You've done everything correctly. The booth looks great, the product and pricing are competitive and your staff are doing an excellent job communicating the program. Please remember that many people don't make an immediate purchase decision and you'll need to develop an appealing and appropriate corporate communications piece to hand out to potential clients. Making sure that they've got information on your product or service with them when they get home will ensure that you're in the running when they do purchase. In order to determine quantities required for the show, factor in the number of staff, how many people they can talk to in an hour and the number of hours in the show.

Your display and staff are an extension of your business. By being focused on your message, company image, and having fun while working the show, you will see results!

We want you to succeed. Call us and we'll be happy to email you our "How to Exhibit" manual which covers off these topics in greater detail.