



2024 OFC

TRADE SHOW PROSPECTUS

MAY 2 - 4, 2024

THE INTERNATIONAL CENTRE

6900 AIRPORT RD, MISSISSAUGA, ON L4V 1E8

For any questions or further information
please contact Events and Trade Show
Manager, Katelyn Widdop.



905-426-9865 ext. 1224



katelyn.widdop@ofc.on.ca



Connect with the RIGHT people!

Over 2,000 fire service personnel attend the O AFC Trade Show annually. Great high-value leads from those with a vested interest in your business and the fire and emergency service.



Promote your BRAND!

The trade show is the perfect opportunity to showcase new products to potential buyers, offer show specials, and make important product announcements.



Maintain COMPETITIVE edge!

Set yourself apart from competitors while maximizing your corporate exposure. Sponsorship opportunities are available to help elevate your message beyond the booth.



Get NEW leads and customer data!

Lead retrieval gives your sales team a platform for building a marketing tool for future use. Use your data for marketing opportunities after the trade show.



Foster customer RELATIONSHIPS!

Get up close and personal with your target audience and really connect with potential customers for your business.



Get INVOLVED!

The O AFC May Trade Show is the largest emergency services trade show in Canada.



TRADE SHOW LOCATION, DATE, AND HOURS

The International Centre - 6900 Airport Rd, Mississauga, ON L4V 1E8

Thursday May 2 - 4:00pm to 8:00pm

Friday May 3 - 12:00pm to 4:00pm

Saturday May 4 - 10:00am to 2:00pm

It is the responsibility of the exhibitor to ensure that booths are open and staffed between the show hours. **Booths cannot be torn down until the end of the show on May 4th. Tearing down early will result in a \$250.00 penalty invoiced to the company following the show.**

TRADE SHOW ACCOMODATIONS

DoubleTree by Hilton - 925 Dixon Rd, Toronto, ON M9W 1J8

Embassy Suites by Hilton - 262 Carlingview Dr, Toronto, ON M9W 5G1

Holiday Inn by IHG - 970 Dixon Rd, Toronto, ON M9W 1J9

Special O AFC Hotel Pricing ends April 1st, 2024. Please visit the O AFC website for booking links.

TRADE SHOW SUPPLIERS CONTACT INFORMATION

Pre-purchasing power and lead retrieval is significantly cheaper than doing it on site. If purchased on site the O AFC special rates do not apply.

Please visit the Exhibitor Forms tab on the O AFC website for all information regarding show services.

<https://www.oafc.on.ca/trade-show/exhibitor-service-forms>

SPONSORSHIP OPPORTUNITIES

This years sponsorship package is new and improved! All sponsorships are first come, first serve. The O AFC is open to working with sponsors to ensure the sponsorship is beneficial to both parties. Pricing is also flexible, to work within budgets. Interested in becoming a sponsor? Please contact Events and Trade Show Manager, Katelyn Widdop.



2024 PRICING & INCLUSIONS

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DELUXE BOOTH 10X10

Member Rate: \$2500 Non-Member Rate: \$2650

Inclusions:

- 2 chairs and draped table
- side/rear drape
- wifi connectivity
- free guest passes
- access to evening functions
- black carpet
- power (1500 watt 120v duplex outlet)
- \$100 worth of lunch vouchers

ADDITIONAL DELUXE BOOTH 10X10

Member Rate: \$1870 Non-Member Rate: \$2075

- includes all of the above **except additional power.**

FIRE VEHICLE SPACE

Member Rate: \$2250 Non-Member Rate: \$2350

Inclusions:

- wifi connectivity
- free guest passes
- access to evening functions
- \$100 worth of lunch vouchers

ADDITIONAL FIRE VEHICLE SPACE

Member Rate: \$2100 Non-Member Rate: \$2200

- includes all of the above

OUTDOOR DEMO SPACE 8 X 45

Member Rate: \$1750 Non-Member Rate: \$1850

Inclusions:

- \$100 worth of lunch vouchers

Must book an indoor space in order to secure an outdoor space.

STANDARD BOOTH 10X10

Member Rate: \$2150 Non-Member Rate: \$2300

Inclusions:

- 2 chairs and draped table
- side/rear drape
- wifi connectivity
- free guest passes
- access to evening functions

ADDITIONAL STANDARD BOOTH 10X10

Member Rate: \$1670 Non-Member Rate: \$1875

- includes all of the above

FIRE VEHICLE WITH DISPLAY SPACE

Member Rate: \$3700 Non-Member Rate: \$3900

Inclusions:

- wifi connectivity
- free guest passes
- access to evening functions
- power (1500 watt 120v duplex outlet)
- \$100 worth of lunch vouchers

FEATURE SPACE (per square foot)

Member Rate: \$3.35 Non-Member Rate: \$3.50

Inclusions:

- 2 chairs and 2 draped table
- wifi connectivity
- free guest passes
- access to evening functions
- power (1500 watt 120v duplex outlet)
- \$100 worth of lunch vouchers

ADDITIONAL ITEM PRICING

- Power (1500watt, 120v duplex outlet) - **\$200**
 - Lead Retrieval - **Contact Microspec directly,**
- *If purchased on site the O AFC rates do not apply.***

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2024 MOVE IN AND OUT

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MOVE IN

The International Centre - 6900 Airport Rd, Mississauga, ON L4V 1E8

Truck Wash - Wednesday May 1, 2024 - 11:00am - 1:00pm

Vehicles Only - Wednesday May 1, 2024 - 1:00pm to 3:00pm

Booth Set-up - Thursday May 2, 2024 - 10:00am - 4:00pm

Vehicles, which are to be a part of the trade show, are to arrive Wednesday May 1. There will be no security watching vehicles the night of Tuesday April 30.

Vehicle move in will be on Wednesday May 1, starting at 1:00pm. Vehicles will be directed in according to the order determined by the O AFC staff. All vehicles must be ready to enter the exhibit hall at 1:00pm.

Exhibitor move in will be on Thursday May 2, starting at 10:00am. **All displays must be ready by 4:00pm when the trade show opens.** Complimentary coffee, tea and water will be available on the day of move-in.

Please note a member of your company will need to sign for the exhibitor package, O AFC is not responsible for any lost exhibitor packages once signed for.

Please note that The International Centre deems the trade show floor a construction site therefore no one under 16 years of age is allowed on the trade show floor during move-in.

MOVE OUT

It is the responsibility of the exhibitor to ensure that booths are cleared, and all exhibit materials are removed from the exhibit area between 2:00pm and 5:00pm on Saturday, May 4. Any freight/booths that have not been removed/picked up by 8:00pm on Saturday, May 4, will be removed/forced from the floor at the exhibitor's expense.

From a health and safety perspective, we ask that trucks not be started until 3:00pm. This allows an opportunity for booth vendors to pack up and leave before the trucks are started, creating exhaust fumes. It is understood and agreed that any materials remaining after the above time will be removed and stored at the exhibitor's expense.

Booths cannot be torn down until the end of the show on May 4. Tearing down early will result in a \$250.00 penalty invoiced to the company following the show.

FIRE SERVICE CADETS WILL BE AVAILABLE TO ASSIST WITH MOVE IN AND MOVE OUT.

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INSURANCE AND SAFETY

While every precaution is taken to safeguard exhibits, Show Management and The International Centre do not assume responsibility for the safety of exhibits against robbery, fire, damage, accidents or any cause whatsoever, whether during move in, show time or move out periods. In all cases, exhibitors must insure their goods and exhibits against such losses. Entry into storage and loading areas is at the exhibitor's risk.

Show Management and The International Centre do not assume responsibility for personal injury due to accidents of any cause whatsoever.

SECURITY OF EXHIBITOR'S PROPERTY

The Trade Show will have 24-hour security; however, Show Management accepts no responsibility or liability for loss or damage to merchandise or display material.

Security will be on duty throughout move-in, show days and nights, and move-out. These people are there to safeguard your interests. Please extend them your fullest cooperation. You can assist by not bringing into the Trade Show halls during move in or take down any person not directly involved in the set up or dismantling of your display.

Exhibitors are asked to contact the Show Office IMMEDIATELY if losses are experienced, so that an investigation can be conducted.

The International Centre and the Association are not responsible for the protection or security of exhibits, merchandise, or personnel against robbery, theft, damage by fire, damage by water, accident or any other cause. In all cases, exhibitors should provide their own insurance.

Security staff will be present in the exhibit area during those times when exhibitors are not required to be in attendance. The presence of security staff does not constitute acceptance of any responsibility by the Association and the International Centre for security of the exhibitor's possessions, but is a service rendered only to assist the exhibitor during the show.

CANCELLATION BY EXHIBITOR

There will be no refunds. All trade show booths are final sale.

O AFC TRADE SHOW CONDUCT

The exhibitor agrees to use the said space solely for the display and/or sale of his product and/or service manufactured, distributed or sold as a bona fide sales agency (incorporated with the laws of Canada as such).

The exhibitor agrees not to sublet, assign or share any part of the exhibit space with any other manufacturer; distributor; wholesaler; jobber; sales agency or person or to allow orders to be taken within the exhibitor's space by any person other than the exhibitor's own employees or agents.

Exhibitors are responsible for and agree to make good any damages to the building or Show equipment caused by their occupation of the space.

Booths must be staffed at all times during the Show hours and alcoholic beverages are not to be served.

Any flashing or strobing lights on display (whether on a vehicle or part of your booth display) must only be used when demonstrating your product to a potential customer. Some individuals can experience disorientation, vertigo, photosensitive epilepsy and nausea-inducing effects of a strobe or ongoing flashing lights. For safety reasons, please keep these types of lighting to a minimum.

Exhibitors are not to accost attendees in the aisle or in other exhibitor's booths. Any breach of this regulation will be dealt with severely. Handouts of promotional material or product are strictly prohibited outside the confines of your exhibit space.

Photographing another exhibitor's display is not permitted without consent of the exhibitor. In addition, exhibitors are reminded that visiting other booths is by invitation only and are requested to observe this fundamental courtesy at all times.

Violation of any of the above mentioned conditions could result in the immediate cancellation of the exhibitor's contract and all funds due or paid will be forfeited and will result in immediate eviction from the show.

LIABILITY AND INDEMNIFICATION

Exhibitors are responsible for any and all damage to The International Centre facilities and equipment, whether caused by transportation, installation or dismantling of displays, posters, signs; whether this damage is caused by those in attendance, or the exhibitor's employees and/or guests.

The Association and the International Centre will not be responsible for loss and/or damage or injury, no matter how caused, to exhibits, merchandise, or personnel, while such are on the property of The International Centre.

The Exhibitor (Lessee) agrees that they will indemnify and save harmless at all times the Association and The International Centre from all claims, demands, suits, or actions of any kind, including claims or rights created by statute for loss, expense, damage, or injury (including death), to persons or property, caused or contributed to by reason of the exhibitor's occupation of the exhibit space, or by any act or omission of the exhibitor in connection with their delivering, setting up, or dismantling their exhibit, or by reason of the exhibitor failing to comply with provisions of this agreement.



LIABILITY AND INDEMNIFICATION CONTINUED

Exhibitors shall provide their own comprehensive public liability insurance and proof must be provided to Show Management prior to Show set up.

Please Note:

Completing registration online indicates that you have read and agreed to the following Terms and Conditions as outlined in this Exhibitor Prospectus and as follows:

Terms and Conditions of Contract between the Exhibitor and the Ontario Association of Fire Chiefs. ("Management")

1. Management reserves the right to alter or change the space assigned to the Exhibitor. Management further reserves the right, at its sole discretion to change the date or dates upon which the show is held, or to cancel the show, and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Exhibitor to Management.
2. The Exhibitor shall comply with all rules and regulations by Management for the show and agrees that Management's decision to adopt and enforce any such rule or regulation shall be final and binding.
3. The Exhibitor is responsible for compliance with all applicable law, bylaw, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Exhibitor so comply.
4. The Exhibitor shall indemnify and hold Management harmless from and against any loss, injury or damages whatsoever suffered by Management as a result of the Exhibitor's failure to comply with the terms and conditions of this contract or as a result of the Exhibitors participation in the show, including without limitation, any third party claim against Management with respect to loss, injury or damage sustained or suffered by any other exhibitors, the owner of the building, attendees of the show, and their respective directors, officers, agents and employees.
5. There will be no refunds. All trade show booths are final sale.
6. Management reserves the right at any time to alter or remove exhibits or any part thereof, including printed material, products, signs, lights or sound, and to expel exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to Management or to other show participants.
7. Exhibitor's display must comply with all requirements of Management and of the owner of the building, including maximum height requirements. The Exhibitor must provide at least one, and not more than three, staff per booth/marketplace, to maintain display during show hours. The Exhibitor agrees to confine its presentation to the contracted space only.

Continued on next page.

8. All goods shipped to the show must be clearly marked with the name of the Exhibitor and the number of the display space. Goods must not be shipped to the show with any shipping charges to be paid on arrival as any such goods will not be accepted by Management. Management assumes no responsibility for loss or damage to the Exhibitor's goods or property either before, during or after the show. (Do not ship to the site prior to the move-in date as they cannot store it.)

9. In consideration of the Exhibitor's participation in the show, the Exhibitor hereby releases Management, its directors, officers, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the Exhibitor in connection with its participation in the show, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of Management or otherwise.

10. The Exhibitor is responsible for the placement and cost of insurance relating to its participation in the show. The Exhibitor shall carry liability insurance of \$2 million with a \$500 deductible, as well as such additional insurance as may be required by Management. The Exhibitor agrees to furnish to Management, certificates of insurance (**naming Ontario Association of Fire Chiefs**) pertaining to all policies of insurance carried by the Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. If the Exhibitor fails to comply with any of the foregoing, in addition to any other rights or remedies available to Management at law or under this contract, Management shall have the right to take possession of the display space for such purposes as it sees fit and the Exhibitor will be held liable for the full contract price for the said space.

11. The Exhibitor agrees that no display may be dismantled, or goods removed during the entire run of the show or a penalty of \$250.00 shall be paid. The Exhibitor agrees to remove the exhibit, equipment and appurtenances from the show building by the final move out time. In the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred by Management.

12. The Exhibitor will comply with the rules and regulations of any unionized contractors, which may be selected by Management to service the exhibitors. Any dispute between the Exhibitor and any such contractor or union representative will be referred to Management for resolution, whose decision shall be final and binding on all parties.

13. Management reserves the right to cancel this contract and to withhold possession of the space or to expel the Exhibitor there from if the Exhibitor fails to comply with any terms and conditions of this contract or the show rules and regulation, in which case the Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting Management's other rights and remedies at law under this contract as a result of such failure to comply.





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