

Exhibitor Bulletin – Week of December 1, 2008

Dear 2009 CPMA Exhibitors:

New Trade Show and Events Manager

We pleased to announce that Natalia Kaliberda will be joining the CPMA family on Monday, December 8th as our Trade Show and Events Manager. Natalia has an extensive background in managing and organizing large trade shows and events in Europe - more specifically in Moscow. We are convinced that her experience, knowledge and pleasant personality will be a tremendous benefit to CPMA and its Annual Convention & Trade Show.

You will be able to reach Natalia by phone (613) 226-4187 ext. 223 or by email at nkaliberda@cpma.ca as of Monday, December 8th. She is looking forward to working with all of you.

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This update is one of several you will receive between now and the trade show. We will endeavor to send them bi-weekly at the beginning moving to a weekly update in late February. We also encourage you to visit our website regularly for all the latest updates.

For the week of December 1st, the update includes:

- Hotels
- Food Service Participants
- Exhibitor's Corner
- Freeman Online
 1. Forms (i.e. carpet, electricity, etc)
 2. Quick Facts (includes setup/dismantling times)
 3. Specialty Contractors
- Exhibitor Checklist (includes all timelines)
- Liability/Insurance

HOTELS - Make your reservation(s) now!

We have room blocks in two properties close to the Metro Toronto Convention Centre.

The InterContinental Toronto Centre - *The hotel is attached to the convention centre.*
225 Front Street West, Toronto, ON M5V 2X3 Canada
<http://www.torontocentre.intercontinental.com/>

Rate: \$239.00 per night
Reservation Deadline: Friday, April 10, 2009
Online Reservation: <https://resweb.passkey.com/go/CPMA>
Reservation by Phone: (800) 235-4670 / (801) 401-5226
Group Identification: CPMA

The Fairmont Royal York - *The hotel is two blocks from the convention centre.*
100 Front Street W, Toronto, ON M5J 1E3 Canada
<http://www.fairmont.com/royalyork>

Rate: \$235.00 per night
Reservation deadline: Wednesday, March 4, 2009
Online Reservation: <https://resweb.passkey.com/go/CPMA>
Reservation by Phone: (800) 441-1414 / (416) 368-2511

Group Identification: CPMA

New this year – Non-refundable hotel deposit!

To help us manage our room blocks better and to avoid any financial liability for last-minute cancellations and/or no shows we will be applying a non-refundable deposit to each hotel reservation one month prior to the group's arrival.

On Monday April 6, 2009 both host hotels will post the first night room & tax to the credit card confirmed on the reservation. This deposit will be non-refundable.

Food Service Industry Participants

The CPMA and its 2009 Food Service Committee have a goal to make the 2009 Annual Convention & Trade Show more dynamic, exciting, and educational for the Food Service Industry participants!

We strongly encourage all exhibitors to have material geared toward that category of visitors available in your booth.

We are also looking at producing a booklet, for the Food Service Industry visitors only, that would contain PLS sheet from exhibiting companies with new products. We would appreciate it if you could let us know by email your interest in participating in such a booklet as soon as possible? We invite you to contact Steve Crawford, GFS Canada, at 1-800-268-0159 ext. 3758 or scrawford@gfscanada.com for more details or ideas.

Let's work together to bring the Food Service customer and the vendor community closer together so that they can learn from each other.

Exhibitor's Corner

To assist you in planning your booth for the upcoming CPMA Trade Show in Toronto, we have created an area within the CPMA website which is dedicated to our exhibitors, named "Exhibitor's Corner" at http://www.cpm.ca/en_conv_exhibitorscorner2009.asp where you will find all the necessary information to plan for your booth, such as, exhibitor login (a unique login password was provided within the confirmation email sent to each exhibitor), where you can access your profile and add the name badges for your booth staff (each 10x10 booth receives up to 5 free exhibitor badges), Freeman Online (this will link you to your exhibitor services manual, which has all the information pertaining to the trade show, such as Freeman services, shipping and material handling, convention centre forms, specialty contractors, catering, and food sampling information to name a few).

Freeman Online -

<http://www.myfreemanonline.com/fo/show/showMain.jsp?showId=197828>

Forms - To access all the necessary forms - i.e. carpet, electricity, furniture, shipping information, food sampling, catering, customs information, shipping information. Please note that you must create your own login profile within this page, in order to access all the forms.

Quick Facts - This is where you can find information on show schedule (setup/dismantle times), service center hours, shipping information, etc.

Specialty Contractors - To access all the necessary forms for services, such as: display case rentals, hostess/interpreter services, lead retrieval systems, photographers, audio visual rentals, etc.

Exhibitor Checklist

We have also created an "Exhibitor Checklist" document which outlines all the deadlines related to ordering services from various suppliers at http://www.cpma.ca/en_conv_checklist.asp. We suggest you print a copy of this list, to assist you in keeping track of deadlines, and services ordered.

Liability/Insurance:

Liability

The Exhibitor expressly assumes all risk associated with, resulting from, or arising in connection with, exhibitor's participation or presence at the event, including, without limitation, all risks of theft, loss, harm or injury to the person (including death), property, business or profits of exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property of any theft, damage, or other loss to such property, including any subrogation claims by its insurer. Neither the Management nor the exhibit facility nor the exhibit service contractors, nor any of their respective officers, directors, shareholders, agents, employees or representatives shall be liable for, and exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, damages and liabilities described in this paragraph and will hold harmless and indemnify Management from such risks, damages and liabilities.

Insurance

Exhibitors are required, at their sole cost and expense, to procure and maintain comprehensive liability insurance against claims for bodily injury or death and property loss, theft or damage, occurring prior to, during and after the exposition. You are also required to provide a copy to Show Management no later than one month prior to the event.

** Please refer to the exhibitor rules, which was included with your registration form, otherwise you can find these online under the "Exhibitor's Corner".*

We will continue to update you on a regular basis. In the meantime if you have any questions, please don't hesitate to contact me directly, or for any services related questions, please contact Faye Moffatt with Freeman at (416) 262-3361 or via email at faye.moffatt@freemanco.com

Kindest regards,