

## 2024 ANNUAL CONFERENCE & TRADE SHOW

# EXHIBITOR REGISTRATION KIT

### IMPORTANT DATES & DEADLINES

#### AUGUST 31

Deadline for Exhibitor Staff  
Rate Discounts.

Deadline for Payment of all  
Staff, event tickets, etc.

Cancellation Deadline for Booth  
and/or Staff with partial refund.

No refunds after this date.

#### SEPTEMBER 9 – 30

Global Show Services  
Advanced Shipping Accepted

#### SEPTEMBER 22

Global Show Services  
Advanced Price Deadline

#### SEPTEMBER 29

Global Show Services Order  
Deadline

#### OCTOBER 6

Set Up & Move-in: 9 am – 4 pm

#### OCTOBER 8

Exhibitor Move-out: 2 pm – 6 pm

### CONFERENCE SITE & ACCOMMODATIONS

#### HOST HOTEL: THE SUTTON PLACE HOTEL

1700 Grafton Street, Halifax, NS B3J 2C4

Phone: (902) 932-7533

Group Booking Link: [Sutton Place Hotel Reservations](#)

Web Group Code: CPARKA24

A one-night, non-refundable deposit is required for each room booked.

**SCAM ALERT:** BOOK ACCOMMODATIONS DIRECTLY WITH THE HOTEL ON THROUGH THE ONLINE LINK PROVIDED. If you are contacted by Exhibitor Housing Services or any other 3rd party agency to book your room for the CPA conference, be advised that the Canadian Parking Association is NOT affiliated in any way with these companies and your reservation may not be honoured. The CPA does not utilize a housing service for any bookings.

#### CONFERENCE SITE: Halifax Convention Centre

1800 Argyle Street, Halifax, NS B3J 2V9

[www.halifaxconventioncentre.com](http://www.halifaxconventioncentre.com)

### SERVICE CONTRACTORS

Trade Show Services: Freight, Exclusive Materials Handling, Trade Show Rentals, Signage/Printing, Electrical, Internet, etc.

#### SHOW SERVICES

##### Global Convention Services

Resmije Zogjani | Exhibitor Services Executive

[rzogjani@globalconvention.ca](mailto:rzogjani@globalconvention.ca) | 902-425-1400

Global Convention Services Order Forms: Visit xxx for the Order Forms

##### Advanced Shipping Address

Canadian Parking Association

c/o Global Convention Services

120 Crane Lake Dr, Halifax, NS B3S 1B4

## Direct Shipping

Direct to site shipments to arrive during scheduled exhibitor move in times only.

Freight received at advance warehouse prior to, or after, dates noted will be subject to additional handling fees.

Freight received at venue in advance of exhibitor move-in risk having their freight refused by venue and re-directed to Global Advanced (Materials Handling fees will apply, collect shipments will be refused.)

## ELECTRICITY

Order directly through the [Global Show Services Order Form](#).

## INTERNET & WIFI

A Guest Network is available in all public spaces on a shared bandwidth (30 Mbps per device). For all other connection types order directly through Global Show Services order form.

## AUDIO VISUAL SERVICES

### Encore Global

All A/V must be ordered in advance. Additional charges may apply to orders submitted less than 2 weeks before the event. Equipment is subject to availability.

Complete the [Encore Order Form](#) and return by email to: Cameron VanBuskirk | [Cameron.VanBuskirk@encoreglobal.com](mailto:Cameron.VanBuskirk@encoreglobal.com)

For custom quotes, rigging, truss structures and all other, contact: Kirk Beazley | [kirk.beazley@encoreglobal.com](mailto:kirk.beazley@encoreglobal.com)

## CATERING

Catering must be pre-approved by the CPA ([carole@canadianparking.ca](mailto:carole@canadianparking.ca)). All orders will be coordinated through the Halifax Convention Centre caterers. No other food or beverages may be brought into the exhibit area.

## TRADE SHOW SCHEDULE *(Tentative & subject to change)*

Show Set Up (Global)	Sunday, October 6	6 am – 9 am
Exhibitor Move In	Sunday, October 6	9 am – 4 pm
Grand Opening Exhibition	Sunday, October 6	6 pm – 8:30 pm
Trade Show Breakfast	Monday, October 7	8 am – 10 am
Trade Show Exhibition	Monday, October 7	1:30 pm – 5:30 pm
Final Trade Show	Tuesday, October 8	9:45 am – 1:45 pm
Exhibitor Move Out	Tuesday, October 8	2 pm – 6 pm

This schedule is **tentative and subject to changes**. The trade show floor is open during the times noted above. During Main Stage presentations and Awards Luncheon, exhibit area will be closed so as not to disrupt the program of events in progress.

## FLOOR PLAN / RATES & FEES / BOOTH SET UP

**RATES** - Includes one staff per 10x10 space purchased

	10X10	PREMIUM	10X20	PREMIUM	20X20
MEMBER	\$3,335	\$3,500	\$5,900	\$6,100	\$10,000
NON-MEMBER	\$4,450	\$4,600	\$8,525	\$8,700	\$15,040

### EXHIBIT STAFF

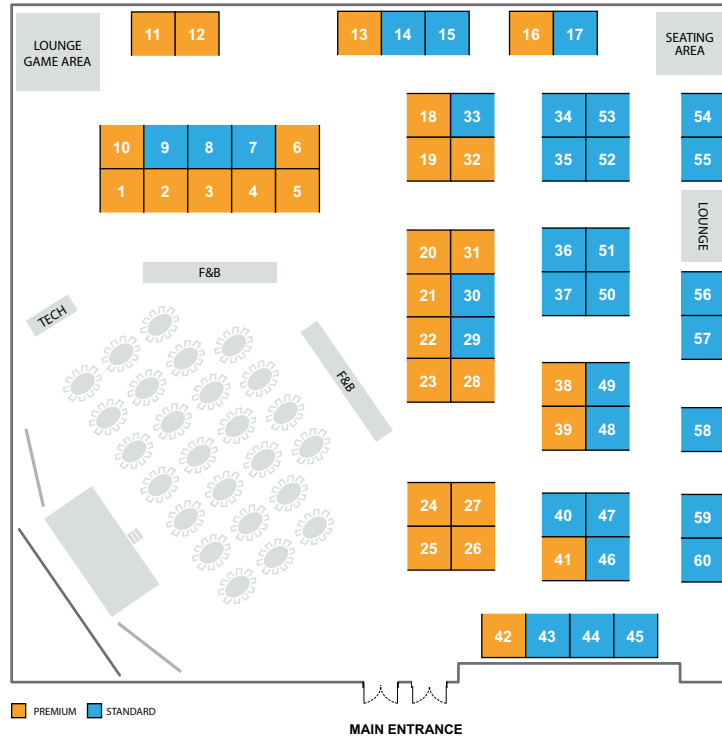
(per 10x10 space purchased)

#### Members

1st person complimentary  
 2nd & 3rd person - \$510 ea  
 4th & 5th person - \$650 ea  
 6th+ person - \$950 ea

#### Non-Members

1st person complimentary  
 \$1,020 per person



- Spaces may be purchased in combination to create the desired footprint for your exhibit.
- Separating pipe & drape includes back wall 8 ft high, side wall 3 ft high and will be installed as displayed on the floorplan in this format '+’.
- Side wall drape is optional on the Premium corners to allow for two aisle frontages on each booth space.
- Displays may not block the view to neighbouring exhibits.
- Exhibit items must not exceed 4 ft in height on the sides and 8 ft. in height the back of any booth that backs on to another row of booths. Exhibits that obstruct other displays will be adjusted as required.

Exhibit Hall Flooring: Carpeted. Drapery Colour: Black

When registering online, you must indicate that you have read, and are in agreement with all terms and conditions outlined in this document.

## SPONSORSHIPS

Sponsorship provides the opportunity to be recognized as a valued supporter of the event and the association. Visit [canadianparking.ca/sponsorship2024/](http://canadianparking.ca/sponsorship2024/) to view the sponsorship opportunities available. Sponsorship is not limited to the options shown. If you have a concept you would like to pitch, contact Carole Whitehorne at 613-727-0700 x 10, [carole@canadianparking.ca](mailto:carole@canadianparking.ca)

## PARTNERSHIP

Partnerships offer valuable benefits to members that include sponsorships, exhibit space, advertising, plus more. Visit: [canadianparking.ca/partnership/](http://canadianparking.ca/partnership/) for details or contact Carole Whitehorne at 613-727-0700 x 10, [carole@canadianparking.ca](mailto:carole@canadianparking.ca)

## Terms & Conditions

1. All exhibiting companies and their staff shall be members of the Canadian Parking Association or be registered at the Non-member rates.
2. For each booth space purchased, one complimentary Exhibit Staff pass is included in the cost of the booth rental. For example, 10x10 includes 1 staff; 10x20 includes 2 staff, 10x30 includes 3 staff, 20x20 includes 4 staff. Exhibit Staff holding a CPA membership must be assigned as the complimentary booth(s) staff at the time of application, and before non-members can be added. Exhibitor passes that are included in the booth rental fee are non-transferable and have no cash value, should an individual member not be identified. Incomplete forms will be returned for confirmation if a designated staff member per booth is not identified at time of booth registration. Up to two more staff per MEMBER COMPANY may be registered at a reduced member rate. All other exhibit staff registrations will be at the posted member/non-member rates for Exhibit Staff.
3. A maximum of 5 exhibit staff, including the complimentary staff(s) assigned with the booth space, may be registered for each 10x10 area. Should you exceed 5 exhibit staff, you must purchase additional booth spaces. Exhibit Staff must not be in the aisles and must be in their allotted space during exhibit hours.

## CONDITIONS FOR STAFF DISCOUNTS

4. To qualify for the booth staff discount rates:
  - Exhibit staff must be included and named on the company's Canadian Parking Association membership on January 31 of the current year (membership conditions apply). Additions may be made, however changes or substitutions to existing members will not be accepted and staff not already identified must register at the Non-member rate available.
  - Exhibit staff must be employees of the exhibiting company or have a direct affiliation and be pre-approved (CPA reserves the right to disqualify applicants if insufficient confirmation is provided).
  - Exhibit staff must be pre-registered or identified before August 31, 2024 to qualify for the discounted rates, after which time full fees apply.
5. Full Exhibit Staff registration fees include tickets for the Opening reception, Awards and Final Social events. In order to achieve accurate counts for seating and food & beverage, please confirm each exhibit staff's attendance and dietary requirements on the registration form in the area provided. Tickets are available for guests at an additional fee. Tickets requested after September 1, or onsite will be based on availability and fees may apply. No refunds on special event tickets after August 31, 2024.

## ACCESS & USE OF SPACE

6. Individual Trade Show Passes and Day passes are intended for use by delegates only and cannot be purchased for use by Vendors and/or Exhibit Staff. Exhibitors will be invoiced for full registration fees if individuals are found to have registered on site for Day passes.
7. Exhibitors and their staff will not be authorized to enter the trade show area until their registration is complete, and fees are paid in full. All outstanding amounts must be paid by credit card online through the CPA invoice system.
8. Nametags will be issued at registration and must be worn at all times to gain access to the trade show and other events authorized by the CPA. LOST NAME BADGES and event tickets will be replaced at the full value of the lost item. (Event tickets are subject to availability.)
9. Name tags found to be used by unauthorized persons will be confiscated and the user denied access to the event. Full price will be charged for its return to the owner.
10. The space shall not be sublet or shared by the exhibitor with persons or other brands not authorized by the Canadian Parking Association. Violators will be required to compensate the CPA for lost revenue and may be prohibited from registering at future events.
11. Applicants may apply to present a shared booth space by contacting Carole Whitehorne at [carole@canadianparking.ca](mailto:carole@canadianparking.ca). Additional fees and other conditions may apply. Only the exhibiting company's brand may be displayed in the exhibit space.

12. When designing/planning your exhibit space, the following conditions must be respected:

- Pipe and drape will be provided as required and used to enhance the overall look of the trade show. CPA reserves the right to adjust pipe and drape to accomplish this goal.
- MAXIMUM back display height is 8 ft. and side walls are 4 ft. on either side. This applies to draping, exhibit materials, monitors, equipment etc. Booth(s) must be designed and/or displayed so as not to obstruct the view of neighbouring exhibitors. Displays that block the clear view to other displays will be removed or adjusted to allow for clear sight lines.
- Rigging options are available. Refer to Show Services documents for information.
- Where masking is required to fill in open areas beside or behind exhibits, the exhibiting company may be required to cover the costs, if excessive.
- Easels, signage, or promotional props will NOT be permitted in the aisles. Storage of packing and storage boxes is strictly prohibited on the trade show. Boxes, crates, wiring, etc., stored behind drapes that are unsightly will be removed at the exhibitors' expense.

\* Staff may not congregate or conduct business outside of the booth space into the aisles. A limit of 5 staff per 10x10 space is in place. Please purchase sufficient booth space to accommodate your registered staff and potential visitors to the exhibit.

13. Exhibitors shall pay all costs associated with their exhibit including, but not limited to electrical, internet, rigging, rentals, shipping, unloading, set up, tear down and removal of their exhibits. Arrangements must be made directly with the official show contractors.
14. Applicants must provide a description of the merchandise or service to be exhibited in the space provided on the Registration Form. Exhibits may not include merchandise other than that specified in the application form.
15. Distributors may display brands from other equipment or services suppliers, provided those companies have reserved their own exhibit space. There are no exceptions to this, and exhibitors will be asked to remove any equipment or branding that is not wholly owned by the exhibiting company.
16. The Canadian Parking Association reserves the right to prohibit the use of any materials or displays that, in its judgement, may compromise the CPA's reputation and/or the safety of the conference participants.
17. Exhibitors shall register contests or draws with the Canadian Parking Association at the registration desk. All draws will be made under the supervision of the Board of Directors at scheduled times agreed upon during the trade show.
18. No exhibitor will commence dismantling or removing their exhibit until the trade show floor has been officially closed and all delegates have left the area after the final exhibition session. Exhibitors seen dismantling their exhibit prior to the end of the show will be fined \$1000 for disregarding the official show hours and may be prohibited from registering in future.

## LIABILITY

19. The Canadian Parking Association assumes no liability for damages or injuries caused as a result of negligence on the part of the exhibiting company, his/her staff or agents, the Sutton Place Hotel, Halifax Convention Centre, Global Show Services, Encore or any other contractors or agents associated with this conference and exhibition.

Exhibiting company agrees to carry and upon demand provide to the CPA evidence of Comprehensive General Liability Insurance with a minimum limit of \$2,000,000 that provides coverage for any liabilities arising over the course of, or as a result of this event, and names the Canadian Parking Association as specifically insured. The Canadian Parking Association assumes no liability whatsoever for the health and safety of participants regardless of cause.

20. In the event the Trade Show is cancelled or is not held by reason of acts of God, strikes, lockouts or other labour or industrial disturbances, civil disturbances, interruptions by government or court order, future valid orders of any regulatory body having jurisdiction, acts of the public enemy, wars, riots, failure or inability to secure materials or labour, fire, lightning, tempest, flood, explosion, and/or other causes beyond the control of the CPA, then CPA shall be in no way whatsoever liable to the Exhibitor other than to return to the Exhibitor, without interest, such sums (if any) as have been paid to CPA in advance in connection with said Trade Show space rental. This excludes any expenses paid by the Exhibiting Company to third party suppliers for items such, but not limited to show services rentals, transportation, travel, etc.

## PROGRAM SCHEDULE DISCLAIMER

The CPA strives to provide the Trade Show program as advertised. However, from time-to-time over the course of planning, conditions arise that may require some portions of the program schedule to be adjusted. Any changes will be communicated in advance.

## PAYMENT POLICY

Payments for conference & trade show registration shall be made In Canadian dollars to:

Canadian Parking Association  
205C – 2255 St. Laurent Blvd., Ottawa, ON K1G 4K3 Tel 613-727-0700  
Online: [canadianparking.ca/halifax2024/](https://canadianparking.ca/halifax2024/)

Services not provided by the CPA must be ordered through the official show contractors in accordance with their policies. Acquisition and payment for all other services, supplies, accessories, labour, etc., are the responsibility of the exhibitor.

## EXHIBIT SPACE

Payment of the total of booth fees must accompany the registration form. Balances for additional purchases such as staff, event tickets, etc., are due by August 31, 2024. Exhibit space will not be guaranteed until the CPA has received payment in full. The CPA reserves the right to reassign and relocate exhibit space as required, in order to provide the best possible distribution of exhibits.

## EXHIBIT STAFF

All exhibit staff must be pre-registered. Registration fees not included on the booth rental form are due by August 31, 2024. To qualify for discounted exhibit staff, exhibit staff must be pre-registered by this date, after which time, full fees apply.

**Member Rates:** Annual Memberships provide for multiple employees to be eligible for discounted conference fees. Only those staff who are included in the company's membership are eligible for member rates. Additions may be made to membership categories up to conference dates. Substitutions or membership cancellations are not permitted. All others must register at the non-member rates.

Exhibiting companies holding a current membership with the CPA may select the tiered Member rates as shown on the registration form for up to four additional staff provided those persons are already named on the company's membership. All additional exhibit staff must be registered at the full conference rate.

**Non-Members:** Exhibiting companies that do not hold a full membership must select the Non-Member rate for booths selected and will receive one complimentary booth staff registration. ALL additional Exhibit Staff must take the non-member rate.

Exhibit Staff will be listed on the Conference Attendee List at the time of registration. To opt out of being included on the list, staff must contact [Teresa@canadianparking.ca](mailto:Teresa@canadianparking.ca) to request to be removed.

## EXHIBIT SPACE REGISTRATIONS RECEIVED AFTER AUGUST 31, 2024

Exhibitors who register after August 31, 2024, must register online at <https://canadianparking.ca/exhibitors2024/> and payment in full is required via credit card (Visa, MasterCard) or e-transfer only. Accounts must be paid for in full before access is granted to the trade show area. There will be no exceptions.

## CANCELLATION POLICY

### EXHIBITORS – BOOTH CANCELLATION

Requests for cancellation and partial refunds on exhibit space must be received in writing at the Canadian Parking Association, 205C – 2255 St. Laurent Blvd., Ottawa, ON K1G 4K3 or via email to [Teresa@canadianparking.ca](mailto:Teresa@canadianparking.ca) up to or on **August 31, 2024**.

Cancellations up to this date are subject to an \$900 administration fee per booth cancelled.

If a company's booth is cancelled for any reason, all staff registered with the booth will also be cancelled.

Refunds will not be issued **after August 31, 2024**. No refunds for event tickets, fundraisers, or sponsorships.

### EXHIBIT STAFF & DELEGATES

Cancellations received in writing before August 31, 2024, will forfeit \$300 per registrant. No refunds after **August 31, 2024**, or for no-shows.

### SPONSORSHIPS

No refund on Sponsorships.

## BEWARE OF THIRD-PARTY INTERFERENCE

The CPA does not acknowledge third-party organizations who solicit on behalf of the association. This includes housing/ accommodations, attendee lists, or any other conference-related services. Access to exclusively approved contractors are provided by the CPA to all prospective and registered attendees.

## A NOTE ABOUT SUITCASING

For those unfamiliar with the term, suitcasing refers to non-exhibitors who go to a show as an attendee, but pass out information, samples, etc. about their business from a suitcase, literally or figuratively. But what it represents is theft from show management, exhibitors, and even attendees. Suitcasers didn't pay to exhibit, and yet they're enjoying access to attendees just the same as legitimate exhibitors.

The Canadian Parking Association endeavors to provide a fair and equitable platform for all attendees to conduct business, and to deliver value to all who attend. The practice of Suitcasing at a trade show is not new, however in the past few years, it has seen a significant increase. To mitigate the damage and losses that occur as a result of this practice, the CPA has introduced stricter rules to curtail these activities on the trade show floor. Vendor companies will be monitored at the Registration stage and advised of their options for registration. Violators will forfeit their name badge and be removed from the event.