



**Muskoka**  
IN-WATER BOAT &  
COTTAGE SHOW



**Can1east**  
SHOWS Inc.

# EXHIBITOR MANUAL

**4<sup>th</sup> Muskoka In-Water Boat & Cottage Show**  
**5<sup>th</sup> Muskoka Ribfest**

**July 22 to 24, 2011**  
**Muskoka Wharf, Gravenhurst, ON**

Owned and Produced by:

**Can1east**  
SHOWS Inc.



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**VERY IMPORTANT**

<b><u>SHOW DATES</u></b>	Friday, July 22 to Sunday, July 24, 2011
<b><u>SHOW LOCATION</u></b>	Muskoka Wharf 900 Bay St. Gravenhurst, ON P1P 1V5
<b><u>SHOW HOURS</u></b>	Friday, July 22            12 pm to 6 pm Saturday, July 23        10 am to 6 pm Sunday, July 24           10 am to 5 pm
<b><u>SHOW MANAGEMENT</u></b>	<b>Caneast Shows Inc.</b> Ian Forsyth, Managing Partner/Show Director (613) 241-7733 or (888) 999-8968 Email: <a href="mailto:ian@caneastshows.com">ian@caneastshows.com</a>  Nori Richens, Show Manager (647) 344-6700 Email: <a href="mailto:nori.richens@rogers.com">nori.richens@rogers.com</a>
<b><u>MOVE-IN DATES &amp; TIMES</u></b> (Subject to change)	<b>Thursday, July 21        9 am to 6 pm</b>  Exhibitors are responsible for the removal of any garbage/boxes etc. as a result of move-in and show participation.
<b><u>MOVE-OUT DATES &amp; TIMES</u></b> (Subject to change)	<b>Sunday, July 23           5 pm to 11 pm</b>  While Show Management will take all reasonable security measures to safeguard small items, immediate removal of such items will minimize the possibility of loss from pilferage.
<b>EARLY MOVE-OUT WILL NOT BE TOLERATED</b>	
If you tear down or pack up exhibit materials before show close you will be prohibited from exhibiting in future Caneast produced shows.	
<b>Due to liability and insurance issues, working in your booth will ONLY be permitted during the allocated move-in and move-out times.</b>	



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<p><b><u>SAMPLES, SOUVENIRS AND SOLICITING</u></b></p>	<p>Soliciting of business and distribution of samples, souvenirs, and literature (including promotions by costumed personnel) must be confined to your exhibit space only. It is not permitted in the aisles, in other exhibitors' booths, at any entrance/exit, or anywhere on the grounds of the event, including the parking area (car windshields) without show management authorization.</p>
<p><b><u>INSURANCE</u></b></p>	<p>As an exhibitor participating in a show, you must carry adequate Liability Insurance for the safety and security of other exhibitors, the attending public, the show producer, and yourself. Unfortunately exhibitors who fail to provide proof of insurance will be denied access to the event.</p> <p>Show Management, Caneast Shows Inc., Muskoka Trade Shows, The Muskoka In Water Boat &amp; Cottage Show &amp; Ribfest, Muskoka Wharf, and the Town of Gravenhurst will not be responsible for injury to persons, loss or damage of products, exhibits, equipment or decorations by fire, accident, theft on any other cause while in the show building or it's environs.</p>
<p><b>ADDITIONAL EQUIPMENT</b></p>	<p>Exhibitors are responsible for providing or renting any required booth or display equipment. (i.e. tables, chairs etc.)</p>
<p><b>SIGNS</b></p>	<p>All booth signage must be professional in appearance.</p> <p><i>BANNERS- Signage must not appear in adjacent exhibits. Any banners or signage deemed inappropriate will be removed at the exhibitor's expense.</i></p>
<p><b>ALTERATIONS TO EXHIBIT SPACE</b></p>	<p>Painting, nailing, drilling, or screwing to the ground, walls, dock or any part of the exhibit space is not permitted by Show Management and the Town of Gravenhurst.</p>
<p><b>EXHIBITOR BADGES</b></p>	<p>Exhibitor badges are required to gain access to the Show, and must be worn at all times.</p> <p>Please submit the enclosed Exhibitor Badge Form by July 16, 2010.</p> <p>Exhibitor badges will be available for pick-up on site during move-in at the Show Office.</p>
<p><b>ADMISSION PRICES</b></p>	<p>The Muskoka Boat &amp; Cottage Show and Muskoka Ribfest is free for the public.</p>
<p><b>TENTS</b></p>	<p><b>*A tent is mandatory for shore space under 500 sq. ft. Tents are available for rent at \$2 per sq. ft.</b></p> <p>If you are supplying your own tent, please ensure it is flame-resistant. The Town of Gravenhurst Fire Department may inspect your tent. For exhibitors that are using a tent, a <b>portable fire extinguisher with a minimum 2A rating is required.</b></p>



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<b>ELECTRICAL EQUIPMENT</b>	Regulations made by the Labour Electrical safety branch provide that all electrical equipment operating at the show be approved. Equipment that is approved by the CSA and bears that association's mark of approval is acceptable to the commissions.
<b>SECURITY</b>	<p><b>Security guards will be on site during non show hours (overnight).</b> Exhibitors are responsible for security in their booth for the full duration of the show. During move-in and move-out, please have a staff member in your booth at all times.</p> <p>Show Management cannot assume any responsibility for losses incurred from pilfering or any other causes.</p>
<b>DRAWS OR CONTESTS</b>	<p>If you are participating in any contests/draws please submit the enclosed Contest/Draws Form by July 10, 2011 as you are not permitted to do any contest/draws without the approval of show management.</p> <p>Exhibitors offering contests/draws are required to provide their own entry forms, draw boxes, and signage.</p>
<b>PRESS RELEASES AND PHOTOGRAPHS</b>	Exhibitors are encouraged to provide Show Management with any information on new and exciting products and or features. This information will be forwarded to our publicist for possible media attention. <b>(No guarantee of coverage).</b>
<b>ACCOMMODATIONS</b>	Please note there is no elected official Show Hotel, however a number of options are available in Gravenhurst and the surrounding areas: <a href="http://www.gravenhurstchamber.com/Tourism/index.html">www.gravenhurstchamber.com/Tourism/index.html</a> . Camping on the show grounds is not permitted by the Town of Gravenhurst.
<b>PARKING</b>	There will be designated parking on site for exhibitors.
<b>SLANDER &amp; DEFAMATION</b>	Character and/or company slights and insults of any kind will not be tolerated. Any exhibitor responsible for the above will have their exhibit space cancelled (non-refundable) from the show.
<b>FOOD VENDORS</b>	<p>All Food Vendors must apply for a Food Vendor Permit from the Town of Gravenhurst and Simcoe Muskoka District Health Unit and an inspection from Town of Gravenhurst Fire Department.</p> <p>Please contact Nori Richens for details at <a href="mailto:nori.richens@rogers.com">nori.richens@rogers.com</a> or (647) 344-6700</p>



## CERTIFICATE OF LIABILITY INSURANCE

\*\*\*MANDATORY FOR ALL EXHIBITORS\*\*\*

As an exhibitor participating in a show, you **MUST** carry adequate Liability Insurance with a minimum \$2,000,000 limit for the safety and security of other exhibitors, the attending public, the show producer, and yourself.

**Option 1: Your Own Insurance Company**  
(Please ensure all items are included)

- **ADDITIONAL INSURED: Caneast Shows Inc.**  
(exact wording of legal company name is critical)
- The **EXPIRY DATE of the policy** is listed
- Your full **COMPANY NAME** (as listed on your Contract)
- A **MINIMUM** Commercial General Liability of **\$2,000,000** covering:
- Bodily-Injury and Property-Damage Liability
- Subject to \$1,000 Bodily-Injury and Property-Damage Deductible; inclusive each occurrence
- Blanket Contractual Liability
- Employees as Additional Insured
- Contingent Employers Liability
- Broad-Form Property Damage
- Personal Injury Liability
- Cross Liability/Severability of Interest Clause
- Non-Owned Automobile
- Products and Completed Operations Liability

**Option 2: Canfinse Group Inc.**

Caneast Shows Inc. has appointed Canfinse Group Inc. as the official insurance contractor for The Muskoka In-Water Boat & Cottage Show and Muskoka Ribfest. Their program satisfies all of our minimum insurance requirements. To save time, order on-line by going to [www.exhibitorinsurance.com](http://www.exhibitorinsurance.com) or call us at Tel: (613) 241-7775, Toll Free 1-866-999-0510, and we will be happy to send or fax you an application form.

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**DO NOT SEND YOUR PROOF OF INSURANCE TO CANEAST SHOWS INC.**  
All of the administration of options 1 and 2 **must be sent to:**

Canfinse Group Inc.  
5000 Dufferin St., Ste. 215  
Toronto, ON M3H 5T5  
Tel: 905-695-2971 ext. 3 or 416-667-9177  
Fax: 905-760-2260  
[John.neo@canfinse.com](mailto:John.neo@canfinse.com)  
[www.exhibitorinsurance.com](http://www.exhibitorinsurance.com)  
Attn: John Neo



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## EXHIBITOR BADGES

**Deadline Date: July 15, 2011**

Each exhibitor will receive **6** exhibitor badges at no charge. In the spaces provided below, fill in the names of those persons who will require badges. **This applies to ALL exhibit personnel in your booth, whether they are working every day or one day only.** Note that badges are for working booth personnel only. **Badges are to be picked up at the show office during move-in.** It is the sole responsibility of the exhibitor to arrange for the distribution of badges among their employees.

COMPANY NAME:
BOOTH #:
CONTACT:
PHONE:
EMAIL:

### EXHIBITOR BADGE NAME(S):

Please type name(s) in the space below or print clearly as the following information will appear on your badges:

1.	4.
2.	5.
3.	6.

**Fax or mail to:**

Caneast Shows Inc.  
805-325 Dalhousie St., Ottawa, ON K1N 7G2  
Tel: (613) 241-7775 Fax: (613) 241-9970  
info@caneastshows.com



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## CONTEST/DRAW APPROVAL

COMPANY NAME: _____		
ADDRESS: _____		
CITY: _____	PROVINCE: _____	POSTAL CODE: _____
TEL: _____	FAX: _____	TOLL-FREE: _____
E-MAIL: _____	WEBSITE: _____	
CONTACT NAME: _____	TITLE: _____	

CONTEST/DRAW DETAILS: _____
CONTEST/DRAW PRIZES: _____
POSSIBLE NUMBER OF CONTEST/DRAW PRIZE WINNERS: _____

\_\_\_\_\_  
Company Contact Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Caneast Shows Inc. Signature

\_\_\_\_\_  
Date

This contest/draw approval form must be completed and submitted for review.  
A copy of the signed approval form will be returned to you.

**PLEASE NOTE:**

The names of all winners must be given to Caneast Shows Inc. after the show.  
Any lists accumulated from contest/draw cannot be sold or forwarded to a third party.  
All contest/draws must be free of charge.

**PLEASE COMPLETE AND RETURN THIS FORM BY E-MAIL, FAX, OR MAIL TO:**

Nori Richens, 805-325 Dalhousie St., Ottawa, ON, K1N 7G2

**Tel:** (647) 344-6700 **Fax:** (613) 241-9970 **E-mail:** nori.richens@rogers.com