



August 31- September 3, 2017
Metro Toronto Convention Centre

OPERATING GUIDELINES FOR FAN EXPO CANADA™

2017

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SHOW WEBSITE
www.fanexpocanada.com

SHOW LOCATION
Metro Toronto Convention Centre
South Building North Building
222 Bremner Blvd. 255 Front St. W.
Toronto, ON M5V 3L9 Toronto, ON M5V 2W6
416.585.8000
www.mtccc.com

SHOW MANAGEMENT

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Tel. 416.960.9030 Fax. 416.927.8032

MISSION STATEMENT Giving Fans the Ultimate Experience at Fan Expo

PUBLIC RELATIONS & MEDIA SERVICES

Touchwood PR
Contact: Jennifer Rashwan
Snr. Manager of Publicity & Promotions
Tel: 416.593.0777
jennifer@touchwoodpr.com

SPONSORSHIP

Fan Expo HQ
Contact: Liam Fleming
Director of Sponsorship
Tel: 929.21.6442
liam@fanexpohq.com

AUDIO VISUAL SERVICES

Conference AV
200 North Service Rd. West, Unit 1 Suite 427
Oakville, ON L6M 2Y1
Contact: Manny DeSousa
Tel: 416.233.8884
www.conferenceavolutions.ca

CUSTOMS BROKERAGE SERVICES

Mendelssohn Commerce
3405 American Drive, Unit 7
Mississauga, ON L4V 1T6
Contact: Rob Parr, Manager of Events
Tel: 1.888.827.SHOW (7469)
www.commercetradeshows.com

OFFICIAL SHOW DECORATOR

OPS Event Rentals
5440 Maingate Drive
Toronto, ON L4W 1R8
Contact: Irene Arnolis
Tel: 905.624.6955
www.ops-evenrentals.ca

ELECTRICAL & LIGHTING

Showtech Power & Lighting
Metro Toronto Convention Center
255 Front Street W
Toronto, ON M5V 2W5
Tel: 416.585.8109
www.showtech.ca

LOAD IN/MOVE OUT

Boneyard
2-3495 Laird Road
Mississauga, ON
M5L5S5
Contact: Kevin LeGallais
Tel: 416.543.3161
www.boneyardeventservices.ca

MTCC EXHIBITOR SERVICES

Internet, Phone, Parking Passes,
Booth Cleaning Services
Tel: 416.585.8387
or order online www.mtccc.com/order

SECTION 2 IMPORTANT DEADLINES

May 14, 2017:	Collectors Bag Art Deadline
June 9, 2017:	Material Deadline for Full Brochure
June 9, 2017:	Ad Space Deadline for Mail out Program (booked)
June 23, 2017:	Premium Bag Insert Guidelines Deadline
June 23, 2017:	Official Full Brochure Deadline
June 23, 2017:	Show Exclusive Item/ Image Deadline
June 28, 2017:	Exclusives Released to Public
June 30, 2017:	Exhibitor Onsite Form LIVE on Web
June 30, 2017:	Mail out Program Materials Deadline
July 5, 2017:	Final Booth Dimensions Deadline
July 10, 2017:	Programming Deadline with Bios & Full Details
July 10, 2017:	In-booth Event/Activities/Promotions/Announcements
July 24, 2017:	Panel Details/ Bio/Guest Information Deadline
July 27, 2017:	Reserve Ad Space Deadline for Onsite Program
July 27, 2017:	Panel Time Reservation Deadline (# of events)
July 31, 2017	Corporate Exhibitor Floor Plan Submission for Approval Height/Line of Sight-over 400 sq. ft.
July 31, 2017:	Outstanding Exhibitor Contracts
August 2, 2017:	Exhibitor Badge Reg. Opens Online
August 3, 2017:	Exhibitor Appointed Contractor Form Due
August 4, 2017:	Onsite Program Material Deadline
August 7, 2017:	Show Decorator Warehouse for Freight
August 14, 2017:	Extra Exhibitor Badges Deadline
August 15, 2017:	Show Decorator Advanced Rate Deadline
August 15, 2017:	Power/Sign Hanging/ Rigging Advance Price Deadline
August 15, 2017:	Facility Parking/Cleaning Services/ Internet/ Telecommunications Advanced Rate Deadline
August 16, 2017:	Show Decorator Warehouse Close for Freight
August 17, 2017:	Programming Schedule LIVE on Web
August 19, 2017:	Exhibitor Move-In Times and Booth Number Released
August 25, 2017:	Premium/ VIP Bag Inserts Deadline (all materials received)
August 29, 2017:	Early Move-in (by appointment only)
August 30, 2017:	Retailer Exhibitor Move-in
August 31, 2017:	Artist Alley Exhibitor Move-in
August 31, 2017:	Show Opens (Preview 2pm; Public 4pm)
September 3, 2017:	Show Closes

SECTION 3 EXHIBIT HALL HOURS (including Move-in/out, Set Up, Registration, Restock)

IMPORTANT

We have once again assigned everyone a scheduled move-in time, which must be adhered to. All exhibitors will receive their schedule by Friday, August 18, 2017.

EXHIBIT HALL HOURS (North & South Buildings)

Thursday August 31	14:00 – 16:00	PREVIEW (for VIP, Premium & Advance Deluxe pass holders)
	16:00 – 21:00	Show Hours
Friday September 1	09:30 – 19:00	Show Hours
Saturday September 2	09:30 – 19:00	Show Hours
Sunday September 3	09:30 – 17:00	Show Hours

SOUTH & NORTH BUILDINGS MOVE -IN / REGISTRATION / RESTOCK

*Tuesday August 29 may be used for move-in by appointment ONLY and will require additional fees.

Wednesday August 30	07:00 – 21:00	Marshaling Yard Open
	08:00 – 22:00	Registration and Set-up
Thursday August 31	06:00 – 13:00	Marshaling Yard Open
	07:00 – 13:00	Registration and Set-up
Friday September 1	08:30 – 09:30	Exhibitor Re-stock
Saturday September 2	08:30 – 09:30	Exhibitor Re-stock
Sunday September 3	08:30 – 09:30	Exhibitor Re-stock

PLEASE NOTE:

Exhibit space must be paid in full before exhibitors will be allowed to move-in. If you have any questions regarding your account balance, please contact Gurmeet Sethi, gurmeet@fanexpohq.com.

ADDITIONAL MOVE-IN INFORMATION

All exhibitors will be emailed their schedule move-in time on August 18, 2017. Please be sure to allot enough time for your set up. Please use the loading dock maps and directions in this kit to find your best route.

Once you reach the loading docks, you will receive an info sheet from the dock staff who will then assign your spot/dock number. Please proceed to the exhibitor registration desk (located just inside of the loading dock/show floor entrance) to pick up your badges.

Dollies will be available to rent through our Official Show Decorator, OPS, at their set up counter near the Exhibitor Registration Desk.

MOVE-OUT (North and South Buildings)

Sunday September 3 17:01 – 23:59 Breakdown and Move-out
Please note that extra charges apply for any move-out after midnight

PLEASE NOTE:

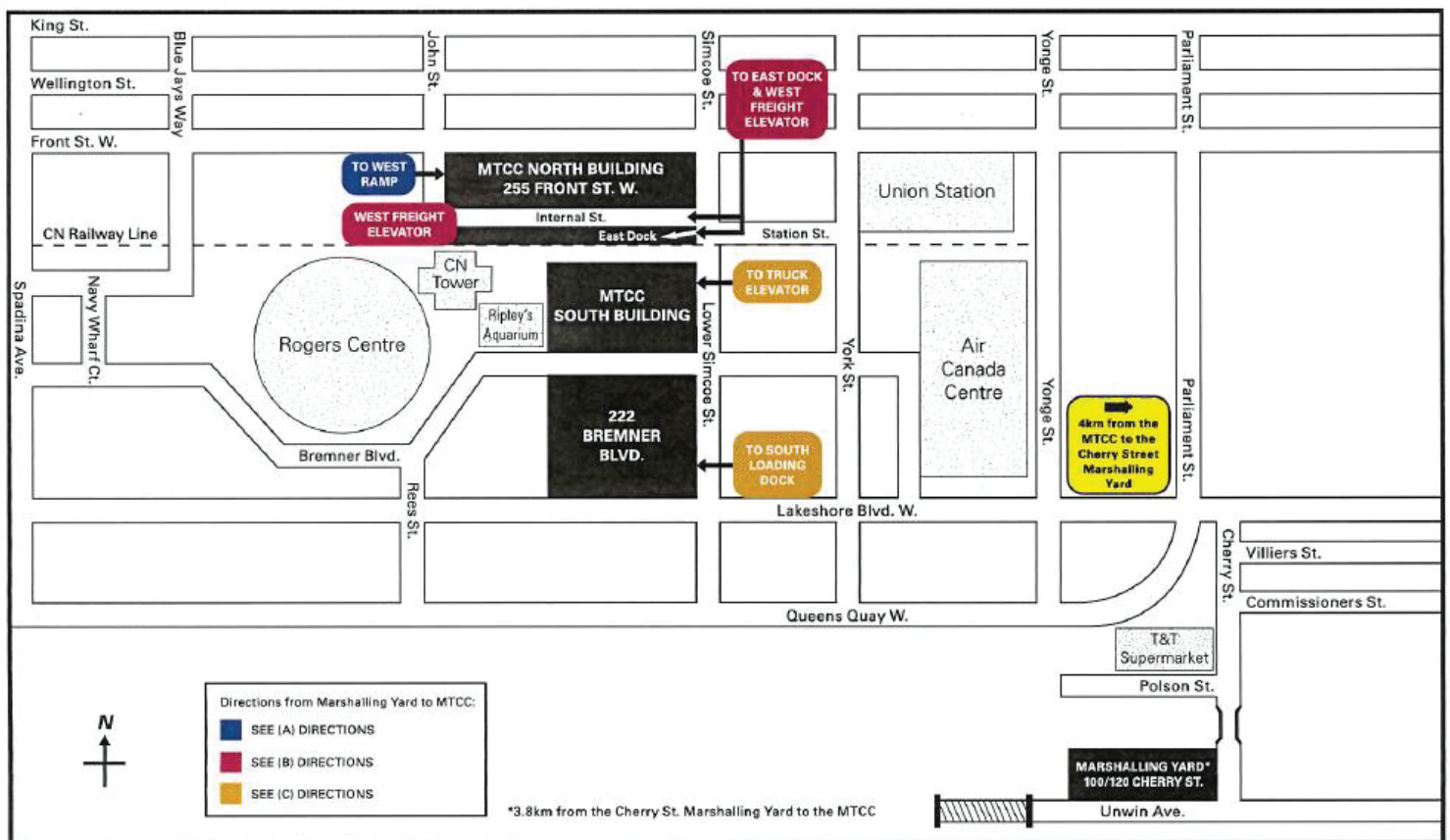
Upon removal of each booth, Facility Management and Show Management will inspect each space for any damages incurred by the exhibitor and to check that all materials, including tape residue left on the floor, are properly removed. Any charges to make good the exhibit space will be passed on to the exhibitor.

*Schedule subject to change

SECTION 4 LOCATION OF MTCC MARSHALING YARD: 100/120 CHERRY STREET



The Marshaling Yard is conveniently accessible, only 3.8 km from the MTCC, or about a 5 minute drive away.



DIRECTIONS TO MTCC SOUTH BUILDING LOADING DOCKS & TRUCK ELEVATOR

1. Head north on Cherry St. (toward Lakeshore Blvd.)
 2. Slight left onto Lake Shore Blvd.
 3. Turn right onto Lower Simcoe St.
- Entrance to Loading Dock will be immediately to your left.
Entrance to the Truck Elevator is 80 m. ahead to your left.

DIRECTIONS TO MTCC NORTH BUILDING LOADING DOCK & EAST LOADING DOCK & WEST RAMP

4. Follow directions to South Building
 5. Turn left on Internal Street
 6. Docks entrance to the left
- West Ramp Entrance at John & Front St

For more information, please contact a member of the Metro Toronto Convention Centre at 416-585-8345

SECTION 5 EXHIBITOR REGISTRATION & BADGES

5.1 Exhibitor Registration Exhibitor badge registration is available online this year. Internet registration allows you to go online, register your booth personnel and/or industry professionals and add or change badge names. You will be asked to assign a name to each badge allotted so that each individual may pick up and sign out their own badge. If you need to purchase additional badges please fill out the Extra Badge Form available online and send full payment to Informa Canada Inc. Once payment is received you can go online to register them to a name.

With this new option, Online Exhibitor Registration is the most reliable way to ensure you get your booth personnel badges in time for the show. An email will be sent to all eligible exhibitors with instructions regarding online badge registration. We urge everyone to use the online registration to expedite your onsite pick up process.

Please be aware that if you have not sent in full booth payment you will NOT be allowed to pick up your allotted badges.

THE EXHIBITOR BADGE WEBSITE WILL BE ACTIVE BEGINNING AUGUST 2, 2017.

5.2 Exhibitor Badges (Allotment, Additional Badges, Where to Get Them)

All exhibitors and their booth personnel must wear their badges during set-up and teardown. Exhibitor badges will be available at Exhibitor Registration at the Metro Toronto Convention Centre. Metro Toronto Convention Centre and Fan Expo Canada™ Security will NOT allow anyone in the loading dock who does not have an exhibitor badge or official set-up credentials. Exhibitor badges are for the use of booth personnel who will be staffing your booth during the convention. Special set-up stickers will be given out to those who are there strictly for set-up and teardown.

- Two (2) Exhibitor badges come with each 8 ft. booth x 8 ft. booth (Retailer + Feature Artist Alley)
- Two (2) Exhibitor badges come with each Artist Alley table
- Two (2) Exhibitor badges come with Premium Artist Alley End Cap

Remember:

Exhibitors are responsible for their booth staff. Exhibitor badges are nontransferable. The exhibitor is responsible for all actions of his or her booth staff or anyone wearing their company exhibitor badge. Exhibitor booth personnel found in violation of Fan Expo Canada™ policies will be removed from Fan Expo Canada™, having their badge confiscated. Exhibitor staff misconduct can lead to the removal of the exhibitor from the Fan Expo Canada™ exhibit floor without refund. Exhibitors removed in this way will NOT be allowed to return to future Fan Expos.

5.3 Purchasing Additional Badges If you need to purchase additional badges please fill out the Extra Badge Form available online and send full payment to Informa Canada Inc. Once payment is received you can go online to register them to a name. Exhibitor badges are \$90.00 each and a limit of TWO may be purchased. Additional badges may be purchased at the attendee rate.

Any lost badges can be replaced at full price. Please note that under no circumstances will this fee be waived. Please remember to keep all badges in a safe place to avoid any onsite problems.

Please note that exhibitor badges are for EXHIBITORS ONLY. There will be undercover police onsite and if exhibitor badges are found being re-sold to attendees, you WILL be handed over to the police and will be expelled from the show with no refund.

5.4 Exhibitor Badge Pick-up Exhibitors who have paid in full for their space may pick up their badges starting on Wednesday, August 30, 2017. Exhibitor registration will be open on Wednesday from 08:00 until 22:00, and Thursday from 07:00 until 13:00 for badge pick-up only.

Picking up your badge early will allow you to enter the Exhibit Hall promptly at load in.

SECTION 5 EXHIBITOR REGISTRATION & BADGES

5.5 Exhibitor Access

Entering the Hall (Daily)

Fan Expo Canada™ exhibitors may enter the hall through the front doors of the Metro Toronto Convention Centre South Building located on Bremner Blvd., or for the North Building, through the main doors on Front St. The Exhibit Hall entrance will be staffed by security guards, so please be prepared to show your exhibitor badge.

Exiting the Hall (Daily)

The hall closes to the public at 21:00 Thursday, 19:00 Friday and Saturday, and 17:00 on Sunday. Please make your final transactions before that time. We will begin clearing attendees from the Exhibit Hall via a security sweep each night at the advertised closing time for that night.

No exhibitor will be allowed to remain in the hall after hours without a Staff Management approved security watch.

SECTION 6 EXHIBITOR APPOINTED CONTRACTORS

An Exhibitor Appointed Contractor is any non-official company you choose to utilize for Load-In/Set-up/Load-Out. Exhibitors are responsible for informing their appointed contractors of the below information/requirements to ensure a smooth transaction.

Any and all outside contractors must fulfill the following:

- Current Workers Compensation Insurance Certificate
- A certificate showing general liability and property damage coverage
- An Exhibitor Appointed Contractor Form signed by the Exhibitor

Failure to fulfill the above requirements will jeopardize the contractor's ability to obtain proper badges/admission to the exhibit floor.

If you plan to use an Exhibitor Appointed Contractor, you must fill out the form and return it to Fan Expo Canada™ Show Management no later than August 3, 2017. You may email it back to Gurmeet Sethi at gurmeet@fanexpohq.com or fax it to 416.972.0862.

SECTION 7 PAYMENT FOR SPACE

.1 General:

All monies paid shall be retained by Fan Expo Canada™ and are nonrefundable and nontransferable in the event that the exhibitor fails to fulfill or violates their contract. If the exhibitor fails to submit booth payments by the specified times, Fan Expo Canada™ is handed the right to take possession of said space and sell it to another party.

There will be no refunds for cancellations.

7.2 Advance Payment:

Exhibitors are required to pay in advance for all space requested. Acceptance of payment with the exhibitor application should not be construed to mean payment has been made in full; any discrepancies in balance will be billed.

SECTION 8 SHIPPING, DELIVERIES, AND STORAGE INFORMATION

8.1 Shipping & Deliveries Direct shipments must be made during the exhibitor's designated move-in day and time. Every crate or carton must be marked with appropriate shipping labels.

Please ensure that a representative from your company is present when your shipment arrives. Also ensure that personnel working on your booth have your company name and booth number. This will ensure that the material handling on move-in days runs smoothly and efficiently and minimize security hold ups. If an exhibitor's representative is not present, Fan Expo Canada™ reserves the right to order equipment and/or materials moved from the receiving dock to the exhibitor's booth area, or to order the removal of the truck from the receiving dock area. Charges for this service will be invoiced to the exhibitor.

Direct shipping exhibit site address:

Fan Expo Canada™

Exhibiting Company Name, Booth Number

Metro Toronto Convention Centre

North Building, 255 Front Street West / South Building, 222 Bremner Boulevard

Toronto, Ontario M5V 2W6 / Toronto, Ontario M5V 3L9,
Canada

Piece ___ of ___

8.2 Trailer Storage is available at the Marshaling Yard during event days and can be arranged through the Docks department at 416.585.8345. Applicable rates will be applied for all storage

8.3 In booth Onsite Storage For In booth onsite storage, the following regulations must be adhered to:

Due to the size of the show and the number of exhibitors, onsite storage and dock parking options are limited. All exhibitors are expected to make their own parking arrangements. Trailer storage is available at the Marshaling Yard during the event days and can be arranged through the Docks department of the Metro Toronto Convention Centre at 416.585.8345. Applicable rates will be applied for all storage. For additional onsite storage, please call OPS Event Rentals at 905.624.6966.

SECTION 9 EXHIBITOR ELIGIBILITY & RESPONSIBILITIES

Only companies with products and/or services relating to comic, sci-fi, horror, anime or gaming culture are eligible to exhibit. No adult materials or illegal weaponry may be displayed or sold without prior written permission through Show Management.

*Subletting: The subletting of exhibit space without the prior written permission of Show Management is prohibited.

- 9.1 **Staff Hours:** An authorized representative or dealer of the exhibitor must staff each exhibit during all open, public convention hours. This includes all set-up and teardown hours in which the exhibitor has a display in place. Exhibitors are asked to make sure the booth is staffed during these times, as this is when booth theft tends to occur.
- 9.2 **Breakdown:** Exhibitors may not break down their display before the Expo closes on the last day of the show without permission from Show Management.

If there is an emergency and you need an early breakdown, please contact
Boneyard Event Services
Contact: Kevin LeGallais
Tel: 416.543.3161

- 9.3 **Character of exhibits:** Character of exhibits is subject to approval from Fan Expo Canada™, and all decisions regarding the display of materials shall rest solely with Show Management.
- 9.4 **Verbal Agreements:** All agreements concerning exhibit space must be in writing. No verbal agreements — including those involving space confirmation, placement, and payment — will be honored.
- 9.5 **Space/Placement Guarantee:** Filling out an application for exhibit space does not guarantee requested or specific space or placement. Placement of your booth and/or table is at Show Management's sole and absolute discretion although we will do our best to accommodate requests.

SECTION 10 CLEANING & TRASH REMOVAL

The Metro Toronto Convention Centre will start cleaning the aisles at 11:00 on Thursday August 31, 2017. Your exhibitor merchandise and ALL other items must be out of the aisle ways by 13:00 on Thursday.

Trash should not be placed in the aisles; it must be placed in one of the large gray wheeled receptacles located throughout the show floor, not in trashcans.

Exhibitors must take all care to keep their booths clean at all time. The Metro Toronto Convention Centre is an exclusive provider of all cleaning services. Exhibitors and external companies (including display houses) are prohibited from performing any janitorial services within the building or their booth. Please refer to the MTCC exhibitor forms for rates. To arrange Metro Toronto Convention Centre Cleaning Services, please call 416.585.8387.

SECTION 11 CARDBOARD BOXES & EXCESS TRASH

You must break down all cardboard boxes. Show Management will assess a cleaning charge to any exhibitors who do not break down their boxes. To avoid unexpected cleaning charges or if you expect a high volume of empty boxes and need assistance breaking them down, please call Metro Toronto Convention Centre cleaning crew at 416.585.8387 to schedule booth cleaning and trash removal. Any amount of trash thrown into the aisles may incur a cleaning charge from Fan Expo Canada™.

SECTION 12 DISPLAY REGULATIONS

12.1 Neighboring Exhibits: No exhibit may block or interfere with a neighboring exhibit.

All Corporate Booths 20 ft. x 20 ft. or larger must submit a brief floor plan no later than July 25, 2017.

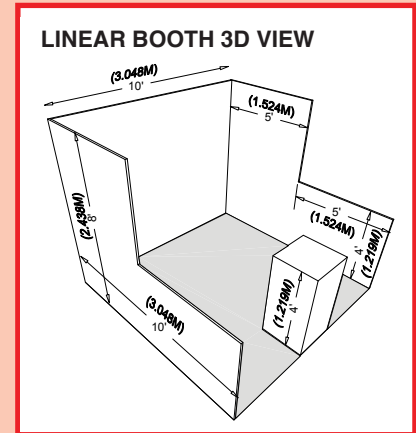
12.2 Booth terminology and configurations are based on a 10 ft. x 10 ft. exhibitor space. Please note that all retail spaces are based on an 8 ft. x 8 ft. space and minor adjustments are to be considered. If you need help with adjusting the details, please feel free to contact Aarti Patel at aarti@fanexpohq.com.

LINEAR BOOTH

Linear Booths, also called "in-line" booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

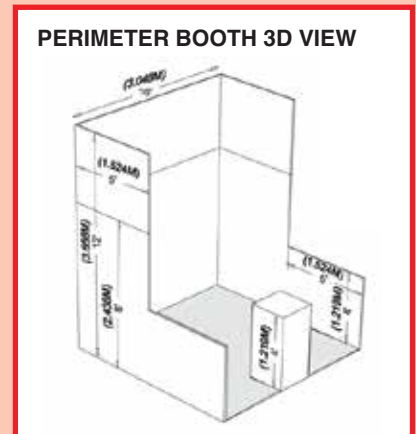
Regardless of the number of Linear Booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 ft. is allowed only in the back half of the booth space, with a 4 ft. height restriction on all materials in the remaining space forward to the aisle.

NOTE: When three or more Linear Booths are used in combination as a single exhibit space, the 4 ft. height limitation is applied only to that portion of exhibit space which is within 10 ft. of an adjoining booth.



PERIMETER BOOTH

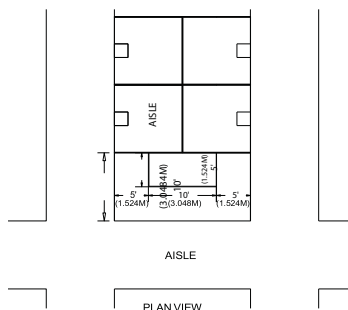
A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12 ft.



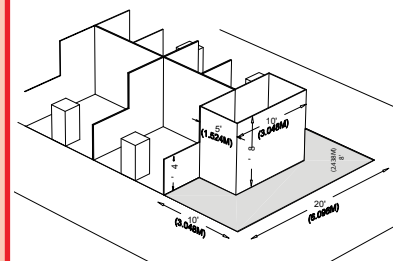
END CAP BOOTH

An End-cap Booth is exposed to aisles on three sides and comprised of two booths. The maximum back wall height of 8 ft. is allowed only in the rear half of the booth space and within 5 ft. of the two side aisles, with a 4 ft. height restriction imposed on all materials in the remaining space forward to the aisle.

END CAP BOOTH PLAN



END CAP BOOTH 3D VIEW



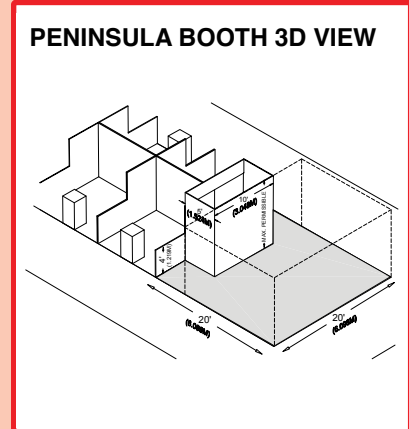
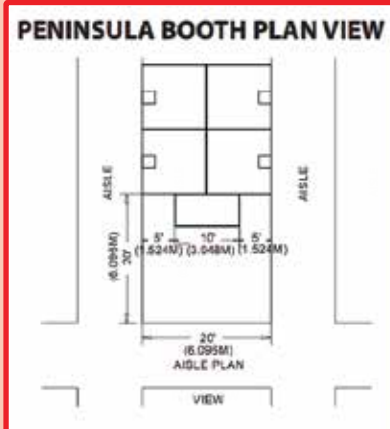
PENINSULA BOOTH

A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths:

- (a) one which backs to Linear Booths
- (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft high within 5ft of each aisle, permitting adequate line of sight for the adjoining Linear Booths.

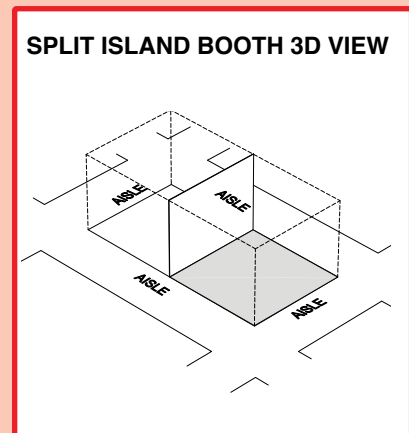
Double-sided signs, logos and graphics shall be set back 10ft from adjacent booths.



SPLIT ISLAND BOOTH

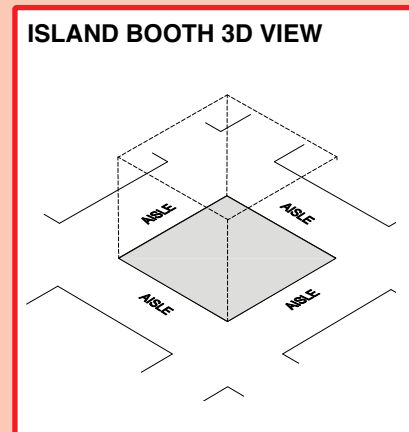
A Split Island Booth is a Peninsula Booth, which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions.

The entire cubic content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back 10ft from adjacent booths.



ISLAND BOOTH

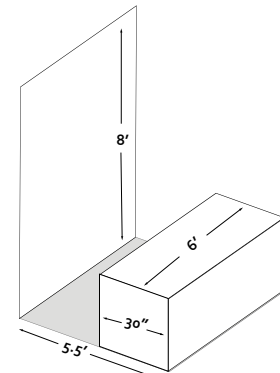
An Island Booth is any size booth exposed to aisles on all four sides. The entire cubic content of the space may be used up to the maximum allowable height.



ARTIST ALLEY

Artist Alley spaces include a 6 ft. by 30 inch skirted table. The entire Artist Alley space provided is 5 ft. x 6 ft. including the table. Artist Alley exhibit spaces must be set up so that the long edge of the skirted table remains parallel to the aisles and 5 feet from the front of the table to the back of the space. Exhibit fixtures, components, and identification signs will be permitted to a **MAXIMUM HEIGHT OF 8FT.** Artist Alley spaces may not be set up like booth space. No sidewalls are allowed. No overhead arches or display space for merchandise will be permitted. No portion of the table may protrude into any aisle during show hours.

Please Note: Premium Artist Alley spaces are 12 ft. wide x 5 ft. deep, including 2 skirted tables and a 3 ft. pipe and drape across the rear of the space.

ARTIST ALLEY BOOTH 3D VIEW**TOWERS**

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space confirmation being used. Towers in excess of 8 ft. must have drawings available no later than July 25, 2017 (along with floor plan) for approval from Show Management. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit or safety lines may be required.

12.3 Clear Aisles: No walls, drapes, hooks, or fixtures of any kind shall be permitted on or protruding into the aisle without prior written consent. All product/boxes/trash must be clear of the aisles 60 minutes prior to show opening.

12.4 Booth Floor Plan: Floor plans for spaces larger than 20 ft. x 20 ft. (400 sq. ft.) must be submitted prior to July 25, 2017. Plans received after this deadline may be disallowed by the Fire Marshal with no recourse. Floor Plans must note any vehicles (functioning cars, motorbikes, etc.), lighting structures, canopies or covered portions of the booth. Booths will require Show Management's final approval. Some booth elements and designs may not be approved even though they meet Fire Marshal codes and regulations.

12.5 Flooring: Painting, nailing or drilling of floor is not permitted. If two-sided tape is used, it must be completely removed by the exhibitor during move-out. Exhibitors must not use masking tape, clear packaging tape or duct tape to adhere the covering to the show floor. The recommended tape is Scapa Tape which is a high-adhesion double-sided cloth tape commonly used at trade shows; it leaves almost no residue upon removal. Scapa Tape is available from Pillar Tapes Ltd. (487 Norfinch Drive, North York, ON M3N 1Y7, Tel. 416-665-4646) or National Hardware Sales Ltd. (500 Alden Road, Unit 5, Markham, ON L3R 5H5, Tel. 905-513-3994 / www.nhsmedia.com)

NOTE: Upon removal of each booth, Facility Management and Show Management will inspect each space for any damages incurred by the exhibitor and to check that all materials, including tape residue left on the floor, are properly removed. Any charges to make good the exhibit space will be passed on to the exhibitor.

12.6 Signage: The minimum exhibit space allowed for hanging banners is 20 ft. x 20 ft. (400 sq. ft.). All signs that will hang 10 ft. or higher from the floor, must be approved by Show Management prior to installation. All exhibitors must order banner hanging through Show Tech Power and Lighting (416.585.8109). Nothing may be hung from the ceiling without prior written permission of Fan Expo Canada™. Please see Section 13 for more information.

12.7 Cleaning of Exhibit Hall: Aisles of the Exhibit Hall will be cleaned each night. The exhibitor is responsible for placing all trash in the appropriate containers.

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SECTION 12 DISPLAY REGULATIONS (CONTINUED)

12.8 Damages: No damage of any nature may be done to any part of the Exhibit Hall. Any damage caused to the building by an exhibitor or their employees is the sole responsibility of the exhibitor and will be billed accordingly.

12.9 Food and Drink: Alcohol is not allowed in Metro Toronto Convention Centre during Fan Expo Canada™ or during move-in or move-out. Food may not be sold or given away from any exhibit at any time without prior written permission from the Show Management and the Metro Toronto Convention Center. No chewing gum will be allowed for sale or as a giveaway. For any onsite sampling, please see the Sampling Authorization Request Form on our website or call the MTCC's Food & Beverage Department at 416.585.8144.

12.10 Smoking: The Metro Toronto Convention Centre is a smoke-free environment. Electronic cigarettes are also prohibited. Therefore, all public areas and rental space, including corridors, registration area, meeting rooms and the exhibit halls, are designated non-smoking areas. The exhibitor is required to enforce no-smoking rules.

12.11 Handcarts/Dollies: At no time when the Exhibit Hall is open to the public is any type of handcart allowed on the Exhibit Hall floor. No handcarts are allowed in the lobby at any time.

12.12 Maintenance: The exhibitor shall maintain their display in a clean and orderly manner and shall take such action as may be necessary to prevent injury or damage to any person or exhibits in the Exhibit Hall.

12.13 Lights: No strobe or flashing lights are permitted as part of any exhibit display. Flash photography is permitted.

12.14 Draping: Drape must hang at proper length and may not be pulled up to sell or display merchandise. No drape on an aisle table may be removed during the show. It is suggested that all aisle tables are draped.

12.15 Stickers: No exhibitor may give away or distribute stickers. Exhibitors will be charged for removal of stickers found adhered to walls, furnishings, or any part of the Metro Toronto Convention Centre.

12.16 Helium: Use of helium balloons as a give-away item is strictly prohibited. Approval is required for use of helium balloons as part of a fixed display.

12.17 Fog/smoke machines: No fog/smoke machines will be permitted in the Exhibit Hall. Any device that produces smoke or any other airborne particulate will not be allowed.

12.18 Display safety: All materials, displays, and products must be safe, stable, and resistant to collapse. Show Management reserves the right and sole discretion to decide whether an exhibitor meets this definition.

12.19 In-booth storage: Exhibitors may store a maximum of one day's worth of stock in their booth. Additional onsite storage is available through OPS Event Rentals at 905.624.6955.

12.20 Covered booths: No exhibit space at Fan Expo Canada™ may incorporate a tent, partial or full roof or overhead covering of any kind without prior written approval. Partially covered booths must submit a Height and Line of Sight Variance request, please see Section 14. All partially covered booths are subject to additional rules and regulations.

12.21 Motorized Display Vehicles: All vehicles must abide by the move-in and move-out schedules and procedures established by Show Management.

- Any vehicle that drips oil or other staining solutions may not be operated within the Metro Toronto Convention Centre without a drip pan or dry absorption powder. Exhibitors will be charged cleaning costs for staining solutions not removed.

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SECTION 12 DISPLAY REGULATIONS (CONTINUED)

- No motorized vehicle may be operated on carpeted areas under any circumstances. Exceptions may only be authorized by the Vice President, Customer Service or Building Manager of the Metro Toronto Convention Centre.
- All vehicles being displayed in the Centre must have drip pans underneath them and pads under all tires.
- Fuel tanks containing fuel, or which have ever contained fuel shall be maintained less than ½ full. Caps for fuel tanks fill pipes shall be of the locking type and be maintained locked to prevent viewer inspection. If they cannot be locked, they shall be taped shut.
- The electrical system shall be de-energized by either:
 - a) removing the battery or
 - b) disconnecting both battery cables and covering them with electrical tape or other similar insulating material
- Tanks containing propane shall be maintained less than ½ full. Vehicles may be driven in and positioned. Engine should remain running, with valve shut off. Allow engine to run until all of the fuel line is used up. Turn ignition off.

If you feel that your display does not conform to the display rules, please contact the Fan Expo Canada™ office as soon as possible so that you can discuss your concerns.

SECTION 13 BANNERS & BOOTH SIGNAGE

All signs must be single-sided. The only exception will be for signs hung from the ceiling. Banners that are above and attached to your booth must be single-sided. Only exhibitors with a booth greater than or equal to a 20 ft. X 20 ft. island or peninsula exhibit may hang signs from the ceiling. Exhibitors with 10 ft. X 20 ft. end caps MAY NOT hang signs. Nothing may be hung from the ceiling without prior written permission from Fan Expo Canada™. All signs greater than 10 ft. high must be approved by Show Management prior to installation.

Fan Expo Canada™ must approve all banners hung from the ceiling for content and size.

Please email an example or mock-up of your banner to Toni Chin at toni@fanexpohq.com prior to installation. All banners MUST be hung through Show Tech Power and Lighting (416.585.8109).

SECTION 14 HEIGHT & LINE OF SIGHT VARIANCE

As a courtesy to you and your exhibiting neighbors, we try to keep all linear booths at a consistent height. This is to allow all exhibitors equal opportunity to have their booth seen and to conduct business on the floor.

In a linear booth and all Artist Alley tables, exhibit fixtures, signs and all components, are permitted a maximum height of 8 ft. If you do not comply with the line of sight rules as, you will be asked to adjust onsite. Show Management may be able to grant a variance to the Height and Line of Sight policy and you are asked to forward this request no later than July 25, 2017.

Variance requests must be accompanied by appropriate details and floor plan of the requested exception. Please note that we may not be able to grant every request we receive. If we can find a location that will not negatively affect other exhibitors or the event, we will try to grant your request.

If you need to request a height and/or line of sight variance, you must do so no later than July 25, 2017. Please send a copy of your floor plan, including elevation, and a brief description of the variance to AJ Amer at aj@fanexpohq.com. Please include your company and contact info.

SECTION 15 ELECTRICAL COMPLIANCE

15.1 Code: Electrical wiring and equipment must meet the CSA Code (<http://www.csa.ca/cm/ca/en/standards/products/electrical>).

15.2 Noise: Any electrical or other mechanical apparatus must be muffled so that the noise does not bother the other exhibitors.

For more electrical information, please go to Fan Expo Canada™'s exhibitor page at www.fanexpocanada.com/exhibitors.

SECTION 16 LIABILITY

Exhibitor will hold harmless the Sponsor and Host Facility, or any of their respective officers, agents, employees, representative or affiliates, from any liability, damage, loss, harm, claim, or injury to property or person of the Exhibitor, Exhibitor officer, agents, employees or other persons, whether caused by the negligence of the Sponsor or Host Facility, or from theft, fire, water, accident or any other cause whatsoever.

SECTION 17 EXHIBITOR EVENTS

Exhibitor offsite events that conflict with show or conference hours must have the approval of Fan Expo Canada™.

SECTION 18 FORCE MAJEURE

In the event that, due to circumstances beyond the reasonable control of Fan Expo Canada™ :

- (a) Fan Expo Canada™ is postponed, cancelled (in whole or in part) or moved to a different location;
- (b) The Metro Toronto Convention Centre or its exhibitor area is unavailable (in whole or in part);
- (c) The installation, exhibition or move-out time for exhibit booths is reduced

There will be no refunds (in whole or in part) of exhibitor or advertisement fees.

For purposes of this Section, the term "circumstances beyond the reasonable control of Fan Expo Canada™ " shall include, but is not limited to: power outage, fire, earthquake, flood or other weather conditions, labor dispute or strike, war, riot, act of public enemy, acts of violence by third parties, governmental and municipal acts or ordinances, and other acts of God".

SECTION 19 IN -BOOTH EVENTS

19.1 Aisle Interference: Giveaways, video games, video viewings, demonstrations, flyer distribution, and autograph areas must be organized within the exhibitor's space so that they do not interfere with any traffic in the aisle. Giveaway tables, autograph tables, video viewing tables, or demonstration tables must be placed a minimum of 2 ft. back from the aisle. Videogames should be installed at the back of the booth to accommodate persons playing as well as onlookers. Should participants and/or onlookers interfere with the normal traffic flow of the aisle or overflow into neighboring exhibits, the Show Management may discontinue the activity.

19.2 Prizes: No drawings for prizes may be held that require the winner be present to win. This includes trivia contests, audience participation events, and scavenger hunts. Absolutely no games or contests where a fee is charged to participate are allowed. This includes wheels of fortune, card picks, raffles, and grab bags as well as video games and other arcade style games. No contest will be allowed that involves the consumption of any food or beverage.

SECTION 19 IN-BOOTH EVENTS (CONTINUED)

- 19.3 **Coordination:** Exhibitors must space at least 30 minutes between signing events. Exhibitors may not have more than one signing event going on in their booth at any given time. All in-booth signings must be coordinated with Fan Expo Canada™. Certain restrictions will apply. Not all signings may be allowed on the exhibit floor. Please contact Show Management for information pertaining to individual exhibitor specifics.
- 19.4 **Giveaways and Flyer Distribution:** Giveaways and flyer distributions must take place from within an exhibitor booth only, and never in aisles, lobbies, outside Fan Expo Canada™ site, or in any other Metro Toronto Convention Centre space.
- 19.5 **Security:** Exhibitors will be responsible for providing security from Fan Expo Canada™'s official firm for any in-booth event if necessary. Please contact show security at least 2 weeks prior for such in-booth agents, to ensure crowd safety and flow. If you have any questions or would like to inquire about booking, please contact Northwest Security at 416.464.5072.

Celebrity Signings can be a great way to get the attendees to your booth. However, because of the crowds at Fan Expo Canada™, we need to make sure these signings are as safe and well organized as possible. All Celebrity Signings must be coordinated with Show Management in advance. Not all booths will be able to accommodate all signings. The best way to get approval for your signing is to have a plan for controlling the lines in your booth during any signings. Please note that you may be required to hire the official show security firm, Northwest Security for high traffic events. To inquire about booking private security, please contact northwest security at 416.464.5072

SECTION 20 LICENSING/ANTI-BOOTLEG

Fan Expo Canada™ does not permit or condone the sale of bootleg or unauthorized merchandise at the show.

The sale and/or display of ANY merchandise shall ONLY BE ALLOWED where the merchandise has been approved by the license holder for the property depicted and does not infringe on copyright or trademark laws.

By attending Fan Expo Canada™ as an exhibitor, you are agreeing to follow these guidelines and any violation may result in immediate expulsion from the Expo without refund.

Fan Expo Canada™ works with law enforcement authorities, licensees, and rights holder to act against the sale of bootleg and unauthorized merchandise at this event. Any exhibitor caught selling any bootleg or otherwise unauthorized material or merchandise may additionally be subject to prosecution by local, provincial and federal authorities who will be given full access to this event.

SECTION 21 SOUND

- 21.1 **Levels:** Exhibitors must monitor their own booths to be sure that noise levels from sound systems or any other device/activity are kept to a minimum and do not interfere with others. Show Management will be monitoring the sound levels of all booths and may require that an exhibitor turn down the sound level in their booth. Failure to comply may result in any sound systems in the booth being turned off.
- 21.2 **Interference:** Speakers and sound systems must be turned to the inside of the booth. The use of sound systems or equipment producing sound is an exception to the rule, not a right. The Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.
- 21.3 **Devices:** No megaphones, bullhorns, or microphones will be allowed. Exceptions may be made on a case-by-case basis. Please contact Show Management for more details.

SECTION 22 EXHIBITOR STAFF

- 22.1 Appearance: The exhibitor's staff personnel shall at all times during the show hours be dressed neat and clean and maintain proper hygiene. To be courteous to co-workers and patrons, volunteers will practice clean personal hygiene. Please avoid using excessive amounts of perfumes, colognes and/or hairsprays that may cause a problem for allergy sufferers. Please note that any specialty personnel hired for in-booth promotions must be appropriately dressed and that partial nudity is banned. Please remember that this is a family event.
- 22.2 Exhibitor Badges: Fan Expo Canada™ will provide the exhibitor's staff personnel with such identification passes as will be required for entrance to or exit from the Exhibit Hall. Exhibitor Badges are nontransferable.
- 22.3 Compliance: The exhibitor and their staff will be required to obey reasonable requests of Show Management.
- 22.4 Responsibility: The exhibitor is responsible for all actions of their staff personnel.
- 22.5 Transferability: Exhibitor badges are nontransferable. They may not be sold or used as prizes or giveaways.
- 22.6 Children: All exhibitor staff must be over the age of 16. Children will not be permitted on the exhibit floor during move-in and move-out hours.

SECTION 23 ADDITIONAL SECURITY

- 23.1 Fan Expo Canada™ Security: Fan Expo Canada™ will provide at least one security guard overnight after the Exhibit Hall closes to exhibitors, but assumes no responsibility for the loss or damage to any items. Exhibitors must arrange for any desired extra security through Show Management and may not hire a security firm of your choice.
- 23.2 Security Staff: No exhibitor is permitted to employ security officers for services within the Exhibit Hall without prior written permission from Show Management. Unauthorized security personnel shall not be permitted into the show.
- 23.3 Authorized Security Officers: An exhibitor who requires admission to the Exhibit Hall outside normal exhibitor access hours must hire a security officer contracted through Show Management.
- 23.4 Off-hours set-up and teardown: The exhibitor must hire at least one Expo-contracted security officer for every four staff personnel permitted into the Exhibit Hall outside normal exhibitor access hours. Exhibitors who are permitted access to the Exhibit Hall outside these hours shall vacate the Exhibit Hall with the rest of the exhibitors and shall then be permitted to re-enter the Hall under the escort of a Fan Expo Canada™ contracted security officer. Additional charges will incur for use of facility docks outside scheduled move in times.
- 23.5 Security tips: Fan Expo will take all reasonable security precautions to safeguard the premises. While we provide security, exhibitors must be vigilant and aware of your possessions. We strongly suggest you take the following precautions:
- Wear your badge during set-up and tear-down to help us identify anyone who does not belong in the hall.
 - Do not leave your keys or valuables (such as purses, cash boxes, or stock) in your vehicle at any time.
 - During Show hours, keep personal items like purses and briefcases locked up and out of sight from the public. DO NOT leave them behind drapes or underneath tables. This is the first place that is targeted.
 - Do not leave any cash or credit card slips in your booth. Take them with you, and make daily bank deposits.
 - We strongly recommend that you close off the front of your booth each night with a cloth, mesh, netting, etc. that will prohibit anyone from entering your booth when you are not there.
 - Walk to and from the hall with someone, especially if carrying large sums of money.
 - Report suspicious behavior to the Show Office immediately!
 - Do not leave your booth unattended. Be sure to be at your booth before Show opening, and at Show closing do not leave immediately, wait until the public clears the floor.
 - Keep fire doors closed at all times. Never prop open a fire door.

SECTION 24 DISPLAY REVIEW

24.1 Standards of Conduct: The exhibitor shall not utilize any fixture, device, merchandise or activity that is illegal, in poor taste or detrimental to Fan Expo Canada™. Show Management reserves the right to disapprove the display of any item that is not in keeping with the nature, character, or orderly conduct of the show.

24.2 Enforcement Procedure: In the event that Fan Expo Canada™ determines that the exhibitor is in violation of these rules and regulations, Show Management will immediately notify the exhibitor. Failure to remedy or remove the item or activity in question may result in expulsion.

24.3 No Refund: In the event an exhibitor is removed from the show for failure to abide, all monies paid by the exhibitor will be retained by Fan Expo Canada™ and no refund will be made.

SECTION 25 GENERAL SAFETY

Fan Expo Canada™ first priority is the safety of the attendees, exhibitors, staff, and visitors to our event. As an exhibitor, you are responsible for keeping your area safe for attendees, exhibitors, staff members, and visitors. In the event that any situation or activity is deemed to be unsafe by Fan Expo Canada™, the Metro Toronto Convention Centre, the Fire Marshal or the Toronto City Police, you agree to immediately make all necessary changes and corrective actions.

IF YOU CANNOT OR DO NOT DO SO IMMEDIATELY, FAN EXPO CANADA™ RESERVES THE RIGHT TO HAVE YOU AND YOUR MATERIALS REMOVED FROM THE FACILITY AT YOUR EXPENSE. IN SUCH CASE, YOU WILL NOT BE ENTITLED TO ANY REFUND.

SECTION 26 AMENDMENTS

Show Management has full power in the enforcement and amendment of all contract regulations.

SECTION 27 FAN EXPO CANADA™ EXCLUSIVES POLICY

All limited-edition giveaways and/or Fan Expo Canada™ exclusives must be approved by Show Management. The exhibitor will be allowed to set the parameters of the Limited Edition Giveaway and/or Fan Expo Canada™ Exclusive: for example, every attendee may enter only once, a certain amount will be given away and/or purchased each day, etc.

No lines will be allowed to form outside of the exhibitor's booth and/or table. If a line impedes on aisle traffic or a neighboring exhibitor, the Exclusives sale will not be allowed to continue and the exhibitor must stop all sales immediately.

Show Management will work with you to reschedule the sales of your Exclusive at a time when it will no longer impede traffic or other exhibits. No sales will be allowed either before or after public Exhibit Hall hours.

SECTION 28 FAN EXPO CANADA™ SHOW & FLOOR MANAGERS

Compliance with all Fan Expo Canada™ exhibitor policies, rules and regulations is the responsibility of all exhibitors. Show Management will contact you if you are not in compliance and determine how you can best comply.

Show Management can be easily identified by the show t-shirts with the Fan Expo Canada™ logo. It is their job to make sure everyone complies with all rules and regulations so that you, the exhibitor, are not negatively impacted by your neighbors and that you have a great experience at Fan Expo Canada™.

SECTION 29 UNION LABOUR RULES & REGULATIONS

Metro Toronto Convention Centre requires Show Management and their exhibitors to adhere to all collective agreements in place between the MTCC and its unions. These agreements impact the way in which work needs to be done on-site. To save costs, all booth construction and painting should be done off-site prior to move-in. Assembly can take place on-site, although some of the assembly may be deemed union work, in which case, the hiring of such labour is the responsibility of the exhibitor. Exhibitors should be sure that all personnel working their booths are familiar with all union regulations.