



BOOTH PREPARATION & SET UP GUIDE



BOOTH PREPARATION & SETUP GUIDE

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2020 EVENT OVERVIEW

Welcome to the ISA Edmonton Section Automation Expo & Conference (AEC) 2020.

Here's a look at what we've got planned for this event...

Expo Highlights

- * We are proud to announce Endress + Hauser as our Expo Presenting Sponsor for 2020!
- Over 175 exhibitors & 28,000+ square feet of automation-related exhibits.
- Headliners - Think Big... Data with Cory Janssen at our Headliner Opening Breakfast and hear from Vivian Krause, best known for her recent documentary, Over A Barrel at our Headliner Closing Lunch.
- VIP Tours – Launched in 2014, the tours have been a tremendous success, and we're planning to Increase the number of VIP Tours for 2020!
- Intel Talks – A chance for exhibitors to present to a pre-confirmed group of attendees at an intimate bar-style set-up right on the exhibit floor.
- Networking Happy Hour + ISA HQ Pres Panel - Back by popular demand but with a panel twist! Day one will wrap up with this presentation and gathering in our exhibit floor Networking Happy Hour Lounge.

Conference Highlights

- We are proud to announce PAS as our Conference Presenting Sponsor for 2020!
- We've increased the number of tracks to 8 this year and our goal is a 25% attendance increase.
- Conference Tracks
 - o Cybersecurity
 - o Alarm Management
 - o Leak Detection
 - o Wireless
 - o New Technologies
 - o Safety – new this year
 - o Artificial Intelligence – new this year
 - o Mechatronics – new this year

We're looking forward to a very successful event!

The AEC Team



BOOTH PREPARATION & SETUP GUIDE

HOW TO BE A SUCCESSFUL EXHIBITOR

Signing up to be an exhibitor is just the first step to having a successful exhibitor experience at AEC. Preparing for the show and planning your booth in advance is key.

The AEC Team has identified three key areas for you to consider when preparing for the show:

Booth Planning Tips

aecalberta.ca/exhibit/how-to-be-a-successful-exhibitor/booth-planning-tips/

Maximize Your Exposure

aecalberta.ca/exhibit/how-to-be-a-successful-exhibitor/maximize-your-exposure/

Market, Promote & Invite

aecalberta.ca/exhibit/how-to-be-a-successful-exhibitor/market-promote-invite/

We hope you find this information helpful. Good luck!

SHOW MANAGEMENT

If there are any questions pertaining to this guide or pertaining to the Show, please contact:

CEM Charlton Event Management

126, 150 Chippewa Road
Sherwood Park, AB T8A 6A2 Canada

Contact: Dennis Miller

Phone: 587.400.2618

Email: info@aecalberta.ca

VENUE

The ISA Automation Expo & Conference (AEC), Edmonton 2020 will be taking place at the Edmonton Expo Centre in Halls F and G.

Edmonton Expo Centre at Northlands

7515 – 118 Avenue
Edmonton, Alberta T5B 4X4 Canada



SHOW MOVE-IN SCHEDULE

Halls F & G - Move In Schedule To Be Announced. Please refer to the website for current updates. <https://aecalberta.ca/exhibit/booth-preparation/move-in-move-out-dates-times/>

Note: Forklift will be available until 6:00 pm

DUE TO LIABILITY CONCERNS, ANY PERSON UNDER THE AGE OF 16 IS NOT PERMITTED ON THE SHOW FLOOR DURING MOVE-IN, SHOW DAYS AND MOVE-OUT.

All set-up activity will be restricted to the confines of the booth space after 6:00 p.m. on Monday, October 26, 2020, to allow for crate storage, aisle carpet installation, building cleaning and final inspection by Show Management. Dollies and forklifts are not permitted after 6:00 p.m. on Monday, October 26, 2020. Exhibitors may access their Booth on Tuesday, October 27 at 8:00 a.m. to set-up literature, etc., but Booth displays and equipment must be installed in the Booth no later than 8:00 p.m. on Monday.

ABSOLUTELY NO DOLLIES WILL BE PERMITTED IN THE EXHIBIT AREA, AFTER THE AISLE CARPETS ARE INSTALLED!

SHOW MOVE-OUT SCHEDULE

HALLS F & G — Wednesday, October 28, 2020 - 4:00 P.M. - MIDNIGHT

Once the Show has closed, all empty crates and boxes will be brought to the Booth as soon as the aisle carpets have been removed. Exhibitors are requested to keep the aisles clear until the aisle carpets have been removed and the crates have been returned to each Exhibitor.

Show Management urges Exhibitors to remove small cartons and open cases of products from the Show area immediately after the close of the Show. While Show Management will take all reasonable security measures to safeguard exhibits, it assumes no responsibility for loss of, damage to, or theft of property of Exhibitors however caused. Immediate removal of small items will minimize the possibility of loss or theft.

Packed crates for outbound shipments must be clearly labeled and left in the Booth for pickup by the official Show Carrier or your selected Freight Carrier. All Outbound Freight must be off Expo premises by 12:00 pm on Thursday, October 29.



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SHOW HOURS

Tuesday, October 27, 2020, 9 a.m. – 4:00 p.m.

Wednesday, October 28, 2020, 9 a.m. – 4:00 p.m.

EXHIBITOR STAFF BADGES

Exhibitor Registration:

Monday 12:00 p.m. – 5:00 p.m.

Tuesday 7:30 a.m. – 4:00 p.m.

Wednesday 7:30 a.m. – 3:00 p.m.

In order to have access to the Show floor, all Exhibitors must be wearing their Badges starting Tuesday, October 27, 2020 from 8:00 a.m. until the Show Move Out is complete on Wednesday, October 28, 2020.

To order Staff Badges, please visit <http://register.aecalberta.ca/Account/Login> and login to your Exhibitor Profile using the username and password that was provided via e-mail.

Exhibitor Staff Badges can be picked up at the Exhibitor Registration Counter during move-in after 12:00 noon on Monday, October 26, 2020.

EXHIBITOR PARKING

Exhibitors can purchase event parking passes on-line through Show-pass in February 2020. Link will be available on the Exhibitor log-in page. <http://register.aecalberta.ca/Account/Login> Parking passes are not required for both move-in days. Exhibitors can purchase an event parking pass at the 79 Street entrance during move in only. Exhibitors with event parking passes must enter through the 79 Street entrance only. Exhibitors are welcome to enter through the public guest entrances but will be required to pull a ticket and pay the \$15.00/pass/day, which does not include in/out privileges.



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SHOW TERMS & CONDITIONS

Character of the Show

All displays must be of a high caliber in keeping with Industrial Trade Show Standards. The AEC Committee must approve two tier Booths prior to the Show. Final acceptance of displays on set-up days, from the ISA Automation Expo & Conference Committee is mandatory.

Payment Terms

To assure participation, **Exhibitors must submit a Registration Form on-line** at register.aecalberta.ca/Registration. A 30% deposit is required for Registrations submitted prior to January 15, 2020. Deposits are non-refundable. For Exhibitor Registrations submitted after January 15, 2020, full payment is required with registration. In the event that the ISA Automation Expo & Conference (AEC), Edmonton 2020 is canceled for any reason, Show Management will not be liable to the Exhibitor, except to reimburse any funds paid to that date for Exhibit space.

Samples, Souvenirs and Soliciting

Soliciting of business and/or distribution of samples and souvenirs must be confined to Exhibitors own Booth Space. Exhibitor Literature is not permitted outside the confines of said Booth; if found in empty booths, aisles or main Registration areas, your materials will be removed.

Security

Security Guards will be on duty 24 hours a day (on a roaming basis only), from the opening of move-in to the closing of move-out. Show Management will not accept any liability for loss or damage to the Exhibitor's booth or materials. All property of the Exhibitor is understood to remain under the Exhibitor's custody and control, in transit to and from, or within the confines of the Exhibit Hall.



SERVICES

Included in exhibit space cost:

The basic 10' x 10' booth includes the following:

- Carpet (Grey)
- Power-One (1) 1500-watt electrical outlet
- Sidewall drape
- Backwall drape
- All materials handling within Exhibit Halls up to 5,000 lbs., which includes:
 - (2), 3000 lb. forklifts
 - (2), 5000 lb. forklifts
- Daily cleaning of aisle and general area carpet only
- Security services
- Exhibit Registration services
- Two move-in days (schedule will be provided), two Exhibit days, and one move-out day

The following are examples of items **NOT** included in the Exhibitor's Package:

Under-padding

Table(s), chair(s), desk(s), counter(s), shelf rentals, etc.

Parking passes

Food and beverage service

Booth cleaning

Exhibitor signage

In-booth security

Liability Show Insurance

Telephone lines and units

Internet Services - Wired and Wifi

Booth décor (i.e. plants, etc.)

Audio visual equipment rentals

Computer rentals

Freight services

Customs Broker services

Customized booth design

In-booth forklift work is not included in the cost of Exhibit Space

NOTE: IF FORKLIFT SERVICES ARE REQUIRED FOR SHIPMENTS OVER 5,000 LBS, A SPECIAL FORKLIFT MUST BE ORDERED WITH SUPERIOR SHOW SERVICES INC. (THIS IS NOT INCLUDED IN THE COST OF YOUR EXHIBIT SPACE).



BOOTH OPERATIONS

Exhibitors must ensure a fully staffed Booth during Show hours. During Show hours, moving in/out or dismantling will not be permitted and any movement must be approved and arranged by Management. No forklifts or dollies on aisle carpet at any time. Dismantling must not commence until 4:15 p.m., Wednesday, October 28, 2020. For the safety of the public, we ask that Exhibitors wait for 15 minutes after the Show closes before beginning to move-out.

Exhibitors will also be expected to keep all displays and equipment within their designated space and not in the aisles. In deference to fellow Exhibitors and to the professional people who comprise the Audience, Exhibitors are specifically prohibited from employing any type of attraction, which in the opinion of the Show Management, detracts from the professional nature of the Show.

SOUND SYSTEM AND NOISE LEVELS

If you will be demonstrating equipment that causes noise, you must confine your operation to suitable intervals, so that you don't impose on neighboring Exhibits. Watch your own Booth to be sure the noise level from your demonstration or sound system is kept to a minimum and not interfering with others. Show Management reserves the right to determine when sound constitutes interference with others and to shut the system down. Exhibitors who plan to use a promotional game in their Booth must notify Show Management.

FLOOR COVERING

Show Management attaches the utmost importance to the appearance of the Show. Carpet or suitable flooring is required in your Booth. Carpet is included in the basic exhibit space, alternatively Exhibitors may bring their own floor covering.



FLOOR OF BUILDING

The following is STRICTLY PROHIBITED by Edmonton Expo Centre:

- Drilling holes in the floor
- Attachment to, painting, or any other defacement of the floor
- Using ramset fasteners or masonry nails to fasten display material to the floor
- Fastening/nailing strips to any of the building walls or floors by any means
- Adhering tile, floor covering, or any other structure directly to the building floor (building paper or other suitable protection must be laid on the floor first)

GENERAL BOOTH CONFIGURATION INFORMATION

In the following information, you will find regulations outlining Booth construction. Keep in mind that the information provided is a guideline only. This information should be used as a gauge when determining the configuration of your Booth. If you find that you cannot stay within these guidelines, you must seek approval from Show Management.

For consideration, please contact Dennis Miller at 587.400.2618 or email info@aecalberta.ca

ENGINEERING CERTIFICATION

Booth structures such as towers and columns that exceed 12' (3.66 m) in height (excluding hanging signs), or are two story Exhibits (any height), regardless of whether people will occupy the area or not, will require engineering certification verifying structural integrity of the Exhibit. Acceptable Certification is in the form of a Certified Structural Engineer's stamp or seal from the Province of Alberta directly on your set of blueprints for the Exhibit.

This Certification must be submitted to Show Management 3 weeks prior to move-in. Failure to obtain and submit the required documentation could delay or prevent construction of your Exhibit. Signs must be posted indicating the number of people the structure will accommodate. This policy has been established to ensure the safety of Exhibitors and Attendees at the Show.



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STRUCTURAL INTEGRITY

All exhibit fixtures, especially portable or “pop-up” Booths, must be erected in a manner to withstand normal contact or vibration due to outside forces such as wind, the movement of forklifts, heavy machinery, or equipment, and unintentional contact on the part of cleaners, laborers, or neighboring Exhibitors.

SIGHT LINES

All Exhibitors are equal regardless of size and should be given equal opportunity, within reason, to present their product in the most effective manner to the audience. Therefore, all Exhibitors shall abide by sight line guidelines to ensure their neighbors visibility from the aisle, and vice versa. With the advent of standalone pop-up banners, we see many examples of interference of sight lines. This will not be tolerated. Show management will visit each booth to check sight lines.

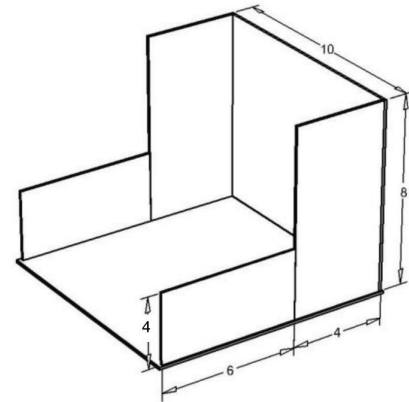
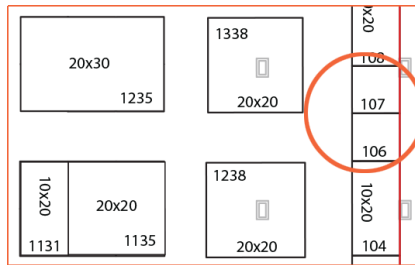


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BOOTH CONFIGURATIONS GUIDELINES

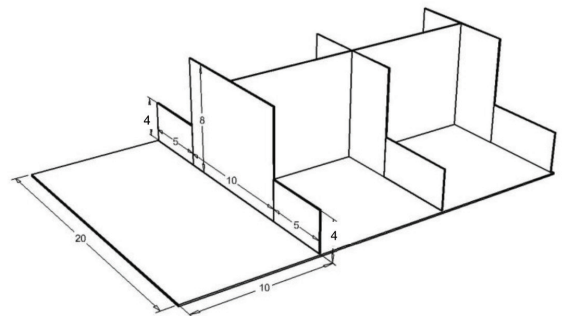
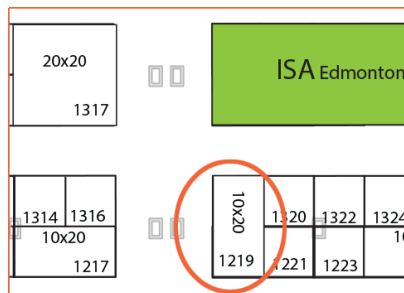
STANDARD OR IN-LINE AND PERIMETER BOOTHS

One or more 10' x 10' units in a straight line. Perimeter booth backs to a wall of exhibit facility rather than another exhibit. Maximum back wall height permitted is 8 feet that may extend out 4 feet from the back wall of the booth; maximum side wing divider height is 4 feet.



END-CAP BOOTH

10' x 20' exhibit space exposed to aisles on three sides. Maximum back wall height in the rear half of the booth space, and if possible, within 5 feet of the two side aisles with a 4-foot height restriction imposed on all materials in the remaining space forward to the aisle.





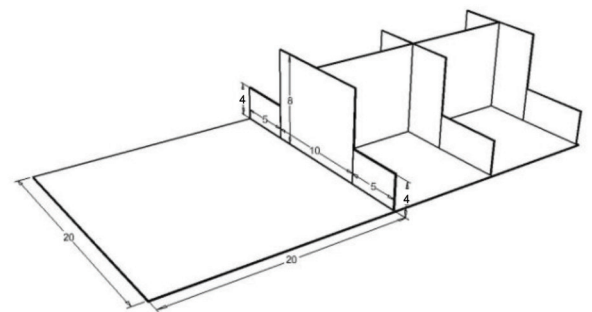
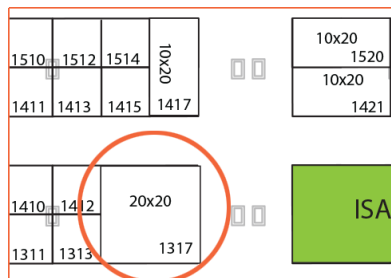
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PENINSULA BOOTH

20' x 20' or larger exhibit space exposed to the aisle on three sides. There are two types of peninsula booths:

PENINSULA ABUTTING STANDARD OR IN-LINE BOOTH

When a peninsula backs up to two standard or in-line booths, the back wall is restricted to 4 feet high and if possible within 5 feet of each aisle (permitting adequate line of sight for the adjoining standard booths). The remaining back wall height restriction is 16 feet, including signage for the centre portion of the back wall. The backside of the wall must be finished and not contain signage or logos.

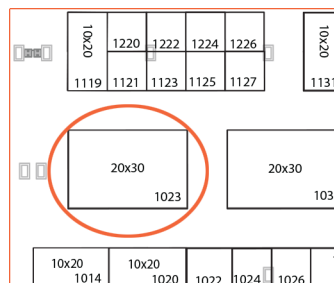


PENINSULA ABUTTING PENINSULA

When a peninsula backs up to another peninsula booth, the back wall is restricted to 16 feet high. The backside of the wall must be finished and not contain signage or logos.

ISLAND BOOTH

A block of exhibit space with aisles on all four sides. Maximum height permitted is 16 feet, which if required, must be located in the internal portion of the booth and not exceed 10 feet width in any direction. Perimeter walls regardless of height are not permitted in island booths.





BOOTH PREPARATION & SETUP GUIDE

SIGNS

Signs must be professionally designed and constructed, lightweight and in good taste. Your signs must not constitute a danger to visitors or infringe on other exhibitors. The top of any sign may not exceed 16 feet above the floor level. The sign must be located at least 3 feet from the perimeter of the booth, which are 3 feet from the neighboring booth and 3 feet back from the front boundary of the booth.

When a sign is placed over the 8-foot level of the booth wall and is visible to those viewing booths in the aisle behind it, the rear of the sign must be covered or finished in such a manner as to not detract from those booths behind it. Signs may be suspended over your booth area, making sure to follow the above requirements. The Electrical Contractor listed on page 18 — Showtech Power & Lighting, must handle the hanging of signs.

Under no circumstances may banners, decorations, or signs and similar material be nailed, stapled, screwed, taped, or attached to ceilings, walls, or other painted surfaces without prior written approval of the method of installation by the building management. Helium balloons and glitter require prior authorization for use within your booth.



FIRE REGULATIONS

The following fire and safety regulations must be adhered to governing exhibits and displays:

1. Decorating materials, including: artificial flowers and foliage shall be inherently flameproof or properly treated with a flame retardant.
2. Unless otherwise approved, flammable or combustible and/or compressed gases shall not be used or displayed.
3. AEROSOLS - It is permitted to exhibit one pressurized container; not exceeding one-pint capacity of each product classified as flammable liquid.
4. Motor vehicles or gasoline-powered equipment on display shall be restricted to $\frac{1}{4}$ of a tank of fuel and be equipped with a lock-on type gasoline cap. Batteries need NOT be disconnected. Keys must be removed from all vehicles.
5. All storage shall be kept in allocated areas. No empty cardboard containers are permitted to be stored in the booth space.
6. Cylinders containing compressed gases shall be protected against mechanical damage and shall be stored on racks or by other accepted devices designated to hold them securely in place.
7. A propane-fueled vehicle may be parked indoors, provided there are no leaks in the propane system and the tank is not filled beyond its maximum permitted density.
8. A propane-fueled vehicle, while indoors, shall have the shut-off valve closed and secured to prevent tampering.
9. A propane-fueled vehicle, while indoors, shall not be parked near a source of heat, open flame, or any source of ignition, or near an open pit or drain.
10. No propane cylinders are permitted in any indoor exhibits.

SMOKING BY-LAW

In accordance with the City of Edmonton By-Law, the NO SMOKING policy will be strictly enforced in all buildings. Smoking will be permitted OUTSIDE only in designated smoking areas.



IMPORTANT SHIPPING AND CUSTOMS INFORMATION

When shipping your booth materials to the Show you have two options:

1. Use BLP Global Show Logistics Inc. You may ship to the Advance Receiving Warehouse (Recommended), or direct to Show site with the official shipping and customs contractor – BLP Global Show Logistics. For more information on the benefits of using BLP Global Show Logistics, please refer to the following Shipping & Customs Information.
2. Use your own freight carrier. If you are not utilizing the services of BLP Global Show Logistics you may ship directly to Show site. Shipments to Show site will only be accepted during your designated time slot. Please refer to the Inbound Freight Target Schedule found in Exhibitor Move-In & Move-Out for the time your carrier has been assigned for unloading. All shipments direct to Show site must be consigned and labeled as follows:

ISA Automation Expo & Conference 2020
Booth Number
Edmonton Expo Centre at Northlands
7515 118th Avenue, Edmonton AB, Canada T5B 4X4

SHIPPING & CUSTOMS

BLP Global Show Logistics Inc is the official freight forwarder, customs logistics provider and advance receiving warehouse contractor for ISA AUTOMATION EXPO & CONFERENCE 2020.

BLP Global Show Logistics Inc. will make all of the necessary arrangements for transportation to Edmonton, customs clearance, delivery to Show site and any subsequent onward shipments from the close of the Show to your final destination. All exhibitors, stand builders and suppliers for this event expecting shipments to arrive at the Show should carefully note the following instructions and information.

SHIPPING INSTRUCTIONS

BLP Global Show Logistics Inc. is the official Show carrier and offers forwarding services for exhibitors participating at ISA 2020.

See website for Complete Shipping Instructions and Customs Order Forms – aecalberta.ca/exhibit/booth-preparation/shipping-customs/



REMOVAL OF EXHIBITOR MATERIAL

All exhibitor material must be removed from the building by:

Thursday October 29, 2020

12:00 PM (NOON)

Exhibitor material that is not cleared from the building by this time will be removed at the expense of the exhibitor. If forced removal of exhibitor material is required, Superior Show Service will remove the materials. The material will then be delivered to the loading docks where it will be loaded onto Superior Show Service's trucks. These goods will then be delivered to Superior Show Service's warehouse and the exhibitor will be contacted to make the necessary arrangements for delivery or pickup.

SHOW SERVICES CONTRACTOR

Superior Show Service is the official Show Decorator responsible for the following:

- Booth Cleaning
- Carpet
- Exhibit System Rentals
- Furniture and Accessories
- Graphics and Signage
- Installation/Dismantling
- Materials Handling
- On-Site Forklift Handling
- Plants and Foliage
- TV's and DVD Players

Order forms for Superior Show Service available on-line at aecalberta.ca/exhibit/booth-preparation/booth-set-up-available-services/

Essential Information

All in-line booths will be provided with pipe/drape, carpet, and Power-One (1) 1500-watt electrical outlet.

- Backwall height 8 feet
- Sidewall height 4 feet

The backwall and sidewall divider drapes are black and silver in colour and are flame proof. The aisle carpet is red in colour.



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LEAD RETRIEVAL

Show Management provides delegates with bar-coded badges. These badges can be scanned with a barcode scanner that is available to all exhibitors on a rental basis from CONEXSYS. Use of a scanner will significantly speed up the process of lead capture and retrieval. Two services available: MyLeads Mobile; MyLeads Standard. For details, PDF downloads are available on-line at aecalberta.ca/exhibit/booth-preparation/booth-set-up-available-services/

JANITORIAL SERVICE

Aisle and common areas will be vacuumed each day prior to the show opening. Exhibitors are responsible for keeping their booth space clean and tidy at all times. Booth cleaning services are available from Superior Show Services Inc. Please contact them at 1.888.417.4449 or 780.992.0404.



OFFICIAL SHOW CONTRACTORS

SHOW SERVICES

SUPERIOR SHOW SERVICE INC.

8599 - 111 Street

Fort Saskatchewan, Alberta T8L 4S1 Canada

Phone: 780.992.0404

Fax: 780.992.0406

E-mail: info@superiorshow.com

Website: www.superiorshow.com

CUSTOMS BROKER & FREIGHT CARRIER

BLP GLOBAL SHOW LOGISTICS INC.

13 Stratford Road, PO Box 24005

Stratford, PE C1B 2V5 Canada

Contact: Andrew Bennett

Phone: 902.676.32421

Cell: 902.315.2750

Fax: 902.703.0112

E-mail: abennett@blplogistics.ca

Website: www.blplogistics.ca

ELECTRICAL/LIGHTING SUPPLIER

SHOWTECH POWER & LIGHTING

9797 Jasper Avenue

Edmonton, AB T5J 1N9 Canada

Contact: Cindy Lawrence

Phone: 780.429.1162

Fax: 780.424.4715

E-mail: clawrence@showtech.ca

Website: www.showtech.ca



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OFFICIAL SHOW CONTRACTORS continued

LEAD RETRIEVAL SUPPLIER

CONEXSYS
Unit 34, 7050B Bramalea Road
Mississauga, ON L5S 1S9
Canada

Contact: Troy Bell, Registration Coordinator

Toll Free: 800.661.5319 ext. 32

E-mail: troy@conexsys.com

Website: www.conexsys.com

AEC EVENT TEAM

Phone: 587-400-2618
Email: info@aecalberta.ca

Address:
126, 150 Chippewa Road
Sherwood Park, AB, Canada, T8A 6A2

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john@aecalberta.ca

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Heidi Dennis, AEC Marketing & Conference Manager
heidi@aecalberta.ca