

## Exhibitor Bulletin – Week of April 24, 2009

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Dear 2009 CPMA Exhibitors:

*For the week of April 24, the update includes:*

- Badges Registration – DEADLINE, April 24
- Mark Your Calendars! The CPMA 2010: Vancouver, BC – Exhibit Sales Office Invitation
- Upcoming deadlines
- Hand wash stations
- Wash stations
- Produce shipments & daily produce deliveries
- Business Sessions
- Retail Tour
- Food Bank
- Industry's 1st Video News Website – Opportunity for exhibitors

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### Badges Registration and Pick-up Location

You are entitled to 5 complimentary badges for each 10 x 10 ft. space. You should register complimentary badges online, using the password provided with your booth confirmation email. Please login here to sign up for your exhibitor badges:

[http://s15.a2zinc.net/clients/cpma/cpma09/public/e\\_Login.aspx?ID=375&sortMenu=111000&exp=8%2f7%2f2008+7%3a39%3a03+AM](http://s15.a2zinc.net/clients/cpma/cpma09/public/e_Login.aspx?ID=375&sortMenu=111000&exp=8%2f7%2f2008+7%3a39%3a03+AM)

You have until **April 24** to sign up your booth personnel. After April 24, all registrations will be subject to a \$90.00CAD charge.

If you exceed your complimentary badge quota, you are required to purchase additional badges for your booth personnel. The cost per additional badge is \$90.00 CAD.

Full registered delegates do not require an exhibitor badge to enter the trade show.

If you are bringing your own Chef to work at your booth, during the upcoming CPMA Trade Show in Toronto, CPMA will provide your Chef with an exhibitor badge (outside of your allowed quota) at no charge. Please send the name of the Chef, working in your booth, by **April 24** to Natalia Kaliberda at [nkaliberda@cpma.ca](mailto:nkaliberda@cpma.ca).

If you have hired a supplier to help you set up and dismantle your booth area, we will provide each person with a temporary I&D Badge. This badge is applicable **only** during move-in and move-out times for your service suppliers. All persons with an I&D badge must exit the Exhibit Hall once move-in and move-out times are over. To pick up these temporary badges, simply go to the CPMA information booth, located in the CPMA registration area.

Please note that we do not mail in advance exhibitor badges and ALL badges (exhibitor, delegate, and I&D) are to be picked up at the CPMA registration desk during registration hours:

**Wednesday, May 6 – 7:00 a.m. – 6:30 p.m.**

**Thursday, May 7 - 7:00 a.m. – 6:00 p.m.**

**Friday, May 8 – 7:00 a.m. – 4:30 p.m.**

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### Mark Your Calendars! The CPMA 2010: Vancouver, BC – Exhibit Sales Office Invitation

**Do not miss the opportunity to pick a prime location for your 2010 CPMA trade show in Vancouver!**

All 2009 exhibitors are invited to sign up for the exhibit space for 2010 on **Friday, May 8, 2009.**

Based on our points system, all 2009 exhibitors have been assigned a time slot to come to the Exhibit Sales Office, located next to the Exhibit Hall "D", office # 809. The letter of Invitation with the assigned time slot for your company has been mailed out to all 209 exhibitors. The Exhibit Sales Office will be opened on Friday, May 8, 2009 from 7:00 a.m. to 12:45 p.m. All exhibit space applications received after 12:45 p.m. on May 8 will be on a first-come, first-served basis.

*NOTE: Applications will only be accepted with full payment.*

### Upcoming Deadlines

April 27: Produce Advance Warehouse Freight Receiving –Start  
May 5: Advance Warehouse Deadline (Produce/Refrigerated storage ONLY) by 12:00PM  
May 6: Show Site Freight Receiving – Start at 8:00 AM  
May 6: Exhibitor Move-in Hours: 8:00am - 6:00pm  
May 6: Freeman Service Center Hours: 8:00am-6:00pm  
May 6: Exhibitor Move-In Hours: 8:00am-6:00pm  
May 7: Exhibitor Move-In Hours: 8:00 am - 12:00pm  
May 7: SHOW HOURS: 1:30 pm – 5:30 pm  
May 8: SHOW HOURS: 12:30 pm – 4:30 pm  
May 8: Exhibitor Move-out Hours: 4:30 pm -10:00pm  
May 8: Freeman Service Center Hours: 8:00am-8:00pm  
May 9: Exhibitor Move-out Hours: 8:00 am -12:00pm  
May 9: Freeman Service Center Hours: 8:00am-12:00pm

### Hand wash stations

Please be informed that all exhibitors, that are doing sampling, are required to have portable hand wash stations at their individual booths, along with liquid soap and paper towels. In addition, all samples that are put out on tables must be protected from contamination/adulteration (i.e. sneezing, coughing) using sneeze guards, lids etc. Food handlers must also wear headgear (hats/hair nets etc). Exhibitors must also have tongs or toothpicks for handing out samples to avoid direct contact with hands by consumers. For those exhibitors that are pouring out liquid samples from original bottles to sampling cups, you will be required to have a bottle of hand sanitizer at your booth. Need more information on the Toronto Public Health regulations, please contact the Public Health Inspector, Antoine Nikolopoulos, directly at:

Antoine Nikolopoulos  
Environmental Health Officer  
South Region  
Toronto Public Health  
Tel: (416) 338-8063  
Email: [anikolop@toronto.ca](mailto:anikolop@toronto.ca)

### Wash stations

Please be informed that 13 wash stations will be available along the perimeter of the exhibit hall. Wash stations should be used strictly as assigned: "Produce" wash, "Hands" wash and "Utensils" wash. The wash stations floorplan with further details to be provided to all exhibitors.

### Produce shipments & daily produce deliveries

Produce warehouse shipments will begin on April 27, 2009 to the advance Ippolito Fruit & Produce warehouse. All produce must arrive by 12:00 pm on May 5, 2009. Please do not deliver produce to the show site warehouse prior to May 6, 2009 at 8:00 am.

Please make sure that all boxes/cases are labeled properly and can be clearly identified with the exhibitor's company name and booth number. Please make sure to separate your Produce from your Non-Produce. Shipping labels are available in Exhibitors Services Manual.

Should you require daily deliveries of your produce from the refrigerated units to your booth and back into refrigeration, please complete the Daily Produce Delivery Form, or you may also order this service at the Freeman Service Desk at show site. Please make sure all products are clearly marked and identified with the exhibitor's company name and booth number. Onsite refrigeration and storage services will start May 6, 2009 at 8:00 AM.

If you have any questions, related to the service forms please contact Faye Moffatt at Freeman; Tel: 416-252-3361 Ext 258 or by e-mail [Faye.Moffatt@freemanco.com](mailto:Faye.Moffatt@freemanco.com)

## Business Sessions

Please stay reminded that all exhibitors are invited to attend all Business Sessions on a complimentary basis with the exhibitor's badge. For more details on Business Sessions, please follow the link [http://www.cpma.ca/en\\_conv\\_business\\_ses.asp](http://www.cpma.ca/en_conv_business_ses.asp)

Thursday, May 7th - 09:30 to 11:15

Session 1 – New Labeling Regulations, Product of Canada & CPMA Labeling Tool Session

Session 2 – Working With Gen Y Employees

Friday, May 8th – 08:00 to 09:30

Session 1 – Doing business in the US?

Session 2 – Food Safety, Traceability, Buy Local and the Food Service Experience

## Retail Tour

All exhibitors are invited to participate in the Retail Tour. Please be advised that you will need to sign up to participate in the Retail Tour. The sign-up sheets will be available at the CPMA registration counters at the Metro Toronto Convention Centre, South Building, Level 600, as of Wednesday, May 6.

Friday, May 8th – 08:00 to 09:30

The Retail Tour will offer you an opportunity to visit a unique array of retail outlets in the Toronto area. Some of the planned stops include Loblaws (Forest Hill Market) and Pusateri's Fine Foods. Each of the stores selected are undergoing extensive renovations to showcase their evolving marketing focus which you will have the chance to discover on Friday morning.

## Food Bank

CPMA's Trade Show floor is replete with delicious, nutritious fresh fruits and vegetables on display. Where does it go when the show closes? CPMA works in conjunction with local food banks to ensure the fresh produce gets to those in needs.

In 2008 in Calgary, exhibitors donated upon the close of the show over 60,000 lbs of produce to the Calgary Food Bank, a record donation for the Association.

This year exhibitors will be able to donate their produce after the show closes to "*Daily Bread Food Bank*", which is Toronto's leader in the fight against hunger. Each month they serve almost 80,000 people in the Greater Toronto Area through their network of over 190 food relief agencies including food hampers, as well as meal programs where people can access prepared meals such as soups or casseroles made at our facility in our industrial size kitchen through food industry donations. Daily Bread fights to end hunger in local communities by providing food and resources for hungry people, mobilizing greater support, involvement and action and creating social change to reduce poverty through research, education and advocacy.

Our industry represents some of the most nutritious, healthy food there is and we will be truly fortunate to be able to make that available to the underserved in their local communities.

Freeman representatives will provide all the interested exhibitors with Food Bank labels.

### **Industry's 1<sup>st</sup> Video News Website – Opportunity for exhibitors**

A video crew from <http://www.andnowuknow.com> will be on site during convention. It is the first video news website of the fresh produce industry. Every week an email is blasted to a rapidly growing database of over 9,800 industry contacts and 78 different retail companies. It features three "shows" which alternate with new episodes throughout the week. Shop Talk consists of booth interviews, recorded at the largest fresh produce trade shows. Please have a look here <http://www.andnowuknow.com/shoptalk/> for more details.

Shop Talk will be filmed during the CPMA trade show. There is no cost to any exhibitor; you would simply be required to sign a release form for any interviews provided.

If you are interested in being added to an advance interview request list please contact Melanie Richer at [mricher@cpma.ca](mailto:mricher@cpma.ca) and Natalia Kaliberda at [nkaliberda@cpma.ca](mailto:nkaliberda@cpma.ca) prior to Friday, May 1<sup>st</sup>, 2009.