

## Exhibitor Bulletin No 5 – February, 2010

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Dear Exhibitors:

This month's update includes:

- Reminder: Upcoming Deadlines
- Exhibitor's Corner / Exhibitor Deadline Checklist
- Exhibitor's Services Manual / Exhibitor's Contacts
- What events are included with your exhibitor badge? Additional Exhibitor Badge Form
- Co-Exhibitor Registration Form
- Presentation Forum Opportunity – New!
- Best New Product Award Competition - Panel of Judges
- Foodservice Listing
- Recipe Contest

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### Reminder : Upcoming Deadlines

March 26	Exhibitor Request to Serve Alcohol Deadline (To CPMA)
April 1	Vancouver Coastal Health: Temporary Food Service Application Deadline (To CPMA)
April 1	Certificate of Insurance for General Liability (To CPMA)
April 1	Certificate of Insurance for Alcohol Liability (To CPMA)

### Exhibitor's Corner

**Exhibitor's Corner** at [http://convention.cpma.ca/en\\_exhibitors.asp](http://convention.cpma.ca/en_exhibitors.asp) is your comprehensive guide to help you plan, organize and get the best results from your company's participation at the CPMA trade show. Make sure to print out your **Exhibitor Deadline Checklist** at <http://convention.cpma.ca/pdf/CPMA%202010%20Various%20Exhibitor%20Deadlines.pdf>

### Exhibitor's Services Manual

To access all the necessary forms (i.e. carpet, electricity, furniture, shipping information, food sampling, catering, customs information, shipping information), please go to **Freeman Online** at <http://www.freemanco.com/store/show/showInformation.jsp?showID=197830&sc=735347&referer=e> Please note that you must create your own login profile within this page, in order to access all the forms (different from the CPMA password).

If you might have any further questions related to specific Exhibitor services, please contact:

- If you have any questions on **booth furnishings, carpet, floral, customs and shipment, installation and dismantle, warehousing and forklift services**, please contact Faye Moffatt at Freeman. Tel: 416-252-3361 ext 258 or by e-mail [Faye.Moffatt@freemanco.com](mailto:Faye.Moffatt@freemanco.com)
- If you have any questions on **electrical, plumbing, telecommunication and internet services**, please contact Desiree Rossiter at the Vancouver Convention Centre. Tel: 604-647-7319 or by e-mail [DRossiter@vancouverconventioncentre.com](mailto:DRossiter@vancouverconventioncentre.com)
- If you have any questions on **catering orders**, please contact Jennifer Rafuse at the Vancouver Convention Centre, Catering department. Tel: 604- 647- 7245 or by e-mail [jrafuse@vancouverconventioncentre.com](mailto:jrafuse@vancouverconventioncentre.com)

- If you have any questions on **display coolers rentals**, please contact Richard Epton at Lowe Refrigeration Inc. Tel: 770-461-9001 or by e-mail [richardc@loweusa.com](mailto:richardc@loweusa.com)
- If you have any questions on **hostess / booth personnel to hire**, please contact Anne Christopulos at BBW International Inc. Tel: 416- 219 – 5574 or by e-mail [achristopulos@bbwinternational.com](mailto:achristopulos@bbwinternational.com)

### What Events are included with your exhibitor badge ?

You are entitled to receive up to 5 complimentary badges per 10x10 ft. space. As an Exhibitor, you can attend, on a complimentary basis with your exhibitor badge, the following events:

- Trade Show (May 13-14, 2010)
- Business Sessions (May 13-14, 2010)
- Retail Tour (May 14, 2010)
- Variety Night (May 13, 2010)

For more details on the Program, please visit our website at [http://convention.cpma.ca/en\\_program.asp](http://convention.cpma.ca/en_program.asp)

Additional Badge Registration Form is available in Exhibitor's Corner [http://convention.cpma.ca/pdf/2010/2010\\_EN\\_exhibitor\\_name\\_badge\\_request.pdf](http://convention.cpma.ca/pdf/2010/2010_EN_exhibitor_name_badge_request.pdf)

### Co-Exhibitor Registration Form

Main Exhibitor purchasing an exhibit space and who have co-exhibitor(s) sharing their booth space are required to register all co-exhibitors that are current CPMA members. The co-exhibitor registration form must be completed by the Main Exhibitor and submitted to show management in order for the co-exhibitor(s) to be listed independently in all official exhibitor listings and receive individual services from show management. Co-Exhibitor Application Form is available in Exhibitor's Corner <http://convention.cpma.ca/pdf/2010/2010%20Co-Exhibitors%20Registration%20Form%20FINAL.pdf>

### Presentation Forum Opportunity – New!

Interested in sharing your knowledge or success story on traceability implementation? Want to educate trade show visitors and exhibitors about available traceability solutions, products and services?

Don't miss an opportunity to deliver your presentation in the **Traceability Learning Centre**. The Presentation Forum area will be located on the trade show floor within the Traceability Learning Centre.

The Presentation Forum opportunity will allow your company to receive **valuable promotional benefits**:

- Build brand awareness for your company
- Present your company products and services to the audience
- Share your success story on the traceability implementation
- Explain and show the benefits of your products and solutions
- Receive immediate feedback about your products and solutions
- Network with interested prospects immediately after your presentation

Presentation Forum Form is available in Exhibitor's Corner [http://convention.cpma.ca/pdf/2010/2010\\_Exhibitor\\_Presentation\\_Forum\\_Opportunity\\_Form.pdf](http://convention.cpma.ca/pdf/2010/2010_Exhibitor_Presentation_Forum_Opportunity_Form.pdf)

**Don't miss it – Register by Friday, March 26, 2010.**

## Best New Product Award Competition. Panel of Judges

Best New Product Award is a fantastic opportunity to celebrate success and achievements of new products in the produce industry and acknowledge hard work, dedication and desire to thrive, inspire, compete, and excite buyers, and the entire produce industry.

The Competition is open to all registered participants of the New Product Showcase.

Judging criteria:

- Product Appearance & Appeal
- Originality
- Market Standards & Requirements : Labeling, Food Safety
- Overall Convenience & Benefits for End User Consumer
- Packaging & Label information

The judging will take place on Thursday, May 13 between 1:30 pm and 5:30 pm. The winner will be announced on the trade show floor on Friday, May 14 at 2:30 pm.

The Panel of Judges for the 2010 New Product Showcase Award includes:

- Sam Silvestro, Wal-Mart
- Joe Sbrocchi, Wal-Mart
- Michael Mockler, Thrifty Foods
- Brian A. Tieszen, Sun Rich Fresh Foods Inc.

New Product Showcase Application Form is available in Exhibitors Corner  
[http://convention.cpma.ca/pdf/2010/2010\\_New\\_Product\\_Showcase\\_Form.pdf](http://convention.cpma.ca/pdf/2010/2010_New_Product_Showcase_Form.pdf)

**Don't miss it – Register by Friday, March 26, 2010!**

## Foodservice Listing

Please register your foodservice products and services with CPMA by March 26, 2010 and we will provide this information to the 2010 CPMA trade show Foodservice visitors.

Participation in the Foodservice Program is available to all CPMA trade show exhibitors at no extra cost. **Foodservice Registration Form** is available in Exhibitors Corner  
[http://convention.cpma.ca/pdf/2010/2010\\_Foodservice\\_Listing\\_Form.pdf](http://convention.cpma.ca/pdf/2010/2010_Foodservice_Listing_Form.pdf)

## Recipe Contest

Want to show the world how your produce and products can be prepared and enjoyed in various and delicious ways? Want to provide culinary tips and creative ideas to the entire marketplace? Don't miss a unique opportunity to showcase your products, produce, ideas, interesting tastes and wonderful aromas! Foodservice operators, purchasers, chefs are always looking for new ideas.

Judging will take place at participating booths on Thursday, May 13 from 1:30 pm to 5:30 pm. The judges will be culinary students and members of the BC Chef's Association.

The Contest Winner will receive a **“valuable prize package”**. Recipe Contest Form is available in Exhibitor's Corner  
[http://convention.cpma.ca/pdf/2010/2010\\_Recipe\\_Contest\\_Application\\_Form\\_Final.pdf](http://convention.cpma.ca/pdf/2010/2010_Recipe_Contest_Application_Form_Final.pdf)