



**CARSTAR 2020  
BUSINESS PARTNERS EXPO**

**Exhibitor Handbook**

**Thursday, July 16, 2020**

**Westin Harbour Castle  
1 Harbour Square  
Toronto ON M5J 1A6**

In keeping with our Green Meeting Strategy, this Exhibitor Handbook has been produced electronically. Links to all order forms are embedded in the document and many suppliers now offer secure on-line ordering.

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## QUICK REFERENCE

Trade Show Location	Westin Harbour Castle – Frontenac, Queens Quay & Bay Rooms 1 Harbour Square Toronto, Ontario M5J 1A6	
Exhibitor Move-in & Set-up	Thursday, July 16, 2020	7:00 am to 12:00 noon
Show Hours	Thursday, July 16, 2020	1:30 pm – 4:30 pm
Dismantle & Move-Out	Thursday, July 16, 2020	4:30 pm – 7:30 pm

**Note:** All exhibits must be removed from the show floor by 7:30 pm on Thursday, July 16, 2020. If any display is not taken down by 7:30 pm on Thursday, July 16, 2020, Show Management reserves the right to dismantle the display and charge the exhibitor accordingly.

## GENERAL INFORMATION

### Draw Prizes

If you plan to have a prize draw from your booth, each exhibiting company will be responsible for providing their own ballot box, ballots and orchestrating the draw. You will also be responsible for advising the winner and delivering a prize to them within 2 weeks following the Convention. Exhibitors are not eligible to win.

### PARKING

There is no self-parking at the Westin Harbour Castle. However, they do offer Valet Parking - \$50 per day.

Alternatively, there are cheaper options in the area:



39 Queens Quay E.  
Pier 27 Garage  
318 m away

C\$20

[BOOK NOW](#)

[DETAILS](#)



120 Bremner Blvd.  
Southcore Financial Cent...  
608 m away

C\$30

[BOOK NOW](#)

[DETAILS](#)

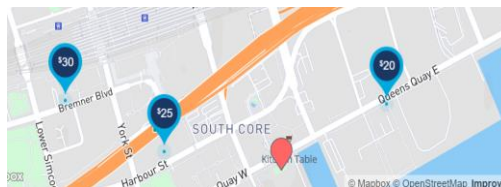


90 Harbour St.  
One York Garage  
322 m away

C\$25

[BOOK NOW](#)

[DETAILS](#)



## YOUR BOOTH SPACE

Your specific display area will be defined with pipe and black drape – 8ft. high back & 3ft. high side:

Single booth size	10 ft. wide x 8 ft. deep
Double booth size	20 ft. wide x 8 ft. deep

### Items included with your booth space:

- 8' high back wall, 3' high side drape
- 6' draped table
- 2 grey side chairs
- wastebasket
- 7" X 44" ID sign
- Electrical outlet
- WiFi code

**Note:** The exhibit halls at the Westin Harbour Castle are carpeted.

### Items NOT included with your booth space:

- Booth components (Stronco - see *Contacts, Suppliers and Deadline Dates*)
- Audio visual equipment rentals (PSAV - see *Contact, Suppliers and Deadline Dates*)
- Booth décor (Stronco)
- Customized booth design (Stronco)
- Florals and plants (Stronco)
- Shipping and Customs (Stronco Logistics)
- Storage and Warehouse Services (Stronco)

### Booth numbers

You will be notified well in advance of the event of the exact booth number for your exhibit. When shipping exhibit materials, proper identification of your materials, with your company name and booth number, will ensure it is delivered to the right location on the show floor.

## FOOD AND BEVERAGE AT YOUR BOOTH

Should you wish to offer an incentive of food and beverage service from your booth (e.g. snacks, coffee, cappuccino, ice cream, canapés, etc.), these items must be ordered from the Westin Harbour Castle Catering Department. Outside caterers are not permitted.

Please contact Maria Soultanoglou, Senior Events Manager - [Maria.Soultanoglou@westin.com](mailto:Maria.Soultanoglou@westin.com)

Tel: 416-361-7442.

[Click here](#) for Westin Harbour Castle menus or contact Maria for customized options.

## AV AND INTERNET

[Click here for the PSAV order form.](#)

Your booth will be equipped with a basic dedicated 15 amp power drop – only order additional power if a 15 amp service is not enough for your AV and lighting equipment.

WiFi will be available – only order internet service if you need a hard wired connection.

### **Please note:**

- All exhibitors should check with their company IT teams to ensure that they have disabled any firewalls or other security features that may impede the exhibitors ability to log their device onto the Westin Harbour Castle WIFI network.

- All exhibitors should take personal responsibility for supplying their own device adaptors (e.g. HDMI cords) to connect to rental gear (e.g. monitors).

## BOOTH STAFF

If you did not know the names of your representatives at the time of completing the on-line registration, please email their names to [CARSTARConference@andlogistix.com](mailto:CARSTARConference@andlogistix.com) by Friday, June 26, 2020. This will ensure that all representatives are properly registered and will expedite the process when arriving on-site.

Booth personnel passes will be assigned as follows:

Platinum sponsors – 6 passes

Gold sponsors – 4 passes

Silver sponsors – 2 passes

Bronze sponsors – 1 pass

### **Exhibitor Identification**

- All exhibitor personnel must register prior to booth set-up and wear an identification badge to gain admittance to the Exhibit Hall area.
- All exhibitors can collect their exhibitor identification badge from the CARSTAR Registration Desk.

### **Set-up Personnel**

- Set-up personnel will be allowed access to the Exhibit Hall during the stated set-up hours. 'Set-Up Only' badges will be available at the Exhibitor Information Desk.
- Exhibitors requiring access earlier than the scheduled move-in times must make arrangements in advance with the Exhibits Manager, Jan Raeburn [jraeburn@andlogistix.com](mailto:jraeburn@andlogistix.com) or call 416.425.7287.

### **Dress Code**

Attire for the Exhibit Program is Business Casual.

## SHIPPING & DELIVERIES

### To the Advanced Warehouse

Stronco will accept crated, boxed and skidded material at their warehouse beginning Wednesday, June 17, 2020. To avoid additional late arrival charges, **materials must arrive by Friday, July 3, 2020** (premium charged for materials received after this date). The warehouse will receive shipments Monday through Friday between 8:00 am and 4:00 pm. To check on the arrival of your freight, please call **Stronco Exhibitor Services** Tel: 905-270-6767 Ext. 2236 or 1-800-665-2621. Email: [exhibitorservices@stronco.com](mailto:exhibitorservices@stronco.com)  
See *Contacts, Suppliers and Deadline Dates* to access the **Stronco Exhibitor Kit** for additional information.

### Warehouse Shipping Address:

CARSTAR CONFERENCE AND EXPO  
< Your Company Name >  
< Your Booth Number >  
Stronco Logistics  
1510B Caterpillar Road  
Mississauga Ontario L4X 2W9

**STRONCO will be pleased to accept DIRECT shipments at the Westin Harbour Castle on THURSDAY, JULY 16, 2020 ONLY.** Please refer to the Material Handling information in the [STRONCO Exhibitor Kit](#).

### The TDI Business Centre at the Westin Harbour Castle.

Please refer to the [TDI Package and Handling Instructions](#) for shipments being shipped directly to the Westin Harbour Castle prior to Thursday, July 16<sup>th</sup>. Information regarding storage fees can be found in this document. Please use the [TDI shipping label](#) for shipments directly to the Westin Harbour Castle.

The hotel contact should be noted on the shipping label: **Maria Soultanoglou, Senior Events Manager**

CARSTAR CONFERENCE & EXPO  
Westin Harbour Castle  
1 Harbour Square  
Toronto, Ontario M5J 1A6  
Att: Maria Soultanoglou,  
Senior Events Manager

## Outbound shipping

Please make the appropriate arrangements with your preferred carrier for shipping following the close of the show. You are responsible for clearly marking and labelling each piece of freight to be shipped. STRONCO or TDI would be happy to provide outbound shipping services. There will be a Stronco representative on the show floor on Thursday, July 16<sup>th</sup>.

- All booths must be removed from the Exhibit Hall by 7:30 pm.
- Any items left on the show floor after 7:30 pm will be “forced” and the vendor will be billed accordingly.
- If you have arranged for a pick-up with an independent courier, please ensure that **someone remains with the shipment until the courier has arrived.**
- To ensure all exhibitor materials are removed from the show floor by the Exhibitor Move-Out deadline, please have all carriers check-in **between 5:00 pm and 6:00 pm on Thursday, July 16, 2020.**

Stronco, aNd Logistix and the Westin Harbour Castle will not be responsible for the security of unlabelled items left following the show.

## **ON SITE SERVICES**

### **Exhibitor Service Desk**

Stronco and aNd Logistix will staff Exhibitor Service Desks during Move-In & Set-Up on Thursday, July 16, 2020. On-site orders will be processed at that time as long as items are available. Please see *Contacts, Suppliers and Deadline Dates* and save money by ordering before the listed discount deadline dates.

## **INSURANCE**

Exhibitors should arrange their own commercial general liability insurance, including personal and bodily injury liability. If you already have insurance coverage for these items, ask your insurer to issue a Certificate of Insurance naming the Westin Harbour Castle and aNd Logistix as co-insured.

**VERY IMPORTANT:** Please ensure that the Certificate of Insurance indicates the exhibitor's name and that the policy is extended to cover you during your participation at the CARSTAR Business Partners Expo. Your booth personnel should have a copy on-site.

## CONTACTS, SUPPLIERS AND DEADLINE DATES

**NOTE:** Please order by the indicated deadline dates on the forms to take advantage of advance order discounts.

SERVICE	CONTACT	Due Date
<b>Exhibits Coordinator</b> General inquiries related to Trade Show logistics	<b>Jan Raeburn</b> <b>aNd Logistix</b> Direct line: 416.425.7287 Email: <a href="mailto:jraeburn@andlogistix.com">jraeburn@andlogistix.com</a>	
<b>Registration</b> General enquiries related to Registration	<b>Madison Dedora</b> <b>aNd Logistix</b> Tel: 416-309-9217 / 1-855-847-6200 Email: <a href="mailto:CARSTARConference@andlogistix.com">CARSTARConference@andlogistix.com</a>	
<b>Westin Harbour Castle</b>	Maria Soultanoglou Senior Events Manager Tel: 416-361-7442. Email: <a href="mailto:Maria.Soultanoglou@westin.com">Maria.Soultanoglou@westin.com</a>	
<b>Show Services</b> Advanced orders for: <ul style="list-style-type: none"> <li>• Furniture Rental, Plants</li> <li>• Booth Rentals &amp; Accessories</li> <li>• Material Handling</li> <li>• Warehouse storage</li> </ul> <a href="#">Click here for Stronco Show Services Exhibitor Kit</a> To place your order online, view the show schedule or print order forms, go to <a href="http://www.stroncoonline.com">www.stroncoonline.com</a> Enter Show Code – 506784326 Enter – 000 – for booth number	<b>STRONCO EXHIBITOR SERVICES</b> Tel: 905-270-6767 Ext. 2236 Or 1-800-665-2621 Email: <a href="mailto:exhibitorservices@stronco.com">exhibitorservices@stronco.com</a>	<b>June 24, 2020</b> <b>Order early to take advantage of the discount rates.</b>



<p><b>Electrical and Sign Hanging</b>          Your booth will be equipped with one standard duplex electrical outlet. Only order electrical if you need additional power.          Contact PSAV directly if you need sign hanging.</p> <p><a href="#">Click here for PSAV order form.</a></p>	<p><b>Alex Rathgeber</b>  <b>Sales Manager - PSAV®</b>          The Westin Harbour Castle          1 Harbour Square, Toronto, ON M5J 1A6          Tel: 416.361.7466 ext 4608          Email: ARathgeber@PSAV.COM</p>	
<p><b>Audiovisual, Computers &amp; Internet</b></p> <p><a href="#">AV and Internet Order Form</a></p>	<p><b>Alex Rathgeber</b>  <b>Sales Manager - PSAV®</b>          The Westin Harbour Castle          1 Harbour Square, Toronto, ON M5J 1A6          Tel: 416.361.7466 ext 4608          Email: ARathgeber@PSAV.COM</p>	
<p><b>ACCOMMODATIONS</b></p> <p>Please see details for booking accommodation at the Westin Harbour Castle <a href="#">here</a>.</p> <p>Room rates from \$239 to \$259 CDN per night.</p>	<p><b>Westin Registrations Department</b>  <b>Westin Harbour Castle</b>          1 Harbour Square          Toronto Ontario M5J 1A6          Tel: 1-888-627-8559 to book your accommodations.  <b>Please identify as being with the CARSTAR Conference or use the mini-hotel code CR1.</b></p>	<p><b>Book by          June 25,          2020</b></p>