

# EXHIBITOR GUIDE

## **THE MONTREAL MOTORCYCLE SHOW**

The Montreal Motorcycle Show 2010

February 26, 27 and 28, 2010

Montreal Convention Centre

[www.salonmotomontreal.com](http://www.salonmotomontreal.com)

## PROCEDURES

### 1.1 SHOW HOURS

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Friday, February 26, 2010 : 12 pm to 10 pm  
Saturday, February 27, 2010 : 10 am to 9 pm  
Sunday, February 28, 2010 : 10 am to 5 pm

Exhibitors will have access to the exhibition hall one hour prior to official opening hours.

### 1.2 ADMISSION

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Adults : \$ 13.50 (taxes included)  
Children from 7 to 14 : \$ 7 (taxes included)  
Free for children 6 and under accompanied by an adult

### 1.3 EXHIBITOR BADGES

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Exhibitor badges for pre-registered exhibitors will be available at the accreditation booth starting Friday morning February 26, 2010 at 8 am. Each exhibitor will have to pick-up his own badge and bracelet, which he will have to wear for the entire duration of the Show.

### 1.4 DELIVERY ADDRESS

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All exhibition material must be delivered FOB and marked as follows:

Company Name  
Booth Number  
C/O: Name of person responsible  
Montreal Motorcycle Show 2010  
Montreal Convention Centre  
Loading Dock  
163 Saint-Antoine Street West  
Montreal, Quebec H2Z 1H2

Please make sure that all shipments are prepaid. The Show management will not accept COD shipments.

### 1.5 MOVE-IN SCHEDULE

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One or two weeks prior to the Show, exhibitors will receive a schedule indicating the exact time their trucks are to be at the exhibition hall. Exhibitors and their carriers must adhere to this schedule in order to avoid congestion in the area.

### 1.6 SHIPPING

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North American Logistics Services Inc. has been appointed official customs broker for the Montreal Motorcycle Show 2010. Out of Canada exhibitors should make arrangements directly with the official customs broker. For detailed instructions on the importation of goods, please contact Fernando Vera at 514-868-6650 or by email at [fvera@nalsi.com](mailto:fvera@nalsi.com).

### 1.7 BOOTH AND EQUIPMENT RENTALS

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Your participation in the Show will require that you work with display companies. For the Montreal Motorcycle Show 2010, the official booth & display decorating service company is Décor Experts Expo. See annex for necessary order forms. Please contact Sylvie Bédard at 418-666-7133.

## **1.8 HANDLING OF MERCHANDISE**

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Carts are available for the transportation of material from the loading dock to the booths. For additional services, such as hanging signs or lift-truck handling of merchandise, please see the attached forms.

## **1.9 STORAGE**

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A storage area will be provided for exhibitors' empty boxes. All stored material must be clearly identified with the exhibitor's name and booth number. Labels are available at the loading dock for this purpose. Unidentified boxes will be handled at management's discretion.

## **1.10 ELECTRICITY**

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Exhibitors must order directly from the Montreal Convention Centre for all their electrical needs as no outlets are provided with the booths. See annex for necessary order forms.

## **1.11 MAINTENANCE**

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Aisles and public presentation areas will be cleaned several times a day.

## **1.12 LIMITED SECURITY**

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To maintain order, security will be provided in the exhibition hall and in any other place deemed necessary by management. All security measures will be lifted upon closure of the Show, Sunday February 22, 2009, at 5 pm, at which time Show management declines all responsibility for subsequent theft, breakage or any other incidents.

## **1.13 DISMANTLING AND REMOVAL**

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Exhibitors may begin dismantling the booths on Sunday February 28, 2010 at 5:30 pm. Exhibitors must complete the removal of their merchandise by noon on Monday March 1<sup>st</sup>, 2010. Any merchandise left in the booths after the deadline shall be removed and stored at the exhibitor's expense. Those exhibitors unable to comply with this schedule must obtain prior consent from the floor manager. It is strictly forbidden to begin removal before 5:30 pm on Sunday February 28, 2010. No carts may circulate in the exhibition hall until the aisle carpets have been removed.

## **1.14 TELEPHONE**

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Arrangements must be made with the Montreal Convention Centre for exhibitors who require telephone services in their booth. See annex for necessary order forms.

## RULES

### **2.1 INSURANCE**

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Every reasonable precaution will be taken to prevent losses and protect the interests of exhibitors, but under no circumstances will Show management, nor their employees and/or agents be held accountable for or liable for such losses, and/or damages however caused. The same are released from accountability or liability for any damage, loss or harm or injury to the person or any property of exhibitor, however caused, or any of its officers, agents, employees or representatives, nor for goods sent to the Montreal Convention Centre before or remaining after the exhibit, nor while in transit to or from the exhibit or during exhibit. **The exhibitor is to contract a civil liability insurance policy which contains a minimum value of one million dollars (\$1,000,000) coverage with 30 days notice of change or cancellation.**

### **2.2 FIRE PREVENTION (MATERIALS)**

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The Montreal Fire Department requires that all objects, materials and textiles used in the booth be non-flammable (including tents or canopies). All covered displays (using a ceiling) of more than 300 sq.ft., including tents and canopies, must be protected by water sprinklers. Gasoline, propane or diesel fuel engines may not operate during Show hours, except with the advance written approval from Show management.

### **2.3 FIRE PREVENTION (FUEL TANKS)**

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In all fuel tanks containing gasoline or having previously contained gasoline, fuel tank caps must be lockable. The fuel tanks must contain a maximum of 50% of their total capacity and contain no more than 4 litres (about 1 gallon).

### **2.4 FIRE PREVENTION (BATTERIES)**

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Batteries must be disconnected. Exhibitors failing to comply with these standards may be requested by fire inspectors to dismantle their booths immediately. All electric equipment operating at the Show must be approved by the C.S.A. and have their seal of approval.

### **2.5 SETTING UP**

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Except for manufacturers, accessory importers and distributors whom are MMIC members, set-up of the booths will begin on Thursday morning February 25, 2010 at 6 am and must be completed by 10 am the next day. During the preparation period, the floor manager will be on hand to assist exhibitors and to ensure that Show guidelines are followed by everyone.

### **2.6 DESIGN AND LAYOUT REQUIREMENTS**

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All floor surfaces of displays, booths or groups of booths must be covered with carpet. Use of floor covering other than carpet is prohibited. Standard booths or groups of booths (other than exhibit spaces open on all four sides) must be provided with curtains or rigid walls eight feet (8') high at the rear and three feet (3') high on each side. No object or portion of an object forming part of a booth or group of booths or being exhibited in such booth or group of booths may be more than eight feet (8') high. The rear, sides and top of all exhibit material must be arranged so that it is attractive in appearance from all angles. Wires, braces, framework and other encumbrances must be concealed and invisible from above, below and alongside the structure. All departures from this rule must be submitted in writing to Show management, which reserves the right to approve or deny any exceptions.

### **2.7 POSTING**

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No signage for exhibitors is permitted outside the limits of the exhibitor's booth, group of booths or display area. Signage must be unilingual French or bilingual (French and English) as required by the Quebec Charter of the French Language. Signs may in no case exceed the dimensions of the exhibitor's booth space. The contents of any signs must be related directly to the name of the exhibitor or to the products or services offered by the exhibitor during the Show. Signs must show a professional level of graphic quality. Show management reserves the right to remove signs not conforming to these standards.

## **2.8 DOUBLE FACE TAPE FOR CARPET**

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Models of double face tape recommended are:

- Polyken 105c LPDE
- Scapa 274004
- DC-W002A

You can buy those double face tapes on the premises at the Décor Experts Expo counter. Cleaning charges may be applied if correct tape is not used.

## **2.9 CEILING ATTACHMENTS**

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Installation of elements suspended above a booth or group of booths requires prior permission of Show management. In no case may the lowest part of a suspended element be less than 12 feet from the floor. The ceiling height is of 30 feet in the principal hall. The ceiling height varies between 23.3 feet, 26.8 feet and 30 feet in the secondary halls. See Show management for more precise information on the matter. All suspended elements must be visually attractive from all angles. Wires, braces, framework and other encumbrances must be concealed and invisible from all angles. The total of all suspended elements must in no case exceed the overall dimensions of the booth, group of booths or display area of the exhibitor. All visual or textual matter contained in a suspended element must be related directly to the name of the exhibitor or to the products or services offered by the exhibitor during the Show. Suspended elements must show a professional level of graphic quality. Show management reserves the right to remove any suspended element not conforming to these standards.

## **2.10 LIGHTING**

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Lighting apparatus must at all times be supported in a safe manner and never intrude on other exhibitors or the public. Beams of light must converge on the floor or interior walls of the exhibitor's booth, group of booths or display area. No lighting apparatus will be permitted to create glare in the aisles or adjacent display areas. Stroboscopes, neon signs, flashing or twinkling signs, flashing or gyrating lights, signs with flashing borders or laser effects are not permitted. An exhibitor may, under certain conditions, request permission to install such apparatus by furnishing appropriate plans and receiving written permission of Show management

## **2.11 ELECTRICITY**

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Extension cords must have three prongs with electrical ground. Any connection failing to conform with these standards shall be deemed unsuitable for use by the Show's official electrician.

## **2.12 SOUND LEVEL AND CROWD CONGESTION IN THE AISLES**

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At no time during public hours of the Show may any device, whether continuous or cyclical, emit a sound level exceeding 85 dB measured at a distance of 5 feet from the source. For security reasons, the promoter reserves the right to modify, dismantle or remove any object or exhibit in an exposition area that could generate crowd congestion in the aisles.

## **2.13 PERSONNEL**

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Exhibitors shall be responsible for their employees, agents, suppliers and contractors throughout the duration of the Show, and shall ensure that at least one person is left in charge of the booth at all times.

## **2.14 LIABILITY FOR DAMAGES**

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Pursuant to the exhibition contract, exhibitors shall be liable for any damages caused by same, or by their representatives, to building floors, walls and columns, as well as to the property of other exhibitors. Exhibitors shall refrain from using, or allowing the use of nails, screws, hooks or other such fixtures for fastening objects to building structures. It is forbidden to paint the floor or to place anything on it without adequate protection, and this only with management's prior consent. Any damages caused by exhibitors or their employees shall be repaired at exhibitors' expense.

## **2.15 SOLICITATION AND DISTRIBUTION**

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It is strictly prohibited to distribute or display souvenirs, samples or advertising material of any kind outside of your booth. Verbal, physical and visual solicitation must be done inside your booth. It is also forbidden to distribute or exhibit articles that could impede Show activities or obstruct access to neighbouring booths and aisles. No promotional activity of any kind is permitted outside your stand unless you obtain written permission from Show management.

## **2.16 CONTESTS**

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Promotions and contests organized by the exhibitors in conjunction with their participation in the Show may not involve the promoter in any way. Exhibitors require authorization from the "Régie des alcools, des courses et des jeux du Québec" in order to run any type of promotional contest and must be able to prove acceptance of said contest.

## **2.17 DELIVERY AND REMOVAL DURING SHOW**

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Small cases, boxes and other parcels may be delivered daily, by hand or on a small cart, one hour prior to the Show. Under no circumstances may deliveries be made during Show hours. Exhibitors wishing to remove merchandise during the Show must obtain prior authorization from the Show office. No authorization will be given between 3 pm and 5 pm on Sunday (closing day).

## **2.18 RETAIL SALES**

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The Show is intended to promote business for the motorcycle industry at large. Promotion, order and sale activities may take place in any booth spaces available **but the delivery of any products to customers by an exhibitor at the Montreal Motorcycle Show 2010 is strictly forbidden**, unless written derogation from Show management.

## **2.19 FOOD SERVICES**

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Food and bar services are provided exclusively by the firm of Capital Traiteur Montreal Inc., which does its utmost to offer varied, creative and thematic menus adapted to the tastes and tradition of our participants. Committed to superior quality and aware of the expectations of the Montreal Motorcycle Show 2008 exhibitors and their guests or visitors, Capital Traiteur Montreal Inc. ensures that considerable care goes into menu planning. Exclusivity: Capital Traiteur Montreal Inc. is the exclusive supplier of food services to the Montreal Convention Centre. Clients, their guests or exhibitors may not bring outside beverages or food onto the premises. Any request for a waiver to this rule should be addressed to Capital Traiteur Montreal Inc. for review by the administration of the Montreal Convention Centre.

## CONTACT LIST

### 3.1 THE MONTREAL MOTORCYCLE SHOW 2010 TEAM

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ExpoMAX Canada inc.  
1370 Notre-Dame Street West  
Montreal, Quebec H3C 1K8  
Telephone : 514-285-2686  
Fax : 514-323-1511

**Director** : Roger Saint-Laurent  
Email : [rsaintlaurent@expomax.ca](mailto:rsaintlaurent@expomax.ca)

**Coordinator – Sales and Administration** : Corinne Belmonte  
Email : [cbelmonte@expomax.ca](mailto:cbelmonte@expomax.ca)

### 3.2 MONTREAL CONVENTION CENTRE

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Exhibition services : electricity, material handling, storage, telephone line, cleanup, etc  
Loading Dock  
163 Saint-Antoine Street West  
Montreal, Quebec H2Z 1H2  
Telephone : 514-871-5871 • 1-888-871-5871  
Fax : 514-868-6622

### 3.3 OFFICIAL SERVICE COMPANY

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Décor Experts Expo  
Sylvie Bédard  
Quebec office  
Telephone : 418-666-7133  
Fax : 418-682-6697  
Montreal office  
Telephone : 450-646-2251  
Fax : 450-646-6342

### 3.4 CUSTOM BROKERS

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North American Logistics Services inc.  
Fernando Vera  
Email : [fvera@nalsi.com](mailto:fvera@nalsi.com)  
Andres Valdes  
Email : [avaldes@nalsi.com](mailto:avaldes@nalsi.com)  
Telephone : 514-868-6650  
Fax : 514-868-6651  
Website : [www.nalsi.com](http://www.nalsi.com)

### 3.5 ACCOMODATION

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Holiday Inn Select Montreal Downtown  
99 Viger Avenue West  
Montreal, Quebec H2Z 1E9  
Telephone : 514-878-9888 • 1-888-878-9888  
Fax : 514-878-6341  
Email: [reservations@yul-downtown.hiselect.com](mailto:reservations@yul-downtown.hiselect.com)  
Rates: \$ 119 for single or double occupancy, \$ 129 for triple occupancy and \$ 139 for quadruple occupancy  
Reservation code : SLM

Hôtel Le Dauphin Montreal Downtown / Convention Centre  
1025 de Bleury  
Montreal, Quebec H2Z 1M7  
Telephone : 514-788-3888 • 1-888-784-3888  
Fax : 514-788-3889  
Email : [mtl\\_centre@hoteldauphin.ca](mailto:mtl_centre@hoteldauphin.ca)  
Website : [www.hoteldauphin.ca](http://www.hoteldauphin.ca)  
Rates: \$ 112 for single or double occupancy  
Includes: continental breakfast and computer with free Internet access

Embassy Suites by Hilton Montreal  
208 Saint-Antoine Street West  
Montreal, Quebec H2Y 0A6  
Telephone: 514-288-8886 • 1-800-EMBASSY  
Website: [www.embassysuites.com](http://www.embassysuites.com)  
Rates: \$ 129 for single or double occupancy  
Includes: American breakfast and 2 complimentary cocktails per evening  
Reservation code: mention your affiliation with ExpoMAX Canada inc.

Hôtel Travelodge Montreal Centre/Groupe Hôtelier Tidan  
50 boulevard René-Lévesque West  
Montreal, Quebec H2Z 1A2  
Telephone: 514-874-9090  
Website: [www.travelodgemontrealcentre.com](http://www.travelodgemontrealcentre.com)  
Rates: \$ 70 for single or double occupancy in standard European style bedroom  
Includes: continental breakfast, wireless Internet access, indoor parking for \$14.95 + taxes/day  
Reservation code: MOTO10

### **3.6 AUDIO-VISUAL RENTAL SERVICE**

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AVW-TELAV Audio Visual Solutions  
Stéphane Benoit  
159 Viger Avenue West, suite 500  
Montréal, Quebec H2Z 2A7  
Telephone : 514-868-6655  
Cell : 514-968-5855  
Fax : 514-868-6658  
Email : [benoit@avwtelav.com](mailto:benoit@avwtelav.com)  
Website : [www.avwtelav.com](http://www.avwtelav.com)

### **3.7 EXCLUSIVE FOOD SERVICE**

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Capital Traiteur Montréal inc.  
André Pelland  
159 Saint-Antoine Street West, suite 400  
Montreal, Quebec H2Z 2A7  
Telephone : 514-871-3111  
Fax : 514-875-1300  
Email : [apelland@congresmtl.com](mailto:apelland@congresmtl.com)

## ACCESS

### 4.1 ACCESS TO THE MONTREAL CONVENTION CENTRE

Approaching from the west by Highway 40, follow the signs toward 15 South until the intersection with 20 East. Continue east on Highway 20 until the St-Laurent/Berri exit tunnel for Ville-Marie Autoroute East.

Approaching from the west by Highway 20, follow the signs toward the St-Laurent/Berri exit tunnel for Ville-Marie Autoroute East.

Approaching from the east by Highway 40, follow the signs for 20 East and exit before Louis-Hippolyte-Lafontaine tunnel, taking Notre-Dame as far as Ville-Marie Autoroute East. Exit on the right before the tunnel entrance to join Viger Avenue.

Approaching from the east by Highway 20, follow the Louis-Hippolyte-Lafontaine tunnel, taking Notre-Dame as far as Ville-Marie Autoroute East. Exit on the right before the tunnel entrance to join Viger Avenue.

The Montreal Convention Centre fills the block formed by Viger, de Bleury, Saint-Antoine and Saint-Urbain.

The entrance to the loading dock is at 163 Saint-Antoine West, between de Bleury and Saint-Urbain.

