

Show Code of Conduct GIC 2025

Advertising

Distribution of advertising and print material is not permitted outside the confines of the booth space.

Age Restriction

Grocery Innovations Canada is a professional trade show and convention. Infants and children UNDER 16 years of age are NOT permitted on the show floor at any time due to safety concerns and the business nature of the event. CFG reserves the right to deny entry to the trade show and conference at any and all times.

Grocery Innovations Canada is a place of business and children under the age of 16, including infants, are **not permitted entry**. Also, during Exhibitor move-in, the tradeshow floor is considered a construction area, and it is unsafe for children on the floor. **No childcare will be allowed.**

Audio / Visual

If audio and visual equipment is used, the sound must be subdued to such an extent as to ensure it is not a nuisance to neighbouring Exhibitors.

Badges

All Exhibitors are required to wear a BLUE Exhibitor Badge. The Exhibitor badge will allow early access to the trade show floor for Move-In/ Move-Out. Each Exhibitor is given FIVE (5) staff badges per 100 sq. ft. of booth space. Exhibitor badges are only to be used for the exhibiting company's staff members. Badges can only be used by one person. Each staff member must have a badge to enter the show floor.

Bag Limit

Attendees and Exhibitors can take only TWO (2) bags of samples off the show floor. Suitcases, wheeled collapsible carts, and shopping carts are not permitted on the show floor. Using their discretion, guards and show management may confiscate ANY or ALL bags of samples.

Booth Carpet

*Please Note Carpet/ Floor Covering for your entire booth is MANDATORY.

Booth carpet is NOT included with a standard booth space. Please make the necessary arrangements to ensure your exhibit space has flooring as this is a requirement as per show management exhibit regulations. Exhibitors that do not have carpet/ full floor covering for the entirety of their booth will be barred from participating in Grocery Innovations Canada.

Exhibitors are permitted to bring in their own carpet or flooring. Flooring may also be purchased through Stronco.

Code of Conduct Policies

Management has the right to make changes, amendments, and additions to the Exhibitor Terms and Conditions as it shall deem necessary to the proper conduct of the exhibition and thereupon the Exhibitor Terms and Conditions. The operations rules shall rest with Management, and its decision will be final.

Management may require Exhibitors to make such alterations to their displays as it deems necessary to the proper conduct of the exhibition and, on failure to comply, may order the immediate removal of the entire exhibit without compensation and at the Exhibitor's expense.

Cold Storage

For Exhibitors requiring cold storage, refrigerated or freezer space is available.

Cold storage products may be delivered during move-in hours. A company representative **MUST** be present to sign-in the product when delivered. Show Management will not be responsible for product misplaced upon delivery in the absence of a company representative. Product delivered outside of the scheduled Cold Storage published hours will be turned away at the Exhibitor's expense.

If required space is underestimated, cost adjustments will automatically be made on-site. There will be an additional \$150 labour charge for shipments that exceed the amount of space booked or if there is no company representative to sign the product into the reefer.

Grocery Innovations Canada ensures the Cold Storage area is monitored 24/7 by show security. However, if product is lost, stolen, or damaged in any way Show Management will not be held responsible for these losses.

Demonstrations

If having a demonstration, it must be conducted within the booth space.

Entry to the Show

Show Management reserves the right to refuse admission to the show building to any Visitor, Exhibitor, or Contractor who, in the opinion of Show Management, is unfit, intoxicated, or in *any way* creating a disruption to the show.

For security reasons, you will be required to wear your **Exhibitor Badge** in a prominent location when entering the building.

No **children under the age of 16** are permitted on the show floor at any time – including infants and toddlers.

Exhibit Design

Exhibit rules are included on GIC Website in the Exhibitor Manual. Please ensure that your booth complies with the rules and regulations. Direct any questions about compliance to Cindy Suh (csuh@cfig.ca). Interpretation of the rules and regulations rests with Show Management and non-compliance can result in the closing of your exhibit prior to the show.

Fire Regulations

All Exhibitors planning to use any type of fuel, such as gas, oil, helium gas, or propane, in their exhibits are required to advise show management in advance. All displays or exhibited materials must be fireproof to conform to Federal, Provincial, and City Fire Laws.

Floor Covering

All Exhibitors must have some type of flooring (carpet, laminate, foam) that covers the entirety of the booth space. The floor covering must be in good condition and not be a potential tripping hazard.

Floor, Wall, and Carpet Damage

Painting, nailing, drilling, or screwing to the floors, walls, or any other part of the building is not permitted. Exhibitors are also responsible for oil, grease, or any general damage to the carpeted area. Exhibitors wishing to lay any floor coverings must use a protective layer of adhesive pre-mask tape. Acceptable adhesives are poly-coated cloth tape or gaffer's tape available through hardware or specialty stores. In the event that unauthorized tape is used, Exhibitors are responsible for removing the tape once the show is over. Charges will apply for all tape damage and/or adhesive removal at a rate provided by the building. Exhibitors are responsible for removing the tape once the show is over. Charges will apply for all tape damage and/or adhesive removal at a rate provided by the facility.

ALL Exhibitors MUST have floor covering in their booth that is in good condition.

Floor Plan

GIC Show Management reserves the right to rearrange Exhibitors or adjust the floor plan to accommodate the best interest of the Show. The floor plan maintained by Show Management is the official floor plan. Changes may occur at any time to accommodate Show needs.

Food Safety

Food safety is an important component of any food-related trade show. GIC Show Management works closely with the Toronto Congress Centre to ensure that Exhibitors and Attendees have both a profitable and safe show.

If you will be sampling food and/or beverages at the show, it is crucial that you read and understand the rules and requirements put in place by the Toronto Congress Centre. You

must also indicate on your Exhibit Design Form that you will be sampling – and must complete a sampling form.

Helium Balloons

All helium-filled balloons or other inflatable items are permitted if approved in writing. Due to the complexity and costs of retrieving balloons from various areas within Toronto Congress Centre, it has become necessary to request a deposit when helium balloon decor is planned. Retrieval deposits and a signed deposit form are required prior to the date of set-up for any balloon decor. Please contact Cindy Suh csuh@cfig.ca to obtain a Balloon Retrieval waiver form.

Insurance Requirements

Each Exhibiting Company is responsible for maintaining general insurance coverage against all risk of bodily harm, death, material loss or damage occurring in rented areas as outlined in the Exhibitor Space Application.

Exhibitors must obtain a certificate proving that they are fully insured and must send a copy of your certificate to our designated representative for vetting before the show.

If using an insurance company of your choice, upload your Certificate of Insurance to <https://www.exhibitorinsurance.com/pub/srch/?m=ul&e=GIC2025> . Direct questions about insurance to info@exhibitorinsurance.com .

You may alternatively purchase one-time insurance through [Exhibitor Insurance | Trade Show Conference and Event](#).

Losses or Damages

Management is NOT liable for any losses or damages, whether direct, indirect, general, special, consequential, or otherwise to the Exhibitor, its agents and employees or visitors to the exhibit whether occasioned by Management, its officers, its agents, and employees, or by another Exhibitor.

Mascots

Product sampling by Mascots and/or Hostess' is permitted within the parameters of the booth space, so long as these individuals have Exhibitor Badges. Any deviations from this rule must be authorized in advance by Show Management. Please contact Cindy Suh csuh@cfig.ca for more information.

Motorized Vehicles

Motorized vehicles on display are subject to the following conditions:

- gas tanks are less than ¼ full
- gas caps locked or sealed
- batteries made inaccessible
- drip pans under vehicles

- vehicles are clean and dry

Personal Protective Equipment

All individuals must be wearing the appropriate safety equipment during Move-In / Move-Out as directed by the Vancouver Convention Centre Security: safety boots and vests.

Propane

Exhibitors must indicate on their Exhibit Design form their intent to use propane and must have a 5lb ABC-type fire extinguisher in their booth. (Extinguishers are not available for rent or sale on-site.)

Propane tanks more than 20 lb. (10 kg) are not permitted inside the building. (Arrangements to store these in outside space can be arranged.) Flow restriction valves must be used on all propane tanks and are available from Home Depot or Acklands-Grainger. All propane connections must be inspected and approved by the show management. Contact Cindy Suh csuh@cfig.ca for more information.

Responsibility of Losses

Grocery Innovations Canada, our Official Show Contractors, and the Toronto Congress Centre are not responsible for loss or damages of the materials in the booth. Also, they are not responsible for loss or damages due to causes or conditions beyond their control such as wars, panic, mobilization, strikes, fires, floods, acts of God, as well as other conditions preventing the Show from opening on time, continuing through its scheduled dates, or opening at all.

Under such conditions, Show Management, Official Show Contractors, and the Toronto Congress Centre will *not* be responsible for any expenses incurred by an exhibitor in preparation for or promotion of their exhibit.

Right to Refuse

Show Management reserves the right to refuse admission to the show building to any Contractor, Exhibitor, Media, or Visitor who, in the opinion of Show Management, is unfit, intoxicated, or in *any way* creating a disruption to the show.

Security

The Toronto Congress Centre Security team will be responsible for 24-hour coverage of entrances, exits and the general floor area. **Exhibitors are responsible for their own booth security and should have their booth attended to at all times during Move-in/out and Show hours.**

Exhibitors must take whatever precautions are necessary to protect products, valuable materials, and equipment. Show Management, Official Show Contractors, and the Vancouver Convention Centre are **not** responsible for the loss of property of any kind, from either the booth location or the storage area. Please exercise cautious security measures

to protect your materials. Steel mesh security cages can be ordered, contact Show Management for details.

Suitcasing Policy

Suitcasing is the act of handing out product literature or samples at a trade show without being an exhibitor. Suitcasing is not allowed inside or on the grounds of the Toronto Congress Centre. Attendees found suitcasing will forfeit their badge and be escorted off the show floor.

Show Promotions (Advertising, Exhibit Excellence Awards, New Product Showcase, Official Show Guide, Sponsorship Program, and VIP Retailer Guest Passes are all part of Show Promotion)

Advertising at the show can enhance your exposure at the trade show. For information on advertising opportunities in the Show Guide, please contact Matthew Brown mbrown@cfig.ca.

Exhibit Excellence Awards are presented to the exceptional Exhibits at Grocery & Specialty Food West, in four categories: Best Single, Double, Multiple, and Marketed Booth. It is in the best interest of the exhibiting company to plan for the following criteria for on-site judging:

- Curb Appeal
- People & Product
- Structure/Design
- Overall Impression

New Product Showcase is a great way to get noticed and is a second location for your product on the trade show floor. Space is limited. Exhibitors are selected on a first-come first-serve basis. Contact Tyson Smith (tsmith@cfig.ca) for more details.

Official Show Guide details the exhibiting company's information for the attendees. Information includes company name, address, phone web address, and company profile, if submitted by the assigned deadline of August 15, 2025.

Sponsorship Programs are yet another way to gain more exposure! By sponsoring at Grocery Innovations Canada your company will benefit in year-round promotional support and on-site interaction opportunities. For more details, contact Matthew Brown at mbrown@cfig.ca.

VIP Retailer Guest Passes

Each Exhibitor is given VIP Retailer Guest passes to invite Retailers/Grocery Store operators to GIC as their guest. This is a two-day trade show only pass. Retailers are considered any employee that works for a full independent or franchised retail store operating in at least four departments of the following: dry grocery, produce, meat, frozen, dairy, bakery, or deli.

If a VIP Retailer Guest Pass has been used by an Attendee that does not fall within the Retail category, the pass will be changed to Service Other and updated to the correct balance.

You simply need to email the Exhibitor VIP Code and registration link to your guests, along with a personal message inviting them to the show. By using the code on the registration page, your guests will be able to register themselves for the tradeshow for free.

If you wish to invite more than 6 retail guests, additional invitations can be purchased for \$40 + HST each before the show. To purchase additional VIP Customer Invitations, please do so through your exhibitor registration portal. **If you have any questions, please reach out to CFIG@Microspec.com.**