

Exhibitor Bulletin – Week of January 30, 2009

Dear 2009 CPMA Exhibitors:

For the week of January 30, the update includes:

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 - ❖ New Products Showcase– Registration Deadline March 13, 2009
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Customer Appreciation Card – Registration Deadline April 24, 2009

Next week you will receive via regular mail 20 “customer appreciation” cards, which you may use to invite your current and prospective clients to visit your booth at the 2009 CPMA Trade Show in Toronto, Canada on May 7th and 8th, 2009.

Your guests are required to pre-register online on our secure website, no later than April 24, 2009. All information regarding how to register is included in the cards.

CPMA New Products Showcase – Registration Deadline March 13, 2009

The number one reason buyers attend exhibitions is to see new products. The New Product Showcase is a perfect way to get your new products noticed.

Are you planning to release a new product or service at the 2009 CPMA Trade Show?

Enter the New Product Showcase and put your company in the spotlight!

Introduce your New Products to a targeted audience of key industry professionals at the 2009 CPMA Convention & Trade Show in Toronto, Ontario!

MAXIMIZE YOUR NEW PRODUCT EXPOSURE!

Before, during and after the show your New Product will receive valuable promotional benefits:

- Display space in a high traffic area in the foyer area outside the trade show
- Online listing with photo of product on the CPMA website
- Listing with photo of product in the 2009 CPMA Show Guide, produced by Canadian Grocer
- Identification icon in the 2009 Final Exhibitors list
- New Product Showcase listing in the 2009 Final Exhibitors list
- Leads from buyers interested in your products and services

Complete the application form and return it with your payment to CPMA by Friday, March 13, 2009. Please visit our website at http://www.cpma.ca/pdf/Convention/2009/EN_NPS_Form_2009.pdf for more details. If you have not yet signed up for your spot, sign up today as space is limited!

Sponsorship Opportunities

Are you looking for ways to increase your exposure at the CPMA's upcoming Annual Convention & Trade Show? Do not miss the opportunity to promote your organization at Canada's Leading Produce Convention & Trade Show. The 2009 program will be very dynamic and educational! To view the list of sponsorship opportunities, please visit our website at http://www.cpma.ca/en_conv_sponsorshipinfo2009.asp

We look forward to welcoming your company as a sponsor in 2009!

Food Service Industry Participants

We are 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 Checklist – First Deadline March 20, 2009

Please frequently consult with your "Exhibitor Checklist" to track all the service deadlines from various suppliers. Please print out a copy of the checklist at http://www.cpma.ca/en_conv_checklist.asp. Please note your first deadline - Serve Alcohol Request Form - is March 20, 2009.

FORMS

Please go to Freeman Online at <http://www.myfreemanonline.com> 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.

Food Sampling

Please review the order forms and all the information on food sampling within the exhibitor service manual at <http://www.myfreemanonline.com> under Food Sampling:

- Authorization to Sample Request Form
- Health Guidelines for Exhibitors
- Temporary Hand washing information
- Sanitizer Information
- Propane & Gas Permissions Form

Each exhibitor sampling open food at the CPMA upcoming Trade Show in Toronto must adhere by the Toronto Public Health rules and regulations.

The CPMA will arrange to have washing stations available in key areas within the Trade Show Floor. Please note that although we are supplying washing stations, in some cases you may be required to have a washing station within your booth. Please contact the Public Health Inspector to find out if you require your own station, with the Toronto Public Health directly at:

Antoine Nikolopoulos
Environmental Health Officer
South Region
Toronto Public Health

Tel: (416) 338-8063
Email: anikolop@toronto.ca

In the event that you are informed that you do require your own washing station, please contact the Metro Toronto Convention Centre directly to order your own washing station at:

Sandra Lett
Catering Event Manager
Metro Toronto Convention Centre
416-585-8124
SLett@mtccc.com

Alcohol /Bartender Service

Please note that if you wish to serve alcohol in your booth, during the CPMA Trade Show in Toronto, you will be required to complete the "Exhibitor Request to Serve Alcoholic Beverages" form. For more information, please visit the Freeman Online at <http://www.myfreemanonline.com> under Alcohol / Bartending Services.

Alcoholic beverages may be served within an exhibitor's space only with written consent from show management (CPMA). Each exhibitor approved by Show Management to serve alcohol within his/her booth is required to hire a bartender and purchase all alcohol through the Metro Toronto Convention Centre. Only the bartender is permitted to serve alcohol, all bartenders at the Metro Toronto Convention Centre are fully trained. A certificate of insurance for Alcohol Liability (1 million minimum) must be provided to Show Management (CPMA).

Once approved by Show Management (CPMA), each exhibitor is to contact the Catering Event Manager to place an order at:

Sandra Lett
Catering Manager
Metro Toronto Convention Centre
416-585-8124
SLett@mtccc.com

Booth Personnel: Exhibitor Badge Registration

You are entitled to receive up to 5 complimentary badges per 10x10 spaces!
If you have exceeded your complimentary badge limit you will be required to purchase additional badges (The cost per additional badge is \$90.00 CAD), for more information please visit www.cpma.ca.

Please Note: Full registered delegates who are exhibiting do not require an exhibitor badge. Full delegates exhibiting automatically gain access to the Exhibit Hall including setup and teardown times.

IMPORTANT: Badging fees are non-refundable. You have until April 24, 2009 to sign up your booth personnel. After April 24, 2009, all registrations will be subject to a \$90.00CAD charge.

To register your booth personnel you must login at http://s15.a2zinc.net/clients/cpma/cpma09/public/e_Login, using the password provided with your booth confirmation letter and click on booth personnel.

Profile Update:

If you have not updated yet your profile area, where you can edit, change your contact information, company description and product category listing, we strongly encourage you to fill in

those missing fields as your profile will be viewed by all attendees and published in our Official CPMA Exhibitor Listing.

Please click on the following link http://s15.a2zinc.net/clients/cpma/cpma09/public/e_Login to update your CPMA profile, using the password provided with your booth confirmation letter.

Please note: This password is different from your CPMA member password.

Insurance

Friendly reminder: please look into your insurance needs and provide us with a copy of your Insurance Liability Certificate.

Please note if you plan to serve alcohol in your booth during the CPMA Trade Show, you are required to obtain the Insurance Certificate for Alcohol Liability. A Certificate of insurance for Alcohol Liability (1 million dollars minimum) naming the Canadian Produce Association, and The Metro Toronto Convention Centre (MTCC) as additional insured must be provided to Show Management by April 3, 2009 and remain in force through May 9, 2009.

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.

Warm regards,