

Exhibitor Manual



Panama Festival & Expo 2009

-April 24-

-April 26-

**International Centre – Hall 4
Mississauga, Canada**



The Organizing Committee Panama Festival & Expo 2009 Toronto, Canada

www.panaexpo.com

Email: panaexpo@gmail.com

January 2, 2009

Dear PanaExpo™ 2009 Exhibitor:

Panama Festivals S.A. is pleased to announce its second annual PanaExpo™ event in Canada, Panama Festival & Expo 2009 to be held at Hall 4 at the International Centre, Mississauga on April 24 – 26, 2009. Join an exclusive group of successful Panamanian businesses to represent, promote and celebrate Panama and to showcase your products and services!

This manual is the key to your plans for PanaExpo™ 2009. Panama Festival & Expo has designated certain companies as official show suppliers in order for you to have at your disposal all the services necessary to ensure an effective and successful show. Specialists in the fields of show services, transportation, materials handling, electrical, communications, customs and audio visual are available to assist you before, during and after Panama Festival and Expo 2009.

Please review the material in this manual thoroughly. It is important that all order and information forms are completed and forwarded to the indicated suppliers by the deadline dates in order to avoid costly late and overtime labor charges and frustrating delays on-site.

I will certainly answer any questions you have about the information contained in this manual. Please contact me or the appropriate official supplier directly.

The Organizing Committee for Panama Festival and Expo 2009 is delighted that, with the support and cooperation of all our exhibitors, we are able to present a meaningful event, which will enhance your global exposure through the international business community of Toronto. We look forward to welcoming you to Toronto.

Have a great show!

PanaExpo™
Event Management



Dates and Deadlines

Panama Festival and Expo 2009

- Exhibitor and Sponsor Registration March 1
- Show Guide Listing April 3
- Sign Order Form April 10
- Exhibitor Badge Registration April 10

Show Services

STRONCO Show Services

- Equipment and Furnishings Rental Order Form (tables, carpet, specialty items) April 10
- Plant Rental Order Form April 10
- Display Installation & Dismantle Order Form April 10
- Signage Order Form April 10
- Material Handling Order Form April 10
- Transportation Order Form April 10

Computer Rental and Audio Visual Form

AVW-TELAV Audio Visual Solutions April 10

Customs Brokers

STRONCO Logistic Services April 10

Telecommunication Services (Telephone and Internet service)

International Centre Telecommunications April 10

Advance Warehousing and Storage

STRONCO Logistic Services April 10



TABLE OF CONTENTS

Panama Festival and Expo 2009

- Dates and Deadlines2
- Show Management5
- Show Location.....5
- Show Schedule including Move-in and Move-out.....5

Official Suppliers and Services

- Official Suppliers and Services Contact Information..... 6 - 7

General Information

- Accommodation (Hotel and Complimentary Transportation).....8
- Advance Storage.....9
- Aisles.....9
- Animals.....9
- Audio Visual Equipment.....9
- Banners and Hanging Displays.....9
- Booth Allocation9
- Booth Furnishings10
- Booth Rental10
- Business Centre.....10
- Care of Building.....10
- Carpet.....11
- Catering / Food and Beverage11
- Circulation / Solicitation11
- Cleaning Services11
- Couriers/Shipments On-Site11
- Customs Information11
- Dates and Deadlines12
- Directions and Parking 12 - 13
- Display Rules and Regulations13
- Electrical.....14
- Exhibitor Badges14
- Fire Regulations14
- First Aid14



General Information (continued)

● Flame Proofing.....	14
● Garbage Removal.....	14
● Insurance and Liability.....	15
● Labour and Material Handling.....	15
● Loading Docks.....	15
● Registration.....	15
● Security.....	16
● Shipping Instructions (Shipping to Warehouse and Shipping to Show Site).....	16
● Show Guide.....	16
● Show Office.....	17
● Smoking.....	17
● Soliciting and Promotional Materials.....	17
● Sound Levels.....	17
● Sponsorship.....	17
● Storage On-Site.....	17
● Subletting Space.....	17
● Taxes.....	18
● Telecommunications.....	18
● Transportation.....	18
● Travel and Tourism.....	18
● Visa and Admission to Canada.....	18

Panama Festival and Expo 2009 Forms

● Show Guide Listing.....	19
● Sign Order Form.....	20
● Exhibitor Badge Registration.....	21



PANAMA FESTIVAL & EXPO 2009

Show Management

Panama Festival and Expo 2009

Telephone: (416) 223-0333
Website: www.panaexpo.com

Contact: Irina Reznik, Event Manager
management@panaexpo.com

Show Location

International Centre
6900 Airport Road
Mississauga, Ontario, L4V 1E8, Canada
Telephone: (905) 677-6131
Fax: (905) 677-3089

Show Schedule

Move-in (*exhibitors must unload their exhibition material from the loading dock at 6900 Airoport Road*)
Friday, April 24, 2009 8:00 am – 3:00 pm

*No freight is allowed after 3:00 pm on Friday, April 24, 2009;
exhibitors may continue to set up their booth until 4:00 pm.*

Show Hours

Friday, April 24, 2009 5:00 pm to 9:00 pm
Saturday, April 25, 2009 10:00 am to 6:00 pm
Sunday, April 26, 2009 10:00 am to 5:00 pm

Move-out (*exhibitors must load their exhibition material from the loading dock at 6900 Airoport Road*)
Sunday, April 26, 2009 5:00 pm to 11:00 pm

PLEASE HAVE ALL YOUR MATERIALS PACKED BEFORE YOU LEAVE THE EXHIBIT HALL.

Exhibitors must not dismantle their booth before 5:00 pm on Sunday, April 26, 2009. Failure to comply with this request could result in forfeiting the right to exhibit in future years.

All equipment and display materials must be removed by 9:00 pm on Sunday, April 26, 2009 or be liable for removal at the exhibitors expense. If your materials are not removed from the show floor by 9:00 pm on Sunday, Sunday, April 26, 2009 they will be removed by the show services company and shipped by the official carrier at the exhibitor's expense.



OFFICIAL SUPPLIERS AND SERVICES

Panama Festival and Expo 2009 have designated certain companies as official suppliers in order for you to have all the services necessary at your disposal to ensure an effective and successful show.

Audio Visual Equipment

AVW-TELAV Audio Visual Solutions
6900 Airport Road, Mississauga, Ontario, L4V 1E8, Canada
Tel: (416) 234-5444 Fax: (416) 234-2150
E-mail: caruso@avwtelav.com
Contact: Rick Caruso

Catering / Food & Beverage

International Centre Food & Beverage
6900 Airport Road, Mississauga, Ontario, L4V 1E8, Canada
Tel: (905) 678-5621 Fax: (905) 678-4681
E-mail: cchaumont@internationalcentre.com
Contact: Camille Chaumont

Computer Rentals

AVW-TELAV Audio Visual Solutions
6900 Airport Road, Mississauga, Ontario, L4V 1E8, Canada
Tel: (416) 234-5444 Fax: (416) 234-2150
E-mail: caruso@avwtelav.com
Contact: Rick Caruso

Customs Broker

STRONCO Logistics Services
1510 Caterpillar Road, Unit B, Mississauga, ON L4X 2W9
Tel: (800) 665-2621 x 2248 Fax: (905) 270-6771
(905) 270-6767
E-mail: Thomas.G@stronco.com
Contact: Thomas Golacki

Electrical and Sign/Banner Installation and Dismantling

Showtech Power and Lighting
6900 Airport Road, Mississauga, Ontario, L4V 1E8, Canada
Tel: (905) 677-9546 Fax: (905) 677-8713
E-mail: rmele@showtech.ca
Contact: Rocky Mele



Show Services (Accessories, Carpet, Signs & Graphics, Plants, Furniture, Hardwall Booths, Portable Booths, Materials Handling, Labour, Forklift Service, Transportation)

*STRONCO Show Services
1510 Caterpillar Road, Unit B
Mississauga, ON L4X 2W9
Tel: (905) 270.6767 x. 2270
E-mail: Gilles.B@stronco.com
Contact: Jennifer Allaby*

Fax: (905) 270-6771

Telecommunication Services (Telephone and Internet service)

*International Centre Telecommunications
Tel: (905)678-5615
E-mail: akroft@interantionalcentre.com
Contact: Adam Kroft*

Fax: (905-678-5614



GENERAL INFORMATION

Accommodation (Hotel and Complimentary Transportation)

Holiday Inn Select Toronto Airport is the **official hotel** for Panama Festival & Expo 2009 in Toronto. Holiday Inn Select Toronto Airport has a guestroom block reserved for PanaExpo exhibitors, sponsors and guests.

LOCATION:

970 Dixon Rd., Toronto, ON, Tel: (416) 675-7611

RESERVATIONS (please request PanaExpo 2009 room block):

All reservations should be made directly with the hotel by calling **1-800-524-8436**, or by following a reservations link from the Travel to Canada page in the Exhibit section on the PanaExpo website.

PANAEXPO BLOCK SPECIAL GUESTROOM RATES:

Room	Single Rate	Double Rate	Triple Rate	Quad Rate
Run of House	\$125.00	\$125.00	\$135.00	\$145.00

*The above rates are per room, per night and are quoted in Canadian funds. These rates are subject to 13% tax.

DATES:

Arrival: April 23, 2009. Departure: April 27, 2009.

Guests may request special PanaExpo rate for early arrivals and extended stays when making reservation with the Sales Department. (based on availability of rooms at the hotel).

CHECK-IN / CHECK-OUT TIMES:

Check-in time is anytime after 3:00pm. Check-out time is anytime prior to 12:00pm.

RESERVATION DEADLINE: April 9, 2009

Guests making reservations after the cut-off date will be able to book at the Best Flexible Rates based on rooms availability.

AIRPORT TRANSPORTATION:

HOLIDAY INN SELECT TORONTO AIRPORT offers **complimentary shuttle service** to and from Lester B. Pearson International Airport. Shuttle service operates from 4:05 a.m. - 2:00a.m. and pick up points are as follows:

Arriving into Terminal 1 -> Ground Level S5

Arriving into Terminal 3 -> Arrival Level C22

COMPLIMENTARY TRANSPORTATION SCHEDULE TO THE INTERNATIONAL CENTRE

Friday April 24, 2009: 8am – 10am/ 2pm – 4pm/ 8pm – 10pm

Saturday April 25, 2009: 9am – 11am/ 7pm – 9pm

Sunday April 26, 2009: 9am – 11am/ 7pm – 9pm

INTERNET SERVICES

Complimentary wireless high speed Internet is available in all guestrooms. Wireless access is now available in conference and meeting rooms throughout the hotel.



Advance Storage

CHARGES APPLY

STRONCO Show Services will accept shipments at their warehouse from exhibitors who have requested advance storage. If you require advance storage services please contact Stronco for forms and pricing.

You may send your booth materials directly to the International Centre (6900 Airport Road, Mississauga, Ontario, L4V 1E8, Canada) ONLY if it arrives during move-in hours on Friday, April 24 and you are present to sign for them. Shipments will not be accepted at the International Centre prior to move-in. If you have not made prior arrangements, materials arriving prior to Friday, April 24, 2009 will be shipped immediately back to the origin at the exhibitor's expense. Shipments directed to the Panama Festival & Expo 2009 conference office will be refused.

Aisles

Exhibitors shall not encroach on aisle space at any time and are reminded that they must remain within the booth space assigned. Failure to do so may constitute a request from show management to remove the encroaching materials from the booth. Aisles should be kept as clear and uncluttered as possible during move-in and move-out hours. During show hours, aisles **MUST** be kept clear at all times.

Animals

With the exception of seeing-eye dogs, no animals, birds or pets of any description are permitted in the show without the prior written approval of the International Centre and show management.

Audio Visual Equipment

CHARGES APPLY

The official audio visual supplier is AVW-TELAV Audio Visual Solutions. To order audio visual equipment and services please complete the audio visual request form enclosed.

Banners and Hanging Displays

Displays and signs suspended from the ceiling are considered part of the overall exhibit and therefore must conform to the height restrictions outlined in the Display Rules and Regulations. Hanging signs are not permitted in a standard booth. Perimeter booths are allowed a maximum height of twelve feet, peninsula and island booths are allowed a maximum height of eighteen feet. Whether suspended from the ceiling or supported from below, they should comply with all Display Rules and Regulations. *Exhibitors must receive written approval from show management for the use of hanging signs and graphics at least 30 days prior to the show.*

Signs and banners suspended from the ceiling must be approved and installed by Showtech Power and Lighting. To order sign installation services, please contact Showtech at (905) 677-9546.

Booth Allocation

Booths are allocated to sponsors first, then on a first come, first serve basis for exhibitor requests. Your booth(s) must be paid in full before you are able to move-in or occupy it on April 24, 2009. Show management reserves the right to allocate space in the case of any discrepancies and to re-allocate or change space as deemed necessary.



Booth Furnishings

CHARGES APPLY

Booth furnishings including furniture, carpeting, plants and accessories are available from STRONCO Show Services. To order these services please complete the order form enclosed or contact STRONCO Show Services at (905) 270.6767 x. 2270.

Booth Rental

Exhibit fees include the following:

- Booth space (all measurements are provided in feet)
- 8' high backwall and 3' high sidewall (black and grey drape) for standard booths
- One 6' table with a skirt and two chairs
- One listing in Panama Festival and Expo 2009 Show Guide
please submit Show Guide Listing Form on page 19 before the deadline
- Booth identification sign (if requested) with your company name (7" x 44" – black letters on coroplast)
please submit Sign Order Form on page 20 before the deadline
- Up to 4 exhibitor badges
please submit Exhibitor Badge Registration Form on page 21 before the deadline

Aisle carpet ONLY will be installed. You are responsible for ordering carpet and electrical for your booth.

Exhibit fees EXCLUDE the following:

- Audio Visual equipment rentals
- Booth amenities and furnishings
- Booth food and beverage service
- Booth carpet
- Booth cleaning
- Communications equipment
- Customized booth design
- Display labor
- Electrical
- In-booth security
- Materials handling
- Rental Exhibits
- Shipping and transportation
- Storage

Detailed information on these services is provided in this manual. Order forms are available online for your convenience.

Please place your orders directly with the appropriate supplier.

Business Centre

The closest business centre is located onsite at the International Centre. They provide various services including photocopying, word processing and faxing at a charge. Hours of operation are Monday - Friday 8:30 am to 6pm, Saturday 10am to 3pm, Sunday 12 noon to 5pm.

Care of Building

No materials of any kind may be affixed to the ceiling or to any walls of the International Centre whether painted, wooden or vinyl, by any method whatsoever without the prior approval of the International Centre. Exhibitors failing to abide by this rule will be charged for the removal of any such materials.



Carpet

CHARGES APPLY

The exhibit hall floor is not carpeted. Charcoal grey coloured aisle carpet will be provided. To order booth carpeting please complete the order form enclosed or contact STRONCO Show Services at (905) 270-6767.

Catering / Food and Beverage

International Centre is the exclusive caterer. Under no circumstances is outside food or beverage allowed into the International Centre without prior written approval. To order food and beverage for your booth, please contact Camille Chaumont at (905) 678-5621.

Circulation/Solicitation

Distribution of circulars or promotional materials may be made only within the booth area assigned to the exhibitor presenting such material.

Cleaning Services

CHARGES APPLY

Booth cleaning is an exclusive service performed by the International Centre. Housekeeping services will be provided by show management throughout the exhibit aisles only. Exhibitors are responsible for ordering cleaning services (if required) for their booths prior to the opening of the tradeshow. To order booth cleaning, please complete the order form enclosed or contact Caldas Building Services at info@caldas.ca.

Couriers/Shipments On-Site

No delivery is permitted to the International Centre prior to April 24, 2009. Show Management and the International Centre are not responsible for any charges incurred for refused deliveries. Only pre-paid couriers or shipments (sent to 6900 Airport Road, Mississauga, Ontario, L4V 1E8, Canada) will be accepted on Friday, April 24, 2009 during move-in hours, provided that someone from your company is present at the time of delivery to sign for them or prior arrangements have been made with STRONCO Show Services.

Customs Information

Equipment and exhibits for Panama Festival and Expo 2009 may be brought into Canada free of duties and taxes normally levied on them. STRONCO Logistics Services, the Official Customs Broker, has made arrangements with Canada Customs for a bond to cover all importations for this show. Exhibitors using their own customs broker will have to post their own bond or cash deposit with Canada Customs, and should advise the broker well in advance of their expected arrival. Please ensure that STRONCO Logistics Services is contacted regarding any shipments originating from outside Canada.

Any exhibitors who need to ship out "Last Minute" should contact STRONCO Logistics Services prior to shipping goods to discuss the best method of shipping to arrive on time.



Dates and Deadlines

All necessary forms and information concerning your Panama Festival and Expo 2009 exhibit booth space are enclosed. A one-page "Important Dates and Deadlines" form on page 3 of this manual summarizes all deadlines - please consult this page for deadlines of all forms. Please note that the pricing for services normally becomes more expensive when ordering after the noted due date.

Directions and Parking

The International Centre is located at 6900 Airport Road, Mississauga, Ontario.

By car (via highways)

- **QEW (travelling EAST)** , take QEW East to Hwy 427 north, follow 427 North and exit at Dixon Rd , turn left at the traffic lights at Dixon Rd, follow Dixon Rd (which becomes Airport Rd) for approximately 4 kilometres, the International Centre will be on your RIGHT.
- **Gardiner Expressway (travelling WEST)**, take GARDINER WEST to Hwy 427 NORTH, follow Hwy 427 NORTH and exit at Dixon Rd, turn left at the traffic lights at Dixon Rd, follow Dixon Rd (which becomes Airport Rd) for approximately 4 kilometres, the International Centre will be on your RIGHT.
- **401 (travelling WEST)**, take 401 WEST to Hwy 409 WEST, follow Hwy 409 WEST and exit at Airport Rd, turn right at the traffic lights at Airport Rd, follow Airport Rd for approximately 3 kilometres, The International Centre will be located on your RIGHT.
- **401(travelling EAST)**, take Hwy 401 EAST to Hwy 427 NORTH, follow Hwy 427 NORTH and exit at Dixon Rd, turn LEFT at the traffic lights at Dixon Rd, follow Dixon Rd(which becomes Airport Rd) for approximately 4 kilometres, the International Centre will be located on your RIGHT
- **West on Hwy 407 (travelling EAST or WEST)**, take Hwy 407 EAST or WEST and exit at Airport Rd, turn SOUTH at the traffic lights at Airport Rd, follow Airport Rd for approximately 5 kilometres, the International Centre will be located on your LEFT.

By public transportation

- **By bus** : A bus stop is located near the Main Entrance of the International Centre on Airport Rd. For current bus transit times and locations, please call Mississauga Transit at (905) 615-4636 or visit www.mississaugatransit.com
- **By train**: The Malton GO Station is located adjacent to the International Centre across the railway tracks. Please use the tunnel walkway between the Malton GO Station and the International Centre. For current train times and locations, please call GO Transit at 1-888-438-6646 or visit www.gotransit.com



By air

- The International Centre is located approximately 3 kilometres from Toronto's Pearson International Airport (YYZ) on Airport Road. Many taxi and limosine services are on stand-by at each terminal

For further directions, please call: 905-677-6131 or toll free: 1-800-567-1199

Display Rules and Regulations

For any questions or concerns regarding your booth construction please contact show management before you begin construction.

STANDARD LINEAR BOOTHS *(a booth with an aisle on 1 or 2 sides)*

Regardless of the number of standard booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum exhibit height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Standard booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth. Hanging signs are not permitted in a standard booth. Signage must be included as part of the eight foot backwall.

PERIMETER BOOTHS *(a booth that backs to a wall of the exhibit facility rather than to another exhibit).*

All guidelines for Standard booths apply to Perimeter booths, except the maximum height of the back wall and hanging signs is twelve feet (12').

DIAGONAL BOOTHS *(a triangular shape booth that forms when a 20'x20' island is split diagonally)*

Due to its unique layout, a diagonal booth permits a double frontage of 20 feet and two back walls positioned at a right angle to each other. The maximum exhibit height of eight feet (8') is allowed on both walls of the booth space for up to 10' of wall length on either side. The four-foot (4') height limitation is applied only to that portion of exhibit space which is a continuation of the 10-foot wall reaching to the corner of the island.

PENINSULA BOOTHS *(a booth exposed to aisles on 3 sides -- a) one that backs up to Standard Booths, and b) one that backs up to another Peninsula Booth)*

a. When a Peninsula booth backs up to two standard booths, the back wall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Standard Booths. The maximum height allowance for peninsula booths smaller than 20'x20' is eight feet (8'). Peninsula booths that are 20'x20' and larger, the maximum height allowance is eighteen feet (18'), including signage, for the center portion of the back wall.

b. When a Peninsula booth shares a common back wall with another peninsula booth, the entire cubic content of this booth may be used, up to the maximum allowable height of eighteen feet (18') feet, including signage, without any back wall line of sight restrictions.

ISLAND BOOTHS

Island Booths *(a booth with aisles on 4 sides)*

The entire cubic content of the space may be used up to the maximum allowable height of eighteen feet (18'), including signage.



Electrical

CHARGES APPLY

Showtech Power and Lighting is the exclusive supplier for electrical services. Orders may be placed by completing the enclosed order form or contacting Showtech Power and Lighting at (905) 677-9546.

Exhibitor Badges

FORM ENCLOSED

Exhibitors must wear identification badges at all times during move-in, move-out and show hours. Badges will be available for pick-up during move-in at Exhibitor Registration.

Please complete the enclosed forms before the deadline.

Badges are not transferable.

Note: "Move-In/Out Only" badges are available at the registration desk or from security at the loading docks for personnel who are setting up or dismantling exhibits, and WILL NOT be staffing the booth during show hours or attending the expo. These badges will not be personalized and they do not count towards the exhibitor badge limit mentioned above.

Fire Regulations

No hazardous display material of any nature will be permitted in any areas of the International Centre. Curtains, drapes, carpeting and other similar furnishings and decorative materials shall be noncombustible or flame-retardant treated. Certificates of compliance shall be produced upon request to a Fire Department representative. All combustible materials that cannot be treated for flame retardancy are prohibited.

No open flame or pyrotechnic devices shall be used without written authorization.

First Aid

During move-in, move-out and show hours, Frontline Trauma Services will be responsible for security and first aid services. If immediate medical assistance is needed, contact a security guard or a International Centre employee. Please contact show management in regards to any medical or emergency incidents.

Flame Proofing

All material used for draping or decorations must be fire resistant and have a flameproof rating. Dust covers for display must be fire resistant or treated with a flame retardant solution. If you require flame proofing services, please contact STRONCO Show Services.

Garbage Removal

During move-in and move-out please leave your garbage in the aisles and it will be cleared at regular intervals.



Insurance and Liability

Neither show management nor the International Centre accept any responsibility for injury to person, loss of or damage to products, exhibits, equipment or decorations, by fire, accident, theft or any other cause while in the building or its grounds. Exhibitors, or their agents, must provide adequate insurance for their own personnel, exhibits and materials against all such hazards.

Each exhibitor is responsible for the placement and cost of insurance relating to its participation in the show. Each exhibitor is strongly advised to obtain and carry liability insurance coverage for \$2 million. The show Management reserves the right to require exhibitors to obtain and carry such liability insurance as may be deemed necessary by the International Centre or by the Show General Insurance provider.

Labour and Materials Handling

CHARGES APPLY

Boxes and other freight MAY NOT be hand-carried on escalators or in elevators in the International Centre. Exhibitors may wheel small suitcases into the exhibit facility. Dollies will be available for your use at the loading dock at 6900 Airport Road, Mississauga, Ontario, Canada (dollies are not permitted outside the exhibition room – reception halls, elevators or parking). All exhibitors handling their own freight will be responsible to arrange their own storage of empty containers during the show. No storage will be available on the show floor, unless material handling is arranged with STRONCO Show Services. Use of flat trucks, pump trucks and other mechanical equipment is not permitted by exhibitors.

Any material handled by STRONCO Show Services. will be charged the appropriate rates listed within the service manual. Exhibitors may install their own exhibits using the services of their own regular employees. All display material, including prefabricated booths, must be pre-fitted and ready for installation prior to shipment to the International Centre. Please refer to the order forms enclosed.

STRONCO Show Services is the preferred show contractor responsible for direct shipments to show site, pre- and post-show storage, unloading, delivery to booth, handling of empty containers to and from storage and reloading onto outbound carriers. To order these services, please complete the order forms enclosed or contact STRONCO Show Services at (905) 270.6767 x. 2270.

Loading Docks

All exhibitors must unload/load their exhibition material from the loading docks. Boxes and other freight MAY NOT be hand-carried on escalators or in elevators in the International Centre.

The International Centre loading dock is located at the back of Hall 4 at 6900 Airport Road, Mississauga, Ontario, and will be open from 6 am on April 24 and will be closed at 11:59 pm on April 26. Dollies will be available at the loading dock for your use, but are not permitted outside the exhibition room – reception halls, elevators or parking.

Exhibitors have fifteen minutes to unload/load their materials and move their vehicle. There is no exhibitor parking available on the dock and unauthorized vehicles will be towed. During exhibitor move-in and move-out hours, security staff will be present.

No personal storage is provided for boxes, crates, etc. before, during or following an event.

Registration

Exhibit staff badges include access to the exhibit area only. Additional evening function tickets must be purchased separately.



Security

Show management will provide 24-hour general show security from start of move-in to the end of move-out. Exhibitors are required to maintain staff in their exhibit at all times during hours of the show. This will reduce the likelihood of a loss in your booth during the show. Show management and the International Centre do not assume any responsibility for losses incurred.

Shipping Instructions

CHARGES APPLY

It is recommended that you use the official suppliers to transport your goods to Toronto.

Shipping to Show Site

You may send your booth materials directly to the International Centre ONLY if it arrives during move-in hours on Friday, April 24, 2009. Someone from your company **MUST** be present to sign for and receive your shipment, unless you have made prior arrangements with STRONCO Show Services. Shipments will not be accepted at the International Centre prior to move-in. *Show management will not sign for shipments due to liability reasons.*

Show site shipping address:
Panama Festival & Expo 2009
[Exhibiting Company Name and Booth # _____]
C/O STRONCO Show Services
1510-B Caterpillar Road, Mississauga, ON, L4X 2W9

If you have not made prior arrangements with STRONCO Show Services, materials arriving prior to Friday, April 24, 2009, will be shipped immediately back to the origin at the exhibitor's expense.

Shipments must be sent with freight and material handling charges prepaid. Collect shipments will not be accepted.

Shipping to Warehouse

STRONCO Show Services will accept shipments at their warehouse from exhibitors who have requested advance storage from April 1 - 17, 2009. If you require advance storage services please complete the form enclosed or contact Jennifer Allaby of STRONCO Show Services at (905) 270- 6767 ext. 2270.

Warehouse shipping address:
Panama Festival & Expo 2009
[Exhibiting Company Name & Booth # _____]
C/O STRONCO Show Services
1510-B Caterpillar Road, Mississauga, ON, L4X 2W9

Show Guide

FORM ENCLOSED - CHARGES APPLY

The Show Guide will be distributed on-site to attendees of PanaExpo 2009 and subsequent events throughout the year where PanaExpo is promoted. Each exhibitor is entitled to a 25-word description per booth of his or her product(s) or services(s) free of charge. Please use the form at the end of this manual and submit it before the deadline.



Show Office

Show management will maintain an office in the mezzanine at Hall 4 the International Centre. It will be open from 7:00 am to 6:00 pm on Friday, April 24, 2009 through to Sunday, April 26, 2009. Please direct all inquiries and questions to this office.

If you have an on-site request that deals with one of the show contractors, please refer to their individual service desks on the tradeshow floor.

Smoking

Please note that Panama Festival and Expo 2009 is a smoke-free event and the International Centre is a smoke free facility. Smoking is permitted outside only.

Soliciting and Promotional Materials

Distribution of samples, souvenirs, promotional material and soliciting of business must be confined to your booth space. Such activities are not permitted in the aisles, restaurants, registration areas, hallways or other exhibits. Exhibitors wishing to enter another exhibitor's booth may only do so if invited.

Sound Levels

The noise level of any demonstration, sound system or equipment must be kept to a minimum in order not to interfere with other exhibitors (not to exceed 70 decibels, 4' away from the source). Show management reserves the right to determine the sound level at which the noise interferes with others and may request the exhibitor to comply. No sound system can be brought into the facility without prior written permission from the TCC

Sponsorship

A limited number of sponsorship opportunities that guarantee enhanced profile, recognition and access to conference delegates are available. A Sponsorship Opportunities package is also available online at www.panaexpo.com. Please contact Panama Festivals S.A. Exhibitor and Sponsorship Services in Toronto at +1-416-223-0333 or in Panama at +507-269-984 or email at panaexpo@gmail.com

Storage On-Site

There is no on-site storage available for boxes or crates at the International Centre before, during or following an event, unless you are using STRONCO Show Services.

Subletting Space

The exhibitor shall not assign or sublet the space or any part thereof or permit same to be used by any other person, without the prior written consent of show management. Any attempt to do so will result in immediate cancellation of your booth contract and the forfeiture of any amounts paid by the exhibitor to show management.



Taxes

Government of Canada levies a goods and services tax of 5% and the Province of Ontario levies a provincial sales tax of 8%.

Telecommunications

International Centre Telecommunications is the exclusive provider of all communications services including installation, networking of telephone, data, ISDN, fiber optic and satellite services. To order communications equipment/services please refer to provider forms posted online or contact International Centre Telecommunications, Adam Kroft at 905-678-5615 or email akroft@internationalcentre.com.

Transportation

CHARGES APPLY

Stronco Logistic Services is the official transportation supplier. To make arrangements for transportation of your goods to Canada please complete the order form enclosed.

Travel & Tourism

For more information on Toronto, accommodations, events, sights and attractions contact:

Toronto Convention & Visitors Association
P.O. Box 126, 207 Queens Quay West
Toronto, Ontario
M5J 1A7, Canada

Tel: (416) 203-2500 or Toll-free 1-800-499-2514
E-Mail: toronto@torcvb.com
Website: www.torontotourism.com

Visa and Admission to Canada

Panamanian passport holders require a visitor visa to enter Canada. Information on procedures for obtaining a visitor visa to Canada including forms and Canadian Embassy information is found at PanaExpo website. Upon confirmation of booth rental, the Show Management will issue a confirmation letter upon request of the exhibitor to support the exhibitor and exhibitor staff members' application for visitor visa. The Show Management reserves the right to deny or revoke a letter if we suspect that it may be used for some other or improper purpose. The Show Management accepts no responsibility for issuance of visitor visas by Canadian authorities or for the decisions of border officers as to the admission of visitors to Canada.

Please allow at least 3 weeks for processing of Canadian visitor visa.

If you are holding a passport of any other country, please check with Canadian authorities to see if the visitor visa is required with your passport.



Due: April 10, 2009

Sign Order Form

A booth identification sign with your company name (7" x 44" – black letters on white coroplast) will be supplied free of charge if it is ordered by April 10, 2009. Forms not returned by this date will not have a sign prepared.

→ *Please complete and return this form even if you do not require a sign.*

Name to appear on sign:

TYPE OR PRINT IN BLOCK LETTERS – maximum 45 characters

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() Sign **NOT REQUIRED**

Contact Information:

Company:		
Contact Name:	Booth #(s):	
Address:		
Phone:	Fax:	E-mail:

Signs will be delivered to your booth on Thursday, April 23, 2009.



Due: April 10, 2009

Exhibitor Badge Registration

First Name: Last Name:

First Name: Last Name:

First Name: Last Name:

First Name: Last Name:

Contact Information:

Company:		
Contact Name:	Booth #(s):	
Address:		
Phone:	Fax:	E-mail:

Badges will be available for pick-up at Exhibitor Registration.