

Exhibitor Kit 2019

SECURITY CANADA ATLANTIC

Moncton, New Brunswick

September 11, 2019



SECURITYCANADA.COM



Dear Exhibitor,

Welcome to **Security Canada Atlantic International Security Conference & Exposition!**

The Canadian Security Association (CANASA) has produced this manual as a source of information to assist you in the successful planning of your exhibit.

Please read this manual carefully to address any questions or concerns that you may have.

Should you require any additional information please contact us at (905) 513-0622 or (800) 538-9919.

Sincerely,

Steve Basnett CEM
Director, Trade Shows and Events



Exhibitor Check List

Item	Due Date	Complete
Directory Listing Form (only if contact info differs from contract)	August 9	
Hotel Room Group Rate Deadline	August 9	
Exhibitor Badge Request	August 9	
Lead Retrieval Unit Rental Deadline	August 22	
Advise Booth Staff of Return Shipping Procedures		
Return Shipping Labels and Waybill		

Important Exhibiting Information

Show Hours

The show will **open at 12:00 p.m.** with a buffet lunch and **close at 5:00 p.m.** Please advise your booth staff so they can book their flights accordingly.

Booth Size

Please note as per the contract this is a **table top only** format. All items must fit on the provided 6' x 2' table and not exceed 8' in height (measured from the ground). Product and displays cannot be placed on the floor.

Important Information

- **Lead Retrieval** services are available at this show. Please see the flyer in this kit.
- As in previous years, storage will **not** be provided on-site. Your shipping material will need to fit under your table.
- Exhibitors will **not** need to bring their own carpet. The floor covering is at the discretion of the venue.
- We strongly advise that you bring a good quality surge protector along with your extension cord and power bar as we cannot control fluctuations in the power provided.

Code of Conduct

Security Canada is committed to providing a friendly, safe and welcoming environment.

We ask that booth staff be considerate, respectful and refrain from any demeaning, discriminatory or harassing behavior or speech.

GENERAL OVERVIEW

SHOW PRODUCTION

Canadian Security Association
50 Acadia Avenue, Suite 201
Markham, Ontario
L3R 0B3
Phone: (905) 513-0622 or (800) 538-9919
Email: sbasnett@canasa.org

PURPOSE

The Security Canada Atlantic International Security Conference & Exposition has been designed to provide attendees with education and information on products and services through the exhibition and training sessions.

EXPOSITION SCHEDULE

Wednesday September 11, 2019

08:00 a.m. - 11:30 a.m.	Exhibit Set-up
12:00 p.m.	Exhibits open with Buffet luncheon on show floor
04:00 p.m.	Cocktail reception on show floor
05:00 p.m.	Exhibits close
05:01 p.m.	Tear Down Begins

SHOW SITE & HOST HOTEL

Casino New Brunswick
21 Casino Drive
Moncton, NB
E1G 0R7

SPECIFIC INFORMATION

ACCOMMODATIONS

The host hotel for Security Canada Atlantic is Casino New Brunswick and the rate is \$129 per room, per night, plus taxes. The **deadline for reservations is August 9** and the phone number is 1-877-859-7775.

In order to receive the show rate you must mention at the time of reservation that you are with "SECURITY CANADA ATLANTIC".

ADMISSION COST

To encourage attendance there will be no charge to attend the exhibits, provided attendees pre-register prior to the deadline of September 4. Please invite your customers using the tools provided online at

<http://securitycanadaexpo.com/exhibitor/exhibitortools/>

ADVANCE WAREHOUSE

Lange Show Services have been chosen as our General Contractor. They can arrange for advanced storage and delivery of your exhibit as well as storage during the show. Exhibitors are responsible for any drayage or storage charges incurred. Please contact Robert George directly at 800-668-5687.

AIRLINE

Air Canada has been appointed the official airline. When booking please use **PROMOTION CODE 7E6C9D31**

CANADA CUSTOMS

Please contact the official broker or the broker of your choice, to find out all the regulations for clearance of your display materials. For a copy of the Canada Customs recognition letter please contact sbasnett@canasa.org

CUSTOM BROKERAGE

The Official Customs Broker for Security Canada is Consult Expo, please contact:

Heather James

Tel: 514.482.8886 Ext. 3

Fax: 888.629.9008

Email: heatherj@consultexpoinc.com

www.consultexpoinc.com

DISPLAY

Booths are **table top only**. All items must sit on the table; no floor standing displays or accessories are allowed. Each Exhibitor will be provided with a 2 ft. x 6 ft. draped table. Exhibits may not exceed 8 ft. in total height (as measured from the ground) and all visible areas must be finished. Display material must fit on the table.

ELECTRICAL SERVICES

Show management reserves the right to adjust or remove an Exhibitor's display should it exceed the intent of the environment or to accommodate those products that do not fit or block the sight line of other exhibitors.

Every table will have access to a basic electrical outlet; however, **you must provide your own extension cords, power bars and surge protectors.** Should you require extra power please contact show management.

We strongly recommend that you bring a surge suppressor as neither show management nor the facility is responsible for power fluctuations.

EXHIBITOR BADGES

Each exhibiting company may order a maximum of three free badges for each tabletop booth space.

The email you received containing this Exhibitor kit also contained a link to the badge ordering site along with your logon.

We encourage you to take advantage of this easy way to take care of your booth personnel badges. Exhibitors must wear their show identification badge at all times during the exposition. Only those individuals with an Exhibitor badge may work in a given booth

Please remember that these badges will be issued to staff working the show only. An Exhibitor badge is colour coded specifically to identify Exhibitors. Under no circumstances should these badges be given to attendees. If you have a valued customer who has not pre-registered and they request your name badge to gain access to the show floor please remember that this is against show rules.

EXHIBITOR LIST & FLOOR PLAN

Please refer to the show website for the latest floor plan and list of Exhibitors including booth numbers.
<https://www.securitycanada.com/exhibit/atlantic/floor-plan/>

INTERNET

Wireless internet service is currently available at no charge. To order hard wire service please contact Laurie Roy-Girard at (506) 861-4679.

LEAD RETRIEVAL

Lead Retrieval units (scanners) are available at this show. Make the most of your investment by ensuring you capture contact information from everyone you meet. To order please visit <https://www.microspec.com/mars/lrapp.cfm?code=SCA2019>

MOVE IN

Booths will be identified upon arrival to assist Exhibitors with their set-up. Move in is from 08:00 a.m. - 11:30 a.m. on September 11th, the morning of the show.

MOVE OUT

The exposition will close at 5:00 p.m. **Please advise your staff not to tear down your display until that time and to book their travel accordingly.** Per the contract there is a \$500 early tear down charge for those in violation.

REGISTRATION FORMS

Attendee registration is now available on our secure site. We would appreciate your help in promoting the show to your customers. To register please refer them to: www.securitycanada.com/sca

SHIPPING

The facility will not accept shipments before September 9th. Please plan accordingly. If your shipment might arrive earlier please arrange for advance warehousing through Lange Show Services at 800-668-5687. They can arrange for advanced storage and delivery of your exhibit as well as storage during the show. Exhibitors are responsible for any drayage or storage charges incurred.

Shipping labels have been included in this kit.

Please refer to the Shipping Information sheet for more information.

SHOW DIRECTORY

We will be producing a show directory, which will list all Exhibitors, floor plan and agenda of the event. This issue will be distributed to all attendees at the show. Your contact info will appear as you entered it on your contract **unless** you submit the enclosed Directory Listing form with updated information by **August 9th.**

STORAGE ON-SITE

Storage will not be provided on-site. You will, however, be able to store small items under your draped table. All other freight must be stored off site. Please arrange for storage through Lange Show Services at 800-668-5687.

Show Directory Listing Form

You do not need to complete this form unless you wish your listing to differ from the information you provided on your contract.

We will be producing a directory that will list all Exhibitors, a floor plan and an agenda of the event, which will be given to all attendees when they pick up their badge. This listing is included as part of your booth package.

Your contact information will automatically be included as it appears on your contract unless otherwise specified in the space below.

Please type or print clearly and fax back to (905) 513-0624 or email to lwawryk@canasa.org

Company: _____

Contact Email: _____

Booth No.: _____

Sales Contact: _____

Sales Contact's Phone Number: _____

Return form to CANASA no later than August 9

****** You do not need to complete this form unless you wish your contact to differ from the information you provided on your contract.***

SECURITY CANADA ATLANTIC

IMPORTANT SHIPPING INFORMATION

Beginning on Monday, September 9th Casino New Brunswick will accept clearly labeled shipments from Security Canada Atlantic Exhibitors. **They will not accept anything prior to September 9th.** If you are shipping to Casino New Brunswick you must use the included labels so they may easily identify SCA shipments. Failure to do so may result in your shipment not being accepted.

Exhibitors will need to store their own items under their tables. No storage is provided onsite.

At show close Exhibitors must prepare their items for shipment, clearly label them, including their name and the event name, and attach a completed bill of lading.

The “Shipper’s Information” on the Bill Of Lading must be your company name and address, or your personal name and address, not the venue’s.

Once this is done please move your items to the back wall and the venue will allow couriers access to pick them up.

Exhibitors will need to bring their own courier way bills and arrange with their courier for pick up. The venue is not able to do this.

We have arranged with **Lange Show Services** to provide advance warehousing, storage, drayage and return shipping services for those wishing the convenience of these services or who have items for storage that will not fit under their table. Please contact Robert directly at 800-668-5687.

PLEASE FORWARD THIS INFORMATION TO THE STAFF WORKING YOUR BOOTH TO AVOID ANY CONFUSION OR LOST SHIPMENTS.



SHIP TO:

Casino New Brunswick
 21 Casino Drive
 Moncton, NB
 E1G 0R7
 Tel: 1-877-859-7775

PLEASE HOLD FOR:

Security Canada Atlantic
 Booth #: _____
 Exhibiting Company: _____
 Onsite Contact: _____
 Contact's Cell #: _____

Piece _____ Of _____



SHIP TO:

Casino New Brunswick
 21 Casino Drive
 Moncton, NB
 E1G 0R7
 Tel: 1-877-859-7775

PLEASE HOLD FOR:

Security Canada Atlantic
 Booth #: _____
 Exhibiting Company: _____
 Onsite Contact: _____
 Contact's Cell #: _____

Piece _____ Of _____



LEAD RETRIEVAL OPTIONS

**Security Canada Atlantic
Moncton, New Brunswick**

Easily Capture, Qualify & Connect With Potential Buyers

Option 1: Mini Scanner



This unit is based on single dimensional barcodes that contain an attendee number. You receive a hand-held laser scanner/data storage unit able to read barcodes from a distance of approximately 8". The system is compact, lightweight, portable and easy to use.

The all-inclusive rental cost includes the scanner, download, exhibitor portal link for data and reports, leads in an excel file that can be exported, standard follow-up codes. No extra power required.

BENEFITS OF LEAD RETRIEVAL

- Easy To Use
- Flexible & Reliable
- No power required
- Secure Portal
- Customizable Options
- Qualified Leads

To order your lead retrieval unit(s), please visit the link below. For onsite orders, please visit the lead retrieval counter at the event.

www.microspec.com/mslr/SCA2019

Atlantic Regional Council presents

Andrew A Night of Comedy! Albert

Following Security Canada Atlantic

The CANASA Atlantic Regional Council presents
A Night of Comedy with Andrew Albert
Wednesday, September 11, 2019

Location:

Casino New Brunswick
Room "Centre C"
21 Casino Drive
Moncton, New Brunswick
E1G 0R7

Agenda:

5 p.m. Registration
5:30 p.m. Cocktails (Cash Bar)
6:30 p.m. Buffet Dinner
7:30 p.m. Entertainment
9-9:30 p.m. Event closes

Andrew Albert

Andrew got his start in stand-up comedy in 1997 getting on stage on a dare in Windsor, ON and has not looked back with his "tell it as it is" style taking him all over North America.

He is also an accomplished sketch writer, performer and has appeared in both film and theatre including performances at the Just for Laughs Comedy Festival. His material is heard regularly on Sirius XM and CBC Radio.

Andrew is also passionate about food and wine becoming a sommelier and is presently working on a national television series focusing on comedy and the wine business.

Cost:

Individual:

Members (CANASA & ASIS): \$65 (plust tax)
Non-members: \$75 (plus tax)

Table of 6:

(Preferred seating and logo on table)
Members (CANASA & ASIS): \$390
Non-members: \$450

Sponsorship:

Sponsorship is \$100 and includes:
Logo on marketing materials.
Logo will be displayed and mentioned at the event.
Dinner tickets are not included and must be purchased separately.

Registration:

Visit "Upcoming Events" at www.canasa.org
Pre-registration required. Deadline for registration is Wednesday, September 4, 2019.

All payments must be made prior to the event. Refunds will only be granted up to one week prior to the event.

For more information:

Rishad Alam, Meeting and Event Planner
Tel: (905) 513-0622 ext. 239
Toll Free: 1 (800) 538-9919 ext. 239
Email: ralam@canasa.org