

Exhibitor Bulletin – Week of March 13, 2009

Dear 2009 CPMA Exhibitors:

For the week of March 13, the update includes:

- Profile Update – DEADLINE March 27
- Booth Personnel – Badge Registration – DEADLINE April 24
- Do not miss your first DEADLINE March 20
- Very Important Notice: Advance Warehouse Produce shipment – new location
- Refrigerated Display Cases – please note the updated list of suppliers
- Very Important Notice: Fire Safety Reply & Permission to Show Form
- New Product Showcase & New Best Product Award – Deadline Extension – March 18
- DEMO Area – 2 spaces remaining

Profile Update – Deadline March 27

If you have not updated your profile area, where you can edit, change your contact information, company description and product category listing, please do so by **March 27** to ensure accurate information in the printed directory, which will be viewed by all attendees and published in our Final Exhibitor List.

Please click on the following link

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

to update your Exhibitor Profile, using the password provided with your booth confirmation email.

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

Booth Personnel :Exhibitor Badge Registration - Deadline April 24

You are entitled to receive up to 5 complimentary badges per 10x10 space.

To register your booth personnel you must login into your Exhibitor Profile, using your exhibitor password and click on *edit booth personnel*. 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 have exceeded your complimentary badge limit, you may purchase additional badges at a cost of \$90.00 CAD per badge. The Additional Badge Registration Form is now available in Exhibitor's corner http://www.cpma.ca/pdf/Convention/2009/exhibitor_name_badge_request.pdf
Badging fees are non-refundable.

Are you bringing your Chef to work at your booth, during the upcoming CPMA Trade Show in Toronto? CPMA will provide Chefs working the show an exhibitor badge (outside of your allowed quota) at no charge. Please send at nkaliberda@cpma.ca the name of your Chef working in your booth by **April 24**.

Please Note: Full registered delegates do not require an exhibitor badge.

Do not miss your first Deadline - March 20

Exhibitor **Request to Serve Alcohol** is due on **March 20**. The Request form is available in Exhibitor Services Manual (Freeman Online)

<http://www.myfreemanonline.com/fol/user/splashPage.jsp?showId=197828>

Your next Deadline is March 27 –**MTCC Authorization Request to Sample Food.**

To view the complete list of deadlines, please visit Exhibitor's Corner
http://www.cpma.ca/en_conv_exhibitorscorner2009.asp

VERY IMPORTANT NOTICE: Advance Warehouse PRODUCE shipment

Please note that the Advance Produce Warehouse shipment location has changed.
NEW LOCATION: 201 North Service Rd, Burlington On, Canada, L7P 5C4

If you printed out the Produce Forms & labels before March 04, 2009, please re-print your forms and replace your printed forms with the forms available now in Exhibitor Services Manual (Freeman Online).

Produce warehouse shipments will begin on April 27, 2009 only 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. Shipment labels are available for your convenience in Exhibitor Services Manual. Please make sure to separate your Produce from your Non-Produce.

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

Refrigerated Display Cases – the updated list of suppliers

Are you looking to rent a refrigerated display case for your booth, during the upcoming CPMA Trade Show in Toronto? If so, please place your order with **Arctic Food Equipment** (phone: 416-763-7429) or **DSW Restaurant Equipment Suppliers Display Cases** (phone: 905-521-1516). For more information, please visit Freeman Online at
<http://www.myfreemanonline.com/fo/user/splashPage.jsp?showId=197828>

VERY IMPORTANT NOTICE - Fire Safety Reply & Permission to Show Form

Exhibitors, using electrical grills or propane devices, must complete the **Fire Safety Reply** form. Exhibitors are required to select "yes" to applicable questions on the Fire Safety Reply form. Once the form has been turned into MTCC, exhibitors would receive a follow up telephone call from the MTCC Fire Marshall. You will be likely asked a series of questions to ensure the equipment is up to code. From there, MTCC will issue an authorization to use the equipment. The same applies to butane fueled cook tops. Exhibitors may be asked onsite to present the written authorization from MTCC.

The **Permission to Show** applies to all electrical equipment. The policy is broken down into two categories: APPROVED equipment and UNAPPROVED equipment. APPROVED EQUIPMENT refers to any device that plugs in and receives power bearing electrical safety authority approved certificate seals. UNAPPROVED EQUIPMENT refers to any device that plugs in, receives power, and does not contain the necessary seals. Exhibitors may not plug in any UNAPPROVED equipment. Furthermore, if the exhibitor wishes to display unapproved equipment (not plug it in), they then need to receive approval from the ESA as well as pay the fee.

Both forms are available in Exhibitor Services Manual (Freeman Online)
<http://www.myfreemanonline.com/fo/user/splashPage.jsp?showId=197828> under Facility Services.

New Product Showcase & Best New Product Award – Deadline Extension

Best New Product Award provides exhibitors with this extra special acknowledgement of their hard work, dedication and desire to thrive, inspire, compete, and excite buyers, and the entire produce industry. The Award is open to all registered participants of the New Product Showcase.

All the 2009 CPMA exhibitors are invited to participate in the New Product Showcase. It is a great opportunity to profile new and unique products and services for the upcoming year. 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!

Do not miss this unique opportunity! Enter your New Products & Services into the New Product Showcase by **March 18**.

DEMO Area – 2 spaces remaining

Want to show the world how your products can be prepared and enjoyed in various unique and delicious ways?

Take advantage of the **DEMO AREA** promotional opportunity to present your products to the entire marketplace!

Executive Chefs Profiles will be available shortly in Exhibitor's Corner. Our Chefs' talents, creativity and outstanding professional backgrounds will wow, for sure, the most exquisite produce industry crowds and special guests!

The demonstration area will go "live" on Thursday, May 7 from 1:30 p.m. to 5:30 p.m., and Friday, May 8 from 12:30 p.m. to 4:30 p.m. demonstrations.