

# EXHIBITOR MANUAL — April 11 - 12, 2024



## General Information

### SHOW LOCATION

International Centre  
6900 Airport Road  
Mississauga ON L4V 1E8

Telephone: 905-677-6131 • Toll Free: 800-567-1199

Email: [info@internationalcentre.com](mailto:info@internationalcentre.com) • [www.internationalcentre.com](http://www.internationalcentre.com)

### DIRECT TO SHOW shipment

Tuesday, April 9, 9:00am to 5:00pm  
All deliveries must be cosigned in the following manner:

#### National Heavy Equipment Show

Exhibiting Company's Name  
Booth #  
C/O International Centre  
6900 Airport Rd  
Mississauga ON L4V 1E8

### ADVANCE WAREHOUSE shipment

Accepted 30 days prior (fees applicable)  
must be addressed as follows:

#### National Heavy Equipment Show

INET Express c/o Beyond Borders Logistics  
National Heavy Equipment Show  
(Exhibitor Name / Booth Number)  
2994 Peddie Rd West Entrance  
Milton ON L9T 2X7

## EXHIBIT SHOW SCHEDULE

### Exhibitor Move-In \*

Tuesday, April 9 (BY APPOINTMENT ONLY)  
Wednesday, April 10 (8am - 6pm)

### Show dates & Times

Thursday, April 11 9:00 am - 5:00 pm  
Friday, April 12 9:00 am - 4:00 pm

### Exhibitor Move-Out \*

Friday, April 12 4:00 pm - 12:00 am (Midnight)

\* Please see MOVE-IN / MOVE-OUT document for important details

### SHOW MANAGEMENT PERSONNEL

Mark Cusack, National Show Manager  
[mcusack@mpltd.ca](mailto:mcusack@mpltd.ca)

Maira Nordqvist, Director of Operations  
[mnordqvist@mpltd.ca](mailto:mnordqvist@mpltd.ca)

Andrew Burns, Exhibit Sales Professional  
[aburns@mpltd.ca](mailto:aburns@mpltd.ca)



## SHOW PRODUCER

### Master Promotions Ltd.

PO Box 565 • Saint John, NB • E2L 3Z8

Toll Free: 1-888-454-7469 • Phone: (506) 658-0018 • Fax: (506) 658-0750

E-mail: [info@mpltd.ca](mailto:info@mpltd.ca) • Website: [www.masterpromotions.ca](http://www.masterpromotions.ca)

Master Promotions Ltd. show personnel will maintain a show office and show personnel will be available on the floor during move-in, all show hours and move-out

## [HEAVY EQUIPMENT MARSHALL YARD](#) – [link to map](#)

Companies wishing to transport heavy equipment in advance of your move-in time may do so in the designated outdoor Marshall Yard at the International Centre during the following times: Monday, April 8, 8am – 5pm  
These drops must be pre-scheduled by calling, National Show Manager - **Mark Cusack** at **506-333-1064**.

## MATERIAL HANDLING

Material handling equipment will be available on site. Drayage to and from booth, container storage and forklift service to 5,000 lbs is provided at no charge.

## CONTAINER STORAGE

A storage area will be available for empty containers.

## WIRELESS INTERNET SERVICE

The International Centre is pleased to offer complimentary WiFi in key areas. Please view the International Centre WI-FI Zones map to locate these areas.

The name of the hotspot is **HOTSPOT-TheInternationalCentre** and no password is required, only accepting the terms and conditions of use.

This service is NOT recommended for financial transactions and it is also not supported by the telecom department. For WIFI activities requiring greater speeds and reliability, please contact the [TELECOMMUNICATIONS PROVIDER, Encore](#).

## SHOW COLOURS

Booth Carpet (100-700 Sq. Ft.)

**Grey**

Booth Drapery

**Black & Silver**

Aisle Carpet

**Black/Roadway**

Bulk Space Carpet (800 Sq. Ft. and up) **As ordered. Please consult STRONCO forms**

## **EXHIBITOR'S ADVERTISING LITERATURE AND PRODUCT BROCHURES**

All exhibitors will be permitted to hand out brochures if they wish to do so. However, all advertising circulars must be distributed from booths only and must not be placed or distributed outside your assigned site boundaries. Materials are not permitted to be distributed from event parking/registration areas. Only materials pertaining to the Official exhibitor may be exhibited.

## **SECURITY**

Exhibitors are required to maintain staff within their booth during all show hours. To minimize the risk of theft, we suggest you keep your booth staffed until the aisles have been cleared of all attendees at the end of show days.

Exhibitors are reminded that Show Management does not assume any responsibility for losses; therefore, exhibitors should take all reasonable precautions to protect their own property, including insurance. Security guards will be on 24-hour duty from the start of move-in until the end of move-out.

Show Management is not responsible for the loss of any item from an exhibitor's booth, nor is the facility.